



The Influence of Social Media on Political Participation of Novice Voter in the 2018 Simultaneous Local Election in Balangnipa, Sinjai

Zulfikran

Faculty of Social and Political Sciences, Hasanuddin University
Jl. Perintis Kemerdekaan No.KM.10, Makassar, Indonesia/ fikranzul@gmail.com

Nuryanti Mustari

Faculty of Social and Political Sciences, University of Muhammadiyah Makassar
Jl. Sultan Alauddin 259, Makassar, Indonesia/ Nuryantimustari@unismuh.ac.id

Suhardiman Syamsu

Faculty of Social and Political Sciences, Hasanuddi University
Jl. Perintis Kemerdekaan No.KM.10, Makassar, Indonesia/ Suhardiman@unhas.ac.id

Phil Sukri

Faculty of Social and Political Sciences, Hasanuddi University
Jl. Perintis Kemerdekaan No.KM.10, Makassar, Indonesia/ Sukripolitik@gmail.com

Lukman Nul Hakim Amran Saputra

Faculty of Social and Political Sciences, University of Muhammadiyah Makassar
Jl. Sultan Alauddin 259, Makassar, Indonesia/ lukmannul283@gmail.com

ABSTRACT

This study aims to find out the respondents' responses to the use of social media, respondents' responses to the political participation of novice voters and how social media affects the political participation of novice voters in the 2018 simultaneous local elections in Balangnipa, North Sinjai. The type of research used in this study is descriptive quantitative with the sample amounted to 40 people who came from the population using simple random sampling. Data collection techniques using observation and questionnaires with a Likert scale, each of which has been tested and has met the validity and reliability requirements. The data analysis technique used in this research is Descriptive Statistical Analysis Technique and simple linear regression.

Keywords: social media, political participation, novice voters

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INTRODUCTION

General election is a forum where the community are able to channel their aspirations in a democratic system. The participation of Indonesian people in channeling their voting rights must meet certain requirements as a voter list. This is as mandated in the 1945 Constitution Article 1 Paragraph 2 which states that "the sovereignty is in the hands of the people and is carried out based on the law". The sovereignty of the people is the implementation of a democratic system of the

people, by the people and for the people (Engesser et al., 2017; Falk & Strauss, 2020; Bickerton, C., & Brack, 2022).

However, there are many things that affect the community in channeling their aspirations and participation in elections, one of which is social media. Social media is a place to socialize with other humans which is done online so that they can interact with each other without being limited by space and time (Von Hofsten, 2021; Cross, 2015; Castells, 2000).



The nature of campaigns on social media is the opposite of campaigns in the real world, because campaigning in the real world sounds noisy. The sound produced in a real campaign is loud but without certainty, so that social media is the antithesis of that particular noise. Imaging and introducing political parties or candidates to the public is very effective by using social media as it can be reached by all people in cities and villages.(Pan & Hamilton, 2018; Abidah et al., 2020).

Information or issues that are spread on social media greatly affect the behavior of voters. Voters who are easily influenced by political messages or political issues on social media are the novice voters. Novice voters in the general election law, namely Law Number 8 of 2012 concerning the general election of DPR, DPD, and DPRD, are people of 17-21 years of age and already have voting rights to participate in general elections(Ramadhani, 2021; Hamid, 2015).

The behavior of novice voters is closely related to psychological and sociological factors, as in the age of 17-21 years, they are still vulnerable and easily influenced by certain political interests, plus the impulse in novice voters is influenced by curiosity to participate in elections. In addition, the novice voters are very active in using social media as the main source of information in their daily lives so that they get a lot of education or political knowledge through social media(Sveningsson, 2015; Prestridge, 2019).

The potential for novice voters in a general election should be taken into account, because in every election in Indonesia, the number of novice voters is in the range of 20-30% of the total number of voters in the general election and the number of novice voters in the 2015 simultaneous local elections nationally which has been compiled by the KPU through the Temporary Voter List is around 1,820,143 voters or 1.85% of the

total number of voters nationally as many as 98 million voters (Bergström & Jervelycke Belfrage, 2018).

