



## THE INFLUENCE OF SOCIAL MEDIA ON MILLENNIAL POLITICAL PARTICIPATION: A STUDY OF BUKITTINGGI



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### Abstract

The use of social media as a means of information, especially in the political sphere, is expected to provide educational political information that can increase public political participation. On the one hand, social media provides great benefits as a space for communication and political participation, but on the other hand, it also presents various negative influences such as disinformation, pseudo-participation, and manipulation of public opinion. This study is a systematic review conducted through a literature search using Google and Google Scholar search engines with the keywords "political participation," "social media," and "the influence of social media on political participation." The results of the study show that social media, especially among young voters or millennials, can increase the level of political participation quantitatively. Social media functions not only as a source of political information but also as a platform for participation and a tool for political communication. This condition is a strategic opportunity for political candidates to gain support, considering that most active social media users are millennials who are also first-time voters. This study discusses the use of social media by the younger generation in obtaining election information, including the features that are most frequently used. The findings show that millennial political participation tends to be superficial, such as following political issues, liking, sharing, and commenting.

### Abstrak

Penggunaan media sosial sebagai sarana informasi, khususnya di bidang politik, diharapkan mampu menyediakan informasi politik yang edukatif sehingga dapat meningkatkan partisipasi politik masyarakat. Di satu sisi, media sosial memberikan manfaat besar sebagai ruang komunikasi dan partisipasi politik, namun di sisi lain juga menghadirkan berbagai pengaruh negatif seperti disinformasi, partisipasi semu, dan manipulasi opini publik. Penelitian ini merupakan tinjauan sistematis yang dilakukan melalui pencarian literatur menggunakan mesin pencari Google dan Google Scholar dengan kata kunci "partisipasi politik", "media sosial", dan "pengaruh media sosial terhadap partisipasi politik". Hasil kajian menunjukkan bahwa media sosial, terutama di kalangan pemilih muda atau generasi milenial, mampu meningkatkan tingkat partisipasi politik secara kuantitatif. Media sosial berfungsi tidak hanya sebagai sumber informasi politik, tetapi juga sebagai platform partisipasi dan alat komunikasi politik. Kondisi ini menjadi peluang strategis bagi kandidat politik untuk memperoleh dukungan, mengingat sebagian besar pengguna aktif media sosial merupakan milenial yang juga termasuk pemilih pemula. Penelitian ini membahas penggunaan



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*media sosial oleh generasi muda dalam memperoleh informasi pemilu, termasuk fitur-fitur yang paling sering dimanfaatkan. Temuan menunjukkan bahwa partisipasi politik milenial cenderung bersifat permukaan, seperti mengikuti isu politik, menyukai, membagikan, dan mengomentari konten politik, serta mengikuti akun tokoh atau kandidat. Partisipasi meningkat secara signifikan ketika konten politik menyentuh isu-isu konkret seperti lapangan kerja, UMKM, pendidikan, dan keagamaan, serta didukung oleh komunikasi digital aktif dari pemerintah daerah.*

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## INTRDUCTION

As technology continues to advance rapidly, especially in the field of internet – based information technology, the role of communication media has become increasingly important. Therefore, media has now become one of the main necessities for everyone. This is in line with the discovery of internet – based media devices, making information easily accessible across the globe. People can access information, entertainment, education, politics, economics, and other topics via the internet.(Eko Wibowo et al., 2024). Social media has become a place for millennials to express their views on the government as a form of political participation. Political decisions made and implemented by the government affect and influence the lives of citizens, so citizens have the right to participate in determining the content of political decisions.(Sikumbang et al., 2024)

The development of social media has changed patterns of political participation, especially among millennials. Social media has become the main space for millennials to obtain political information, express their views, and engage in the political process digitally. In the city of Bukittinggi, the high penetration of social media among young voters has the potential to increase political participation, especially during elections and regional elections. However, this participation is often quantitative and symbolic, such as liking, sharing, or commenting on political content, without being accompanied by substantive involvement in public policy making.(Daipon et al., 2024) From a siyasah tanfidziyyah perspective, public participation should be the basis for the legitimacy and direction of executive policies oriented towards public interest and justice. Therefore, a study is needed to analyze the extent to which social media influences millennial political participation and its implications for governance practices and public policy in Bukittinggi.

