The Impact of Social Media on Political Enthusiasm Study of the Young Generation in the General Election of Jekan Raya City, Palangka Raya City

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Article Info	ABSTRACT
	General Election (Election) Young generation or millennials. General elections are a process to achieve integrity and legal authority which is carried out with the participation of candidates as well as the control process of the agency or field of supervision, to obtain legality by the public which is approved by the established law. Become an underlying part of democratic instruments. The general election indicator is community involvement and participation. This is with the involvement of young people or the millennial generation. The participation or involvement of young people or the millennial generation in general elections is very crucial because, apart from being large in number, these young people are also one of the nation's next generations. However, in terms of participation efforts and indications of what possibilities could have an impact on an outcome, it will certainly be influenced by the participation or involvement of young people. It needs to be identified so that in the future it can help their efforts regarding ways or procedures to take part in a correct election. This research was conducted in Jekan Raya Village, Palangkaraya City. The research findings illustrate that social media has a big influence on the millennial generation, especially in recognizing the profiles of candidates running for office.

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1. INTRODUCTION

The presence of social media has now become a necessity for society as a source for obtaining information. Social networks are believed to have their functionalities in each regional aspect and are part of patterns that become trends in the environment or social sphere. Social networks are believed to have functioned as sources of data information, facilitators of interaction, and mingling in social relationships. Initially, social media functioned as a means of gaining social presence or global world trends, but now it functions as a widespread means and has even spread to the world of national politics (Indonesia). The rapid progress of science and technology-based innovation globally now means that interaction can be accessed anywhere and at any time, it can even be done globally and is not limited by space and

time [1].

Moreover, social media now allows a process of interaction through various media that can be accessed and used to meet face-to-face or what can be called video calls. According to data from the Ministry of Communication and Information, in 2023, Indonesia will be ranked 6th in the country with the largest internet use or access in the world, and the majority of users are millennials or other electronic people who are now developing online or network-based [2].

The types and varieties of social media that are commonly used in general to support interaction activities today, most of them are applications including WhatsApp, Facebook, YouTube, Instagram, Twitter, and so on. Instagram is a social media application that is often used by the millennial generation or young people in Indonesia. Instagram is most widely used by the younger generation in Indonesia in second place, namely, Facebook, Twitter, and other developing platforms and so on. Changes in innovation and advances in social media technology have resulted in everyone now being able to freely know and access many things in various fields, be it education, culture, social, economic, political, and legal [3].

Evidence that social media networks are widely used in broadcasting election speeches that aim to convey the message of the vision and mission of legislative candidates [4], [5]. The impact of modernization in the context of election political communication by utilizing interaction via social media is a fairly new method and has become trending in recent years. At the beginning of the popularity of social media, it was used as a political media, namely in an election, namely in the United States presidential election in 2008, where Barack Obama used the new broadcast at that time to present and publish information in the campaign to appeal to the public and appeal. over Barack Obama's victory to be elected president of the United States at that time. In Indonesia, the appeal of social media users as a medium for campaigning and

politics was used during the 2014 presidential election, Jokowi Widodo, and continues to grow from year to year [6].

2. LITERATURE REVIEW
2.1 *Social media*
a. Understanding Social Media

Social media is a medium that can foster correlation between users who create content (user-generated content). According to [7]. In this case, social media has two positions, which in its understanding can have a positive impact and a negative impact. Of course, through media platforms in the form of available information procurement applications, some of which, for example, are: Facebook, Instagram, Twitter, YouTube, and so on. Social media is online-based media (on a network) that has a purpose that is useful for a large audience of people and is used as a public facility intended for online social interaction on the internet. And therefore, social media is also a form of utilizing technology in the form of websites or applications that can transform interaction relationships into alternative dialogue in society itself [8].

b. Characteristics of Social Media

The emergence of addiction beyond dosage, and problems with societal and legal norms due to content that deviates from morals, privacy, and societal norms. In his article entitled "World Users, Unite! The Challenges and Opportunities of Social Media, in Business Horizons Magazine. According to [9]. Classifying the various types of social media available based on user characteristics social media networks can be divided into six types, namely:

1. Collaborative website platform, where users/user pilots are allowed context editing of content on websites, such as

Wikipedia.

2. Blogs or microblogs, are where users have the freedom to express various information on the blog, such as sympathy, phenomena, assumptions, even criticism and suggestions. For example; Twitter.

3. Content creators, where users of this platform share information from many media including e-books, videos, images, etc. such as Instagram and YouTube.

4. Social networking site pages are often used, where users have an access key to always be connected and interact to create personal, forum, or social information so that it can be used by many people or the general public, for example. Facebook.

5. A virtual game world, where the user accesses a three-dimensional (3D) application, and is displayed an avatar image according to his wishes can then communicate with many people in the form of an Avatar icon or the virtual form of an online game image.