Then in the local election for regional heads in Sinjai on June 27 2018, various campaign strategies were used by the regional head candidates including campaigning in cyberspace by distributing pamphlets and banners for each candidate containing picture captions to invite the public to vote for them. There was even an interesting thing that happened in the last Local Election of Regional Head in Sinjai, reported by tribunews.com, where there were pairs of candidates who were disqualified due to delays in collecting campaign fund reports. These pairs are Sabirin Yahya and Mahyanto Massarappi who are candidates for serial number 1 and are incumbents. Information about this candidate's disqualification quickly spread across various online news sites and social media.

RESEARCH METHODS

Location

This research was conducted in Balangnipa, North Sinjai, Sinjai.

Data Collection Technique

Data collection techniques used in this research were interviews, questionnaires, observation and documentation.

1. Questionnaire

According to Sugiyono (2012: 142) a questionnaire is a sheet containing statements/questions that have been determined by the researcher which is then given to the respondent. This method is used to get answers to a number of statements/questions that will be filled out by respondents. This questionnaire method was used to obtain data, that is the influence of social media on the political participation of novice voters in the 2018 simultaneous local elections in Balangnipa, North Sinjai.

The questionnaire consists of three parts, they are the procedure for filling out the questionnaire, questions relating to the identity of the respondent, and questions relating to the answers of how far the respondents agree or disagree with the questions posed in the questionnaire giving a score using five Likert scales.

The Likert scale is used to measure the opinions, attitudes and perceptions of respondents about the problem that becomes the research variable, which consists of variables X and Y. There are five answer choices for each question item, namely:

- 1) Answer Strongly Agree (SS): given a score of 5
 - 2) Answer Agree (S): given a score of 4
 - 3) Doubtful Answer (RR): given a score of 3
 - 4) Answer Disagree (TS): given a score of 2
 - 5) Answer Strongly Disagree (STS): given a score of 1
2. Documentation

According to Herdiansyah (2010: 143), documentation is a method of collecting data by analyzing a particular document or in other words taking data from available documents. Documentation can also be one of the evidences that the researcher has conducted a study.

Date Types and Sources

The type of research used is descriptive with a quantitative approach.

Descriptive research is the process of describing a variable to be studied, either one or more variables, but without having to relate these variables (Sugiyono, 2012: 13). While the quantitative research method is a research process on a population with a certain sample with data collection tools in the form of a questionnaire and analyzed quantitatively/statistically. (Sugiyono, 2012: 8).

Based on this, quantitative descriptive research is a research process based on sample data obtained which is then tested and analyzed using statistical methods. The descriptive data described in this study is the influence of social media on the participation of novice voters.

The source of data in this research is raw data and needs to be processed first to produce material that can be informative, either qualitative or quantitative.

1. Primary data

Primary data is data obtained directly by researchers based on the first source which is the object of research (Siregar, 2013). The primary data in this research is data from the distribution of questionnaires sourced from respondents who are all novice voters in Balangnipa, North Sinjai.

2. Secondary Data

Secondary data is data obtained by researchers from valid sources to be studied and can enhance information in research (Siregar, 2013). The secondary data referred in this research are data obtained from valid books, journals and internet sites.



Data Analysis Technique

1. Descriptive Statistical Analysis Techniques

Descriptive statistical analysis technique is used with the method of describing or describing the data that has been collected with the aim of making conclusions that apply in general (generalization).

Calculate the spread of data through the average and percentage calculation (%). Determination of the percentage of data obtained from the questionnaire results from each variable using the percentage calculation formula:

$$\% = x 100\% \frac{n}{N}$$

Formula description:

n = Score obtained

N = Ideal score

% = Percentage

The data that has been presented is then interpreted with qualitative sentences, i.e. the percentage results can be classified according to Table 3.1:

Percentage of Answers	Qualitative Interpretation
80% - 100%	Very good
60% - <80%	Well
40% - <60%	Pretty good
20% - < 40%	Not good
0% - < 20%	Very Not Good

(Arikunto, 2010: 246).