One variable that can increase the political engagement of millennials as first – time voters is social media, which plays a significant role. Voting in elections is not the only way to measure political engagement. In general, there are many ways to get involved in politics, including writing letters to elected officials, attending protests or demonstrations, joining political parties or social organizations, running for public office, donating money to political causes, and attending fundraising events.(Sikumbang et al., 2024)

## METHODS

This study uses a qualitative research method with a normative – empirical approach, conducted in the city of Bukittinggi. Data collection techniques include interviews with millennials, social media documentation, and local government policies and regulations. the collected data is analyzed using descriptive analytical techniques with a *siyasah tanfidziyah* approach (Berek, 2024)

## RESULT AND DISCUSSION

### The Influence of Social Media Users on Voter Behavior Patterns in the 2024 Elections

Undoubtedly, there are many significant issues and challenges surrounding everyday life in this era of modernization. In this regard, social media has grown to have a significant impact and influence on everyone, especially millennials. Whether they realize it or not, many people prefer to trust information from social media rather than other sources they encounter directly. This also occurs when social media is used to influence elections. The influence of millennials on social media in elections can take many forms, including the material they find on sites such as Facebook, Instagram, WhatsApp, Twitter, and others. However, millennials often use Facebook, WhatsApp, and Instagram, and in the case of these elections, millennials are very interested in the personalities of the candidates on social media. Regardless of the political affiliation of established leadership candidates, millennials give high ratings to candidates who are active on social media. When broadcast on social media, television, and then print media (magazines and newspapers), the content or substance of political campaigns is presented in a more appealing way. (Mugiarto, 2021)

Therefore, social media is one of the latest products of the internet era. Given the popularity of social media, political campaigns can now run most effectively there. Campaigns may have already been carried out by creating Facebook or Twitter statuses that support presidential candidates. Because written statuses will be read by hundreds or possibly thousands of additional potential voters, each of whom may be influenced by what they read. (Ikhsan, 2021) In research (Arumsari 2020) stating that, the use of social media as a means to access knowledge about the 2019 elections as a strategy to educate millennials, most millennials feel that social media can increase their knowledge about the elections.(Harry Saptarianto et al., 2024)

Low levels of political participation in a country can be improved. There are several factors that influence a citizen's decision to change their mind from not participating or being reluctant to participate to participating. These factors can trigger such a change. There are three main causes that can encourage the public to participate in the governance process, namely, government participation in social issues, the impact of modern intellectualism, and modern communication.(Chairunisa et al., 2024)

The rise of digital technology, especially social media, has changed the structure of community engagement. In the digital age, engagement is possible

online. Millennial voters participate in politics through the boundless virtual world. They use social media platforms such as Instagram, Facebook, Twitter, YouTube, WhatsApp, and others to participate in politics. This phenomenon has ushered in a new era of political engagement, especially digital engagement or, more precisely, online engagement. (Usboko et al., 2025)

First, social media as a new political arena. The existence of social media is a new domain in the political system. Political involvement can occur in social settings other than as a means of communication. Of course, this is an excellent opportunity for prospective candidates to gain support from the social media audience, which consists mostly of millennials who happen to be first – time voters. Furthermore, the introduction of social media as a new arena for political engagement has increased the amount of competition in shaping public opinion. This means that if a candidate's team wants to truly win the votes of first – time voters who use social media themselves, they must manage their social media accounts carefully. (Rizky et al., 2023)

Second, Voting Preferences and Social Media. According to (Abidin et al., 2018) One technique for reducing campaign budgets is through social media. The presence of presidential and vice – presidential candidates' campaigns in the form of attractive visual frames or anticipated message content will influence viewers' voting preferences. Social media is used to disseminate candidate pairs' campaigns, therefore there are candidate pairs' campaigns there in the form of messages or visual frames that can influence voters' choices. Third, Voting Behavior and Social Media, social media can increase the number of voters, especially among millennials. This is beneficial because it allows the government or other relevant organizations to use social media to increase voter participation. This is a fantastic start for the Indonesian elections. The upcoming elections in Indonesia will be more democratic because voter participation is increasing, especially among first – time voters who use social media. With the advent of social media, voter preference typology has also changed from one that was historically more focused on ethnicity, skin color, and religion to one that is slowly shifting depending on the strength of the arguments made by the candidates.