6. Cyberspace is the provision of applications in the form of virtual sites that provide users with the opportunity to interact and live in the virtual world as a channel or forum for exchanging information or social sharing with other people. The virtual world is also no different from the world of virtual games, but it is much freer to relate and express with norms or daily life such as Second Life [10].

c. **The Role of Social Media**

The role of social media includes the following;

1. Social media is a platform created as a facility to reach individual social connections by utilizing internet networks and website and platform technology.

2. Social media has successfully transformed the way of communication, broadcasting in one direction from one institution to another or the general public ("one to many") into a means of connecting and dialogue between many audiences "many to many" [11].

3. Social media supports the democratization of knowledge and information. Transforming recipients from users of the message content to creators of the message itself.

4. The benefits of Social Media are a result of the development of an evolutionary part of the system that continues to move forward from the relationship, connection, and communication system.

d. **Functional Social Media**

A social media network is a unit of devices and relationships, connected and communicated. The following is part of the characteristics that we must relate to the role and use of social media, namely:

1. Learning facilities, listeners, and delivery. The development of social media applications and networks is rapid so until now social media is not limited to world trends and delivering news, but social media can now be used as a distance learning medium through various sources of information, and access to related data and information contained therein. And in another point, social media is also a way to broadcast various news to many parties. Content on social media comes from foreign countries with diverse social, cultural, economic, and customary backgrounds. For that reason, the realm of positive understanding of social media is

indeed a source of world/global information that spreads widely and rapidly. In this context, it is assumed that users or fans of social media need to equip themselves with a critical attitude, in-depth analysis, deep reflection, be wise in using social media, and have controlled emotions.

2. Documentary, administrative, and integration facilities. Initially, various social media applications were storage and documentary places for various issues/news, ranging from track records, data, incident reports, and profiles, to the results of research studies. At this point, organizations, institutions, and individuals can take advantage of it in forming social media user policies and training for all employees, to ensure that social media functions are on target as much as possible, following what has been determined. Some things that can be practiced on social media include creating organizational forums, which integrate various angles in the company, distributing information in relevant concepts, and according to targets in society.

3. Design facilities, procedures, and management. This can target those directed to the social media network that is the user's main star. Social media in the hands of management and marketing experts can be a powerful tool for launching planning and strategy. For example, to carry out promotions, attract loyal customers, build customer loyalty, explore the market, educate the public, and gather public response.

2.2 Political enthusiasm

Political enthusiasm in general is participation, participation, or involvement as part of citizens in using their democratic freedoms to express opinions in decision-making activities that are directly related to the public interest in a nationalist context, both directly and indirectly. "Political participation is all citizens' participation in determining all decisions that concern or affect their lives" [12]. According to [13], political participation is "an activity of a person or person in a group in a literal organization in which people take a role in it, both actively in various implementations and techniques related to political life, for example choosing to be elected as a leader by the state and determinations that can influence government policy either directly or indirectly" [13].

a. holds the qualification field as an administrator
b. get a political position
c. involved as an active member in the political field
d. role as a passive member of the political field
e. acts as a passive member in the semi-political field
f. role as an active member in the semi-political field
g. take part in demonstrations, speeches, and matters related to politics
h. participate in the discussion of internal politics
i. directly involved in a voting event

2.3 Understanding General Elections

The definition of election is the process of democratically taking the people's right to vote, which is then shortened to the general election, which is a process for electing a person or representative of the people who will hold a parliamentary position in a government, for example in the

legislative and executive institutions. Elections are held so that citizens can democratically determine their choice in choosing the country's leader, where the country's leader is chosen based on the majority vote (the highest vote). Therefore, general elections are a democratic method in a democratic country's regulatory system that aims to elect a people's representative who will become a facilitator in people's representation, as well as by electing the president and vice president themselves. According to [14], "General elections are part of an election system and the continuity of a government that is obtained from the people's voting rights, to delegate or hand over sovereignty to people and parties who are trusted or elected by the people's vote." Democratic elections are intended to elect the executive body (president and vice president), but also as a general election as a concrete expression of the law, namely Law or Law Number 7 of 2023 concerning the establishment of government regulations instead of Law Number 1 of 2023 2022. Concerning amendments to Law Number 7 of 2017. Concerning general elections becoming law.

3. RESEARCH METHODS

The research method used is qualitative research methods with a focus on development to see how the impact of social media influences the enthusiasm for political participation of the younger generation or millennial generation in the Jekan Raya sub-district, Palangkaraya City. The data resulting from this research observation is divided into secondary data (obtained from observations and interviews with sources or informants), primary data (obtained from literature studies and documentation that have been carried out by previous research or related research), as well as from social media in the sub-district. Jekan Raya,

Palangka Raya City. The data obtained in the data is compiled and then analyzed using the stages of data reduction, data presentation, and conclusion.