Table 3.1. Respondents Answer Criteria

2. Simple Linear Regression Analysis Technique

Simple regression analysis technique is used to see the effect of social media variables on community participation variables used in building equations in order to make a prediction. The simple regression equation formula used in this research is:

$$= a + bX$$

Formula description:

□ = Beginner Voter Participation variable

X = Social Media variable

a = Constant

b = Regression coefficient

Regression analysis in this research will use the help of SPSS version 22 software. The results of regression analysis can also be used to test hypotheses. The basis for making the decision is:

- a. If the P value (sig) 0.05, then H_a is rejected and H_0 is accepted, meaning that there is no significant effect.
- b. If the P value (sig) 0.05 then H_a is accepted and H_0 is rejected, meaning that there is a significant effect.

Data Validation Technique

1. Validity test

Construct validity and content validity will be carried out by researchers to test whether the constructs or characteristics (latent variables) in this research that are social media variables and novice voter participation can be measured accurately by the indicators. Researchers will test the validity using the SPSS version 22 software.

Based on the fact that the respondents of this research were a sample of some of the population (unsaturated sample) as many as 40 respondents, then the validity test is enough to compare the value of r_{count}

with the value of the Product Moment rtable (attached) with the formula $df = n - \text{number of variables}$ ($df = 40 - 2 = 38$). If the value of $r_{count} \geq r_{table}$, the indicator or questionnaire question is said to be valid, and vice versa.

2. Reliability Test

Internal consistency reliability will be carried out by researchers to test each item in the research questionnaire using Spearman Brown's Split Half technique. Researchers will conduct a reliability test using SPSS version 22 software. Reliability testing is enough by comparing α with a value of 0.6. If $\alpha > 0.6$ then the indicator or question questionnaire is said to be reliable, and vice versa.

DISCUSSION

Respondents' Responses to Social Media

The gender of male and female respondents who are novice voters in Balangnipa can be seen from the following table:

Table 4.1: Distribution of Respondents by Gender

No	Gender	Frequency (person)	Percentage (%)
1	Male	18	45
2	Female	22	55
Amount		40	100

Source: Research results (primary data), 2019

From the data in the table above, we can see that there are 18 male respondents and 22 female respondents. This shows that the female dominates, although the difference between the number of male and female is only around 10%. Therefore, it can be seen that both male and female are using social media.

Social media in general is an information access tool that is used to socialize (connect, either personally, in groups and others) with fellow users. Progress on the use of social media not only as a communication and socialization platform,

but also used for the benefit of the general public such as political interests, government, and others.

After all the data obtained in the research are described, the next step is to analyze data on social media variables. The social media indicators are Participation, Openness, Conversation, Community and Interconnection. Then, the social media referred to in this research are Facebook, Whatsapp and Instagram. Thus, this research obtained results about respondents' responses based on the indicators studied.



Based on the results of data analysis on the five social media variable indicators of Participation, Openness, Conversation, Community and Interconnection, the results as follow:

Table 4.27: Respondents' Responses to the Statement of Social Medial Variables

No. Statement Items	Category												
	Strongly Agree (SS)		Agree (S)		Disagree (KS)		Disagree (TS)		Strongly Disagree (STS)		Total		
	F	%	F	%	F	%	F	%	F	%	F	%	Score
Social media is a communication tool that is easily accessible by all people.	15	37.5	22	55	3	7.5	0	0	0	0	40	100	172
The public can post pictures and writings about potential candidates on social media.	7	17.5	24	60	7	17.5	2	5	0	0	40	100	156
Information on social media is very helpful in getting to know potential candidates.	10	25	17	42.5	12	30	0	0	1	2.5	40	100	155
Posts about elections on social media are very accessible.	7	17.5	25	62.5	6	15	2	5	0	0	40	100	157
Social media can be used as a tool for campaigning in cyberspace.	24	60	13	32.5	2	5	1	2.5	0	0	40	100	180
Candidates' posts on social media attract the attention of the public.	10	25	18	45	12	30	0	0	0	0	40	100	158
Social media provides an opportunity for the public to respond to posts by potential candidates in cyberspace.	12	30	23	57.5	5	12.5	0	0	0	0	40	100	167
Social media can be used by the public to support their chosen candidate in cyberspace.	18	45	20	50	2	5	0	0	0	0	40	100	176
Social media can be used as a place to discuss and communicate about elections.	10	25	13	32.5	14	35	1	2.5	2	5	40	100	148
People's comments on social media often bring down potential candidates.	7	17.5	12	30	12	30	3	7.5	6	15	40	100	131
Commenting on each other on social media can	7	17.5	15	37.5	16	40	2	5	0	0	40	100	147