## **The Influence of Social Media Users on Voter Behavior Patterns in the 2024 Elections**

The influence of social media use on voter behavior patterns in elections is significant, especially with the development of social media platforms such as Facebook, Twitter, Instagram, and TikTok, which have become the primary means of communication for many people. The following are several aspects of the influence of social media use on voter behavior patterns in elections. (Novita, 2019)

First : Dissemination of Information Social media enables the rapid and widespread dissemination of information. Voters can obtain a variety of information related to candidates, political parties, election issues, and the policies promoted by each party. This can influence their decision to vote: therefore, there are Advantages: Fast and diverse information makes it easier for voters to compare

candidates and political parties. Next, the disadvantages: Unverified information or hoaxes can easily spread, which can mislead voters..(Rohmiyati, 2018). Second, Political Image Building through Media Social Media has become the main platform for candidates and parties to build their image and interact directly with voters. The use of visual content, videos, and short messages allows candidates to get closer to voters there are advantages Candidates can more easily reach voters, especially young voters who are active on social media. This speeds up the campaign process. And there are also disadvantages: The image built on social media can be more superficial and does not reflect the more complex political reality.(Juleha et al., 2024)

Third, the Spread of Hoaxes and Disinformation One of the most significant impacts of social media is its potential to spread false information or hoaxes. This often influences voters' political attitudes, as inaccurate information can affect their assessment of certain candidates or political parties. Advantages: Voters can access various sources of information to form their opinions. Disadvantages: Hoaxes or fake news can greatly influence voters' choices, especially for those who do not have the skills to verify information. (Annisa Anastasia Salsabila et al., 2023)..Four, Filter Bubbles and Echo Chambers Social media algorithms tend to display content that matches users' views and preferences, creating filter bubbles or echo chambers. This phenomenon exacerbates political polarization, as voters only receive information that reinforces their beliefs and avoids different views: Advantages: Voters can quickly find content that matches their interests and preferences. Disadvantages: This can reinforce polarization and narrow voters' understanding of political issues, potentially reducing the quality of their decisions.(Thulhidjah, 2024)

Five, The Influence of Influencers and Celebrities Influencers and celebrities who have many followers on social media often influence the political choices of their followers. Some candidates even collaborate with influencers to expand the reach of their campaigns: Pros: Influencers can help candidates reach young voters or voters who are not particularly interested in politics. Cons: Reliance on celebrity influence can reduce in – depth understanding of actual political issues.(Yustiawan & Lestari, 2023)

Six Mobilizing Young Voters: Social media is often used to mobilize young voters to be more active in voting. Campaigns that are interesting and easy to digest on social media can attract the attention of voters who may not be interested in the electoral process. Pros: Young voters become more involved in elections and have access to participate. Cons: Campaigns that are too focused on virality or trends can obscure substantive political discussion. (Arifin et al., 2024). Seven Direct Interactions between Voters and Candidates Social media allows voters to interact directly with candidates or political parties, whether through comments, messages, or even live Q&A sessions. This creates a greater sense of engagement and makes voters feel heard: Pros: These interactions can increase voters' trust and engagement with candidates or political parties. Disadvantages: These

interactions can be insincere if political candidates only use social media for image—building without providing real responses. (Maharani et al., 2024)

Eight, The Influence of Algorithms on News Access. Social media algorithms influence the type of news that appears in users' feeds. In this way, voters are more likely to see information that aligns with their views and may not be exposed to other information that is more objective or diverse. Where there are advantages: Voters can obtain information that is more relevant to their political preferences. Disadvantages: Voters can become trapped in biased information and lose their objective perspective. (Daipon et al., 2024). Nine, Participation and Social Action Social media is often used to rally support or social action that can influence voters to become more actively involved in the electoral process, either by attending public meetings or sharing campaign messages. Advantages: Voters can feel more involved in the electoral process and more organized in their support for a particular candidate or political party. Disadvantages: Activism that only occurs in the virtual world without real action can reduce the quality of political participation.