4. RESULT AND DISCUSSION
4.1 Illustration from the Research Location, Jekan Raya District, Palangkaraya City

Jekan Raya District, Palangka Raya City generally oversees 4 (four) sub-districts which are led by a sub-district head (camat) who is obliged to have the authority and position as a regional facilitator or in the sub-district area he leads and can carry out government at the sub-district level itself based on the head's orders. The area is responsible to the mayor. In the progress of his duties, the sub-district head has the task and authority to determine implement, and administer matters related to government, infrastructure, and local human resource development in the sub-district area.

The administrative division of Jekan Raya sub-district, Palangka Raya City includes;
a. Menteng District
b. Palangka District
c. Bukit Tunggal District
d. Petuk Ketimpun District
e. Panarung District.

4.2 Political Participation of the Millennial Generation in Jekan Raya Regency

Young people or the millennial generation in Jekan Raya District have quite a big role in the democratic party (election). There are several forms of participation of young people or the millennial generation in Jekan Raya District, including:
a. Involved as team, this is because several of the millennial generation that we interviewed (15 people) from around the Jekan Raya district were

involved as a successful team. They said the reason was that there was something that made young people or the millennial generation want to be in the successful team of one of the candidates, namely because one of the big opportunities found is the kinship of the legislative candidates themselves.

b. Involved as KPPS (as data collector). Many of the millennial generation play a direct role in general elections, namely by joining the KPPS, this happens because of a recruitment offer from the government, this is the basis for the interest or desire to take part among the millennials because it is an advantage of their experience, and the desire to take part in the elections. Directly in the general election.

c. As party members, we interviewed several students who were directly involved in the party, namely those who were party recruits or were part of those who ran for legislative positions through a particular party.

Young people or the millennial generation in the Jekan Raya sub-district during the election participated actively in the election as mentioned above. There are also some young people or millennials in this democratic party who tend to be indifferent or even care about the election. Based on this, some of the most prominent factors are the sources of funds they have, or in other words, those who ignore the election itself, namely those who have minimal education, unlike young people or the millennial generation in general, where some of them have only graduated from elementary or middle school and sometimes people who have characteristics tend to refuse to take part in elections, and even if there is an election they just work (preferring to work as laborers),

Meanwhile, for young people or the millennial generation who choose to play a direct role in elections, this is due to adequate education, having a family background that is respected in the area or environment, and the courage to play a direct role in elections, either as members of the KPPS, team success, as a voter, and so on related to elections.

4.3 The Influence of Social Media on the Millennial Generation

In the current era of modernization, of course, there will be very big challenges and obstacles that exist around us every day, and using social media will have a big effect and influence on every user, especially young people or the millennial generation, whether they realize it or not, everyone prefers to trust it. news or issues from social media compared to other media that can be found instantly or quickly. This also applies to the influence of social media in the scope of general elections or the democratic party itself. Some forms of influence of the young generation or the millennial generation on social media in elections are in the form of information that they can obtain through the social media networks Facebook, Instagram, WhatsApp, Twitter, and so on, which the platforms used by millennials are Facebook, WhatsApp and Instagram, where it is related to elections in general, the characteristics or traits of the leadership candidate are shown through social media and special attention is paid to the general public and the role of young people or the millennial generation as one of the social activities of a candidate is highly appreciated by millennials, regardless of party background the

candidate.

In research observations that have been carried out, it was found that during the election, it showed that young people or the millennial generation were not immediately instigated by information circulating on social media, one of the causes was the lack of internet network access for young people or the millennial generation, the majority of whom cannot afford it, and also in rural areas not all types of networks can be accessed easily, because the signal is weak or because network access is difficult to reach the area.

5. CONCLUSION

The impact of social media on political participation among the young millennial generation in the Jekan Raya district general election in 2024 is quite significant. Where the majority of the millennial generation in Jekan Raya District can be influenced by the existence of legislative candidates and presidential candidates, even though looking at reports in virtual news or social media cannot be the basis for the millennial generation's choice in choosing a candidate. Things that influence the political involvement of young people in the millennial generation consist of various factors, namely the quality of the success team which can influence young participants or the millennial generation, then kinship (having family relationships), and opportunities for existing candidates success teams, And it was found that the entire millennial generation can be influenced by the social media around them.

When making decisions based on conscience or choices, they tend to be driven by orders or desires from parents or existing relationships. And network access facilities are a factor that makes the millennial generation less vulnerable to the impact of social media. The factors underlying the young people or millennial generation in Jekan Raya District participating in the election are the obligations and rights of young people or the millennial generation as Indonesian citizens, what they should or should not do in using social media, encouragement from demands from their parents, and news information. Data sourced from social media, relationship factors such as family relationships, or orders from parents themselves.

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