strengthen the relationship between election participants.														
The public should give positive comments about the election on social media.	28	70	11	27.5	1	2.5	0	0	0	0	40	100	187	
Communities can bring together members with a common goal.	12	30	26	65	1	2.5	1	2.5	0	0	40	100	169	
The community on social media makes it easy to get information about elections.	26	65	13	32.5	1	2.5	0	0	0	0	40	100	185	
The community on social media plays a very positive role in the general election.	6	15	24	60	9	22.5	1	2.5	0	0	40	100	155	
Creating groups on social media can make it easier to discuss elections.	14	35	21	52.5	5	12.5	0	0	0	0	40	100	169	
Social media makes it easy to interact with people about social media.	20	50	20	50	0	0	0	0	0	0	40	100	180	
Social media can strengthen public relations with potential candidates.	5	12.5	24	60	9	22.5	2	5	0	0	40	100	152	
Social media makes it easy for people to connect with each other.	18	45	21	52.5	1	2.5	0	0	0	0	40	100	177	
Social media can be used as a means of communication with other people.	20	50	20	50	0	0	0	0	0	0	40	100	180	
Total Score													3301	
Average													165	

Source: Research Results (primary data), 2019

In table 4.5 above, respondents' responses to social media with a total score of 3,301 or with an average score of 165 out of 20 statement items obtained on the five indicators. The highest score of each statement item is given a score of 5 and the lowest score of each statement item is given a score of 1. To find out the maximum score of the social media variable (X) is as follows:

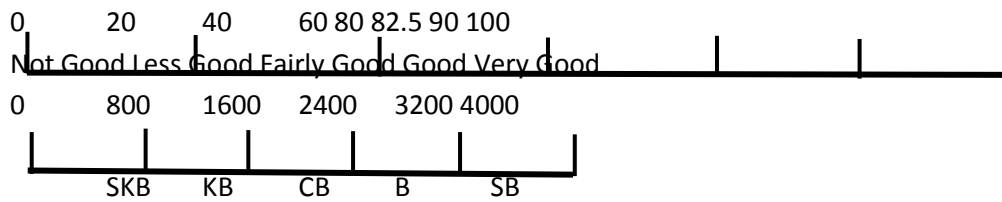
$$\begin{aligned} \text{Maximum Score} &= \text{Highest score of statement items} \times N \times \text{Statement items} \\ &= 5 \times 40 \times 20 \\ &= 4,000 \end{aligned}$$

Based on the results of social media research in Balangnipa, North Sinjai, it was obtained from the total score in collecting questionnaire data as much as 3,301. Therefore, the responses from 40 respondents to social media in Balangnipa, North Sinjai are:

$$\frac{\text{Acquisition Score}}{\text{Maximum Score}} \times 100\% = \frac{3.301}{4.000} \times 100\% = 82,5\%$$



From the results of the social media assessment of 82.5% determined, this can be categorized as a continuum as follows:



Information:

Very Poor (SKB)	= 1	= 1 × 4020 = 800 ×
Not Good (KB)	= 2	= 2 × 4020 = 1600 ×
Fairly Good (CB)	= 3	= 3 × 4020 = 2400 ×
Good (B)	= 4	= 4 × 4020 = 3200 ×
Very Good (SB)	= 5	= 5 × 4020 = 4000 ×

Based on the results of research in Balangnipa of 82.5%, it shows that the use of social media is a good assessment. However, based on the observations of researchers in the field, social media has been able to be used properly by the community to build communication, share information and exchange ideas on social media, although there are still people who have not actively used social media and shared positive things on social media.