Social media has a huge influence on voter behavior patterns in elections, in terms of increasing political participation and access to information, as well as the potential for polarization and disinformation. Social media can enrich political discourse, but it also poses challenges related to the quality of information received by voters. Therefore, it is important for voters to be more critical in filtering information and for the government or electoral institutions to regulate the use of social media so that it is not misused. (Yustiawan & Lestari, 2023). The effectiveness of political campaigns on social media in influencing election results has become an increasingly relevant topic as candidates and political parties make greater use of digital platforms. Social media has evolved into a highly effective tool for communicating directly with voters, garnering support, and building political image. However, the effectiveness of these political campaigns depends on various factors that need to be analyzed in depth. The following are several aspects that influence the effectiveness of political campaigns on social media in influencing election results (Rizky et al., 2023)

### **Analysis of the Influence of Social Media Users on Voter Behavior Patterns in the 2024 General Election**

The forms of social media influence on elections. The influence of social media on the political participation of the millennial generation is very significant, given that this generation is very active in using digital technology and social media platforms. Social media has changed the way they interact with politics, both in terms of accessing information, discussing, and participating in political activities. Here are some forms of social media influence on millennial political participation. (Saputra, 2024)

First, Fast and Broad Access to Political Information. Social media allows millennials to access political information instantly and more broadly than



traditional media. Using only their mobile phones, they can find out various information about candidates, political parties, and current issues developing in the political world. Impact: Millennials can more easily obtain the information they need to make political decisions, whether through news, campaign videos, or discussions on platforms such as Twitter, Instagram, and Facebook. Political Participation: With easily accessible information, millennials become more politically aware and more likely to participate in elections, whether by voting, discussing, or spreading political information to their networks.(Saud et al., 2020)

Second, Political Engagement and Discussion. Social media allows millennials to engage in political discussions with people from various backgrounds, even outside their social circles. Platforms such as Twitter and Facebook enable open debates, comments, and the dissemination of opinions about political candidates or issues. Impact: Political discussions on social media increase millennials' political understanding and develop their awareness of various political views. Political Participation: This encourages them to be more active in political discussions and broaden their views on certain issues, which often increases political participation in the form of sharing information, joining campaigns, or encouraging others to vote.(Paadoma & Rahmawati, 2024)

Three, Mobilization and Social Action. Social media also plays an important role in political mobilization. Campaigns or social movements that begin on social media often develop into real – world actions offline. Millennials can engage in various political or social activities such as protests, fundraising campaigns, or attending public meetings promoted through social media. Impact: Social media enables political or social movements to develop rapidly and globally, giving millennials the opportunity to participate directly in actions or protests. Political Participation: Social media – based campaigns that attract their interest encourage active participation, such as attending campaign events, signing petitions, or sharing messages with their followers.(Dharta et al., 2024)

Impact: Social media enables political or social movements to develop rapidly and globally, giving millennials the opportunity to participate directly in actions or protests. Political Participation: Social media – based campaigns that attract their interest encourage active participation, such as attending campaign events, signing petitions, or sharing messages with their followers.(Kelola et al., 2025)

The Use of Influencers to Mobilize Voters. Many candidates or political parties use social media influencers to reach millennial audiences, given the significant influence influencers have in shaping opinion. Influencers can attract the attention of young voters and encourage them to participate in elections. Impact: Millennials tend to trust the influencers they follow on social media more than political advertisements or traditional campaigns. This makes influencers a very effective tool for political mobilization. Political Participation: Through the encouragement of influencers, millennials are more likely to participate in political campaigns, vote, or even encourage their friends to get involved.(Latif et al., 2020)

Five, Greater Political Awareness through Educational Content. Many social media accounts disseminate political information in an easier – to – understand

format, such as memes, short videos, or infographics. This content helps millennials understand political issues in a light and interesting way. Impact: Millennials, who may feel less interested in conventional politics, can be more easily engaged when information is presented in a more creative and accessible way. Political Participation: Presenting political issues in a more enjoyable and understandable way encourages them to be more active in voting or following political developments, increasing their awareness of relevant social and political issues. (Benyamin & Al – Fatih, 2023)

Six, Dissemination of Political Campaign Messages. Political campaigns conducted through social media allow candidates to convey their messages directly without going through traditional media intermediaries. Campaign messages can be tailored to specific audiences, such as millennials, using language, visuals, or issues that are relevant to them. Impact: Millennials are more likely to be influenced by campaigns that speak directly to issues they care about, such as climate change, social inequality, or education policy. Political Participation: With more relevant and tailored campaigns, millennials become more motivated to participate in elections, either as active voters or as part of a campaign team. (Rahma, 2025)

Seven, The Role of Social Media in Overcoming Political Polarization Although social media often exacerbates political polarization, there are also many movements that try to use this platform to reduce polarization and build more inclusive political awareness. Its influence: Campaigns that promote dialogue across viewpoints, avoid hatred and extremism, and promote healthy debate can help millennials to be more open to different political views. Political Participation: Through more open and inclusive dialogue, millennials can be more encouraged to take part in political activities that fight for equality and human rights. (Dwiasianti et al., 2023)

Eight, Spread of Fake News and Hoaxes. Although social media has the potential to increase political participation, the spread of hoaxes or disinformation is also a major challenge. Fake news that spreads quickly can influence the political views of millennials and lead to decisions that are not based on accurate information. Impact: Disinformation can cause confusion among voters and reduce the effectiveness of their participation. If millennials are influenced by misinformation, this can affect their decisions in elections. Political Participation: When millennials are exposed to hoaxes, they may become apathetic or even choose not to participate in elections because they feel confused or unsure about the integrity of the information available.