Analyzing the respondents' responses to statements on social media variables presented in the table, shows that the Strongly Agree (SS) option dominates the category in the questionnaire with the highest percentage of 70% with a frequency of 28 people out of 40 respondents of statement 12. "The public should give positive comments on social media", provides information that novice voters in Balangnipa have a wise mindset in using social media. This is supported by the percentage of 27.5% who chose the answer Agree (S) with a frequency of 11 people. Then for the frequency of Disagree (TS) and (Strongly Disagree (STS) on the same statement, none of the respondents gave a response. This can be a good record for generations to continue to be wise in providing positive comments in response to something on social media. However, in the

Disagree answer (KS) there is a percentage of 2.5% with a frequency of 1 person. It indicates that respondents feel the need for criticizing comments as evaluation material for someone in social media.

The highest nomination for the answer Agree (S) is in the statement 13 "Communities on social media can gather members with the same goal" which has a percentage of 65% with a frequency of 26 people. This indicates that novice voters agree with the existence of a community on social media that can bring together other people with similar interests and goals.

The highest answer nomination for Disagree (KS) is in the statement 11 "Commenting each other on social media can strengthen the relationship between election participants" which has a percentage of 40% with a frequency of 16 people. Which gives a signal that building conversations on social media does not all lead to the creation of good relationships for election participants.

Then, the highest nomination answers for Disagree (TS) and Strongly Disagree (STS) are in the statement 10 "Giving comments on social media that drop prospective candidates" which has a percentage of 7.5% with a frequency of 3 people for answers (TS) and the percentage of 15% with a frequency of 6 people for answers (STS). This gives an



indication that the building of communication and feedback conversations on social media

should not bring down any candidate to build a peaceful democratic party.

Respondents' Responses to Voter Participation

Novice voter participation is the involvement of novice voters who are taking part in the general election for the first time and still need political guidance in conveying their aspirations. Therefore, it becomes a shared responsibility in providing understanding to them to not let them being apathetic and unstable in politics in order to create quality voters in the future.

elections, participation in informal political discussions, participation in general meetings and campaigning. Thus, this research obtained results about respondents' responses based on the indicators studied.

After all the data obtained in the study, the next step is to analyze the data on community participation variables based on indicators. The indicators of community participation are participation in general

After all the data obtained in the study are described, the next step is to analyze the data on the voter participation variable. The indicators of voter participation are participation in general elections, participation in informal political discussions, participation in general meetings and campaigning.

The following table presents research data on respondents' responses to Voter Participation Variables:

Table 4.47: Respondents' Responses to the Statement of Voter Participation Variables.

No. Statement Items	Category												
	Strongly Agree (SS)		Agree (S)		Disagree (KS)		Disagree (TS)		Strongly Disagree (STS)		Total		
	F	%	F	%	F	%	F	%	F	%	F	%	Score
Every citizen who meets the requirements to participate in the election has the right to vote in the election.	15	37.5	24	60	1	2.5	0	0	0	0	40	100	174
People are not allowed to be abstain in general elections.	29	72.5	8	20	2	5	1	2.5	0	0	40	100	185
Following the general election is something that is highly anticipated by the community.	19	47.5	21	52.5	0	0	0	0	0	0	40	100	179
The public must vote for the candidate they like without being paid.	28	70	10	25	1	2.5	1	2.5	0	0	40	100	185
Participating in the candidate debate is something that must be followed by the community.	21	52.5	14	35	5	12.5	0	0	0	0	40	100	176



Every community should discuss about qualified candidates.	21	52.5	1 4	35	2	5	0	0	3	7.5	40	10 0	170
Every citizen must participate in the socialization of the general election.	21	52.5	1 5	37. 5	1	2.5	1	2.5	2	5	40	10 0	172
People who do not discuss the election will be left out of information.	18	45	1 6	40	5	12.5	0	0	1	2.5	40	10 0	170
Being a candidate for a successful team of candidates is something fun.	5	12.5	2 0	50	15	37.5	0	0	0	0	40	10 0	150
Every community must know the visions and missions of the candidates they support.	20	50	1 8	45	2	5	0	0	0	0	40	10 0	178
Attending a meeting with potential candidates is something that people look forward to.	11	27.5	2 0	50	8	20	1	2.5	0	0	40	10 0	161
Candidates should open a discussion room with the community.	16	40	2 3	57. 5	1	2.5	0	0	0	0	40	10 0	175
Engaging in political party campaigns is very interesting to follow.	10	25	1 8	45	8	20	2	5	2	5	40	10 0	152
Participating in a candidate's campaign is something that people look forward to.	7	17.5	2 1	52. 5	12	30	0	0	0	0	40	10 0	155
Being a campaign executive committee is very beneficial for the community.	18	45	8	20	14	35	0	0	0	0	40	10 0	164
Every citizen has the right to participate in the campaign of the candidate they support.	6	15	1 6	40	5	12.5	2	5	1	2.5	40	10 0	114
Total Score													2260
Average													141.2



Source: Research Results (primary data), 2019

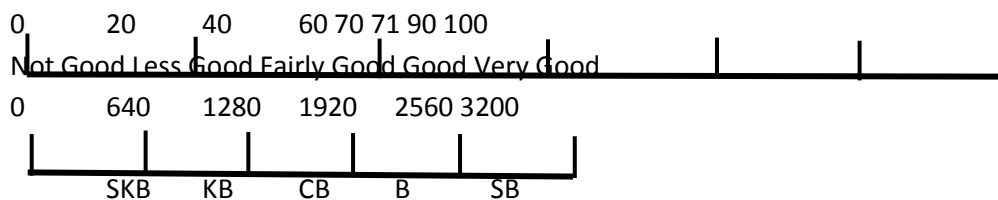
In table 4.6 above, respondents' responses to community participation with a total score of 2260 or with an average score of 141.2 out of 16 statement items obtained on the four indicators. The highest score of each statement item is given a score of 5 and the lowest score of each statement item is given a score of 1. To find out the maximum score of the voter participation variable (Y) is as follows:

$$\begin{aligned} \text{Maximum Score} &= \text{Highest score of statement items} \times N \times \text{Statement items} \\ &= 5 \times 40 \times 16 \\ &= 3,200 \end{aligned}$$

Based on the results of voter participation research in Balangnipa, the total score obtained in collecting questionnaire data as much as 2260. The responses from 40 respondents to community participation in Balangnipa are:

$$\frac{\text{Acquisition Score}}{\text{Maximum Score}} \times 100\% = \frac{2260}{3200} \times 100\% = 71\%$$

From the results of the determined 71% community participation assessment, the following categories can be made on a continuum:



Information:

Very Poor (SKB)	= 1	= 1 × 40 16 = 640 ×
Not Good (KB)	= 2	= 2 × 40 16 = 1280 ×
Fairly Good (CB)	= 3	= 3 × 40 16 = 1920 ×
Good (B)	= 4	= 4 × 40 16 = 2560 ×
Very Good (SB)	= 5	= 5 × 40 16 = 3200 ×

Based on the research in Balangnipa, the results obtained are 71% which shows that voter participation in Balangnipa is quite good. Based on the observations of researchers in the field, this shows that novice voters have been actively involved and participated in elections and have used social media as a means to obtain general election information, although not completely.

Then, the respondents' responses to the statement of voter participation variables show in the table above. The majority of respondents gave the answer Strongly Agree (S) which can be seen in the statement 2 "The

public should not abstain from voting in the general election" with a percentage of 72.5% with a frequency of 29 people from 40 respondents. This can be used as a measure that the participation rate of novice voter in general elections in Balangnipa is quite high by avoiding *Golput (White Group)* behavior. Meanwhile, for the Highest Disagree (STS) option, there were 3 people out of 40 respondents with a percentage of 7.5% in statement 6 states "Every community should discuss about qualified candidates".

Then for the highest Agree (S) answer, it has a percentage of 60% or 24 people out of



40 respondents, this can be seen in statement 1 "Every citizen who meets the requirements to become an election participant has the right to vote in the election" that gives an indication that novice voters avoid abstentions and must dare to make their political choices. For the highest answer score for the item Disagree (TS) is at a percentage of 5% with 2 people out of 40 respondents. This can be seen in statement 13 "Being involved in political party campaigns is very interesting

to follow" which indicates that there are novice voters who do not like campaign activities.

Meanwhile, the highest Disagree (TS) answer is found in statement 9 "Being a candidate's success team is something fun". There are 15 people who answered from 40 respondents with a percentage of 37.5%, thus providing information that not all voters in the election want to be a part of a successful team of candidates.