Nine, Building a Hashtag – Based Political Movement. Many social movements based on social media use hashtags as a way to organize and expand the reach of their campaigns. Movements such as #BlackLivesMatter or #MeToo are examples of how social media can be a tool to rally support for specific political or social issues. (Alayya, 2022)

Impact: Movements like these inspire millennials to become actively involved in social and political issues that matter to them, such as human rights, climate



change, and social justice. Political Participation: Millennials who are involved in these social media – based movements are more likely to participate in real – world actions, such as protests, elections, or supporting policies they deem important.

The influence of social media on millennial political participation is enormous and complex. Social media provides a platform for raising political awareness, expanding discussion networks, mobilizing voters, and enabling involvement in political movements. However, challenges such as the spread of hoaxes and polarization must also be taken into account. To maximize the influence of social media in increasing political participation, it is important to promote smart, critical use based on accurate and valid information.

This study demonstrates that social media significantly influences millennial political participation in Bukittinggi, primarily by increasing participation quantitatively through digital interactions such as following political issues, liking, sharing, and commenting on political content. However, such participation remains largely symbolic and has not yet transformed into substantive engagement in policy – making or executive accountability. From the perspective of *siyāṣah tanfīdziyyah*, this condition indicates a gap between the potential of digital political participation and its actual contribution to governance rooted in justice (*‘adālah*), consultation (*shūrā*), and public welfare (*maṣlahah*). (Dwiasianti et al., 2023)

The findings also reveal that millennial political engagement increases when social media content addresses concrete socio – economic and religious issues, particularly when accompanied by active and responsive communication from local government institutions. Nevertheless, the limited use of social media by the Bukittinggi local government as a participatory and deliberative platform weakens the legitimacy of executive power and reduces the transformative impact of millennial participation on public policy. Therefore, without a structured digital governance framework, social media risks functioning merely as an electoral tool rather than as an instrument of participatory governance in line with Islamic political principles. (Gearhart et al., 2024)

**Policy Recommendations.** Based on the principles of *siyāṣah tanfīdziyyah*, this study proposes the following policy recommendations: pertama, Development of a Digital Siyasaḥ Tanfīdziyyah Framework Local governments should institutionalize social media as a formal channel for political participation and public consultation, ensuring that digital engagement contributes to policy formulation and evaluation. kedua Strengthening Substantive Digital Participation Executive institutions should transform symbolic participation into deliberative participation by facilitating online forums, public consultations, and feedback mechanisms targeting millennial audiences. ketiga Enhancing Digital Political Literacy Government – led digital literacy programs are necessary to prevent disinformation and promote ethical political engagement consistent with justice and public welfare. Issue – Oriented Digital Communication Public communication strategies should prioritize concrete issues relevant to

millennials, such as employment, UMKM development, education, and religious affairs, to strengthen political trust and legitimacy.

## CONCLUSION

The findings in this article are as follows: first, social media has a significant influence on voter behavior patterns in elections, in terms of increasing political participation and access to information, as well as the potential for polarization and disinformation. Social media can enrich political discourse, but it also poses challenges related to the quality of information received by voters. Therefore, it is important for voters to be more critical in filtering information and for the government or electoral institutions to regulate the use of social media so that it is not misused.

This study demonstrates that social media significantly influences millennial political participation in Bukittinggi, primarily by increasing participation quantitatively through digital interactions such as following political issues, liking, sharing, and commenting on political content. However, such participation remains largely symbolic and has not yet transformed into substantive engagement in policy-making or executive accountability. From the perspective of *siyāṣah tanfidziyyah*, this condition indicates a gap between the potential of digital political participation and its actual contribution to governance rooted in justice (*'adālah*), consultation (*shūrā*), and public welfare (*maṣlaḥah*).

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