F Test (Simultaneous Test)

Table 4.8 : F Test (Simultaneous)

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1236,623	1	1236,623	58,500	.000b
	Residual	803.277	38	21139		
	Total	2039,900	39			
a. Dependent Variable: Voter Participation						
b. Predictors: (Constant), Social Media						

Research Results (primary data from questionnaires), data processed by the author with SPSS, 2019)

An analysis of the results of the F test can align with the comparison between Fcount and Ftable:

If Fcount ≤ Ftable, then H0 is accepted, there is no effect

If Fcount > Ftable, then H0 is rejected. There is an effect

Based on the results of statistical data analysis in table 4.8 above, Anova is used to determine a simple regression equation model which is known that the calculated F value = 58,500 and F table is obtained from the distribution of F table values which is 4,098 so that F count > F table (58,500 > 4,098) or a significant level of 0.000, less than 0.05. It means that there is an influence of social

media on voter participation or the independent variable of social media jointly affects the dependent variable of voter participation, which means that the hypothesis that says there is an influence of social media on voter participation in Balangnipa, North Sinjai is acceptable.

Determinant Coefficient Test

The determinant coefficient test was carried out with the aim of determining the percentage of total variation in the voter participation variable as the dependent variable which was explained by the social media as the independent variable. Because this research uses simple linear regression analysis, then to see the value of the determinant coefficient is the value of R Square. The following table presents the results of the determinant test.



Table 4.9 :Determinant Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.779a	.660	.596	4.59770
a. Predictors: (Constant), Social Media				

Research Results (primary data from questionnaires), data processed by the author with SPSS, 2019).

Based on the results of statistical data analysis in table 4.9 Model Summary above, it explains the magnitude of the correlation or relationship (R) value of 0,779. The influence of the independent variable or social media on the dependent variable or voter participation is indicated by the R Square value of 0.660, meaning that 66% of the influence of the independent variable or social media (X) on the dependent variable or voter participation (Y) in Balangnipa, North Sinjai.

The results of these outputs are at a fairly good level. While the rest (100% – 66% = 34%) is explained by other variables outside the research. Seeing that there are still 34% figures which are variables outside the research, further research is carried out by further researchers to find out variables that have not been included in this research.

Another possible influencing factor is that novice voters do not use social media massively or associate social media with political activities and the widespread use of print media, billboards, pamphlets and stickers that have an impact on voter participation. Another thing that can affect voter participation is the involvement of family, relatives, friends or the socialization of the KPU itself as an election organizer.

Data Interpretation

In accordance with the calculation results, it can be seen that the influence of

social media on voter participation in Balangnipa has an influence of 60% and this is quite good although there are still other factors that can affect voter participation. However, it should be an important note that there is an influence of 60% of social media on the participation of novice voters. Therefore in the future, it is wiser to provide information on social media, especially for novice voters who still tend to be unstable and are in active age on social media. Because if it is not considered carefully, it will have an impact on voter participation or the political attitude of novice voters.

Conclusion

The result of respondents' responses regarding social media obtained 82.5% which shows that the use of social media is in good judgment. However, based on the observations of researchers in the field, social media has been able to be used properly by the community to build communication, share information and exchange ideas on social media, although there are still people who have not actively used social media and shared positive things on social media.

Respondents' responses regarding social media obtained a result of 71% which shows that voter participation in Balangnipa is quite good. Based on the observations of researchers in the field, this shows that novice voters have been actively involved and participated in elections and have used social



media as a means to obtain general election information, although not completely.

Suggestion

Based on the results of the research concluded stating that there is an influence of social media on the participation of novice voters in the 2018 Simultaneous Local Election in Balangnipa, North Sinjai categorized as good enough, it is recommended to the government and election implementers or other political agents to provide positive information on social media in order to increase the participation of novice voters. The public is expected to be able to participate in creating a conducive and peaceful political climate by providing useful election information on social media.

For further researchers, it is hoped that they can continue and develop more in-depth research on the influence of social media for novice voter participation. Therefore in the future, it can further strengthen and emphasize the existence of an important and real influence related to the influence of social media for novice voter participation.

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