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# Candidate Electability on Social Media and Gen Z Voter Behavior in the 2024 Presidential Election


Oleh:

Zara Aprilia Sani, Totok Wahyu Abadi

Ilmu Komunikasi

Universitas Muhammadiyah Sidoarjo


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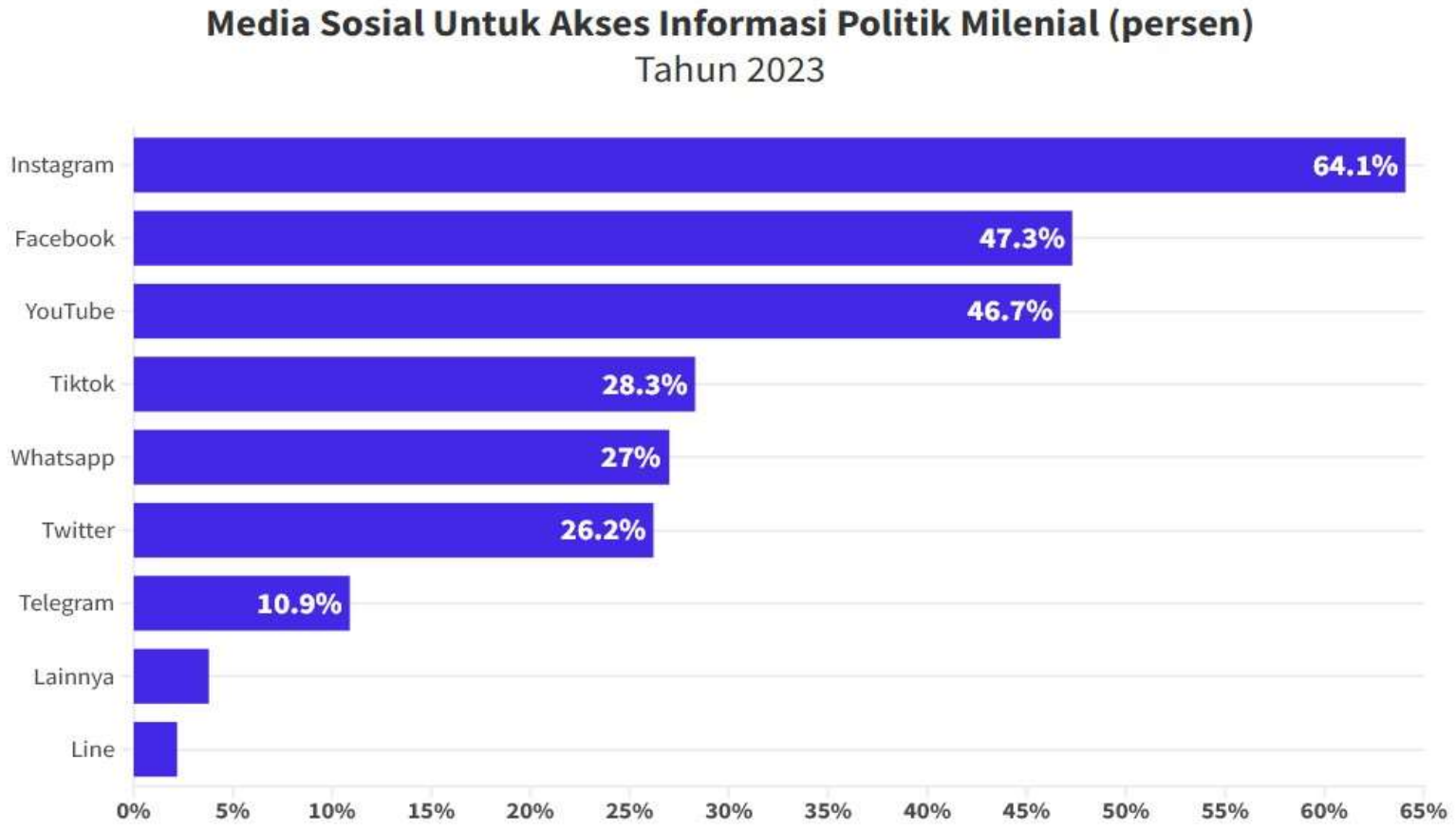
# Introduction

- The Presidential (read: Pilpres) and Vice Presidential elections in 2024 will be held on Wednesday, February 14, 2024. The basis for determining the implementation of the Presidential Election is Law Number 10 of 2016 and Law Number 7 of 2017
- One of the survey institutions that delivered the results of a study related to the electability of figures who will be presidential candidates in 2024 is the Indonesian Poltracking Institute which was conducted in the period 3-10 October 2021
- On November 13, 2023, the General Election Commission (KPU) has determined and announced three pairs of presidential and vice presidential candidates participating in the 2024 General Election. The three pairs are Anies Rasyid Baswedan-Muhaimin Iskandar, Prabowo Subianto-Gibran Rakabuming Raka, and Ganjar Pranowo-Mahfud MD.

# Introduction

- The results of the Katadata Insight Center (KIC) survey currently state that Gen Z accesses social media




Sumber: KATADATA INSIGHT CENTER

# Introduction

- Several studies show that information and social media contribute to influencing the perceptions of new voters, the electability of presidential and vice presidential candidates, and election results(T. W. Abadi, 2021; Fadiyah & Simorangkir, 2021; Fayaz, 2022; Hady Surya & Pratamawaty, 2022; Morah & Nwafor, 2023)
- This research is interesting to conduct because the dynamics of the 2024 presidential election are different from previous years, namely 2004, 2009, 2014, and 2019

# Introduction

## The theory used to explain the study problem

**Action-Assembly Theory**

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Green Jhon (2007)

**Social Media Use Theory**

.....

Andreas Kaplan dan Michael Haenlein (2010)

**Electability Theory**

.....

Darr & Stiles (2018)

**Gen Z Voter Behavior Theory**

.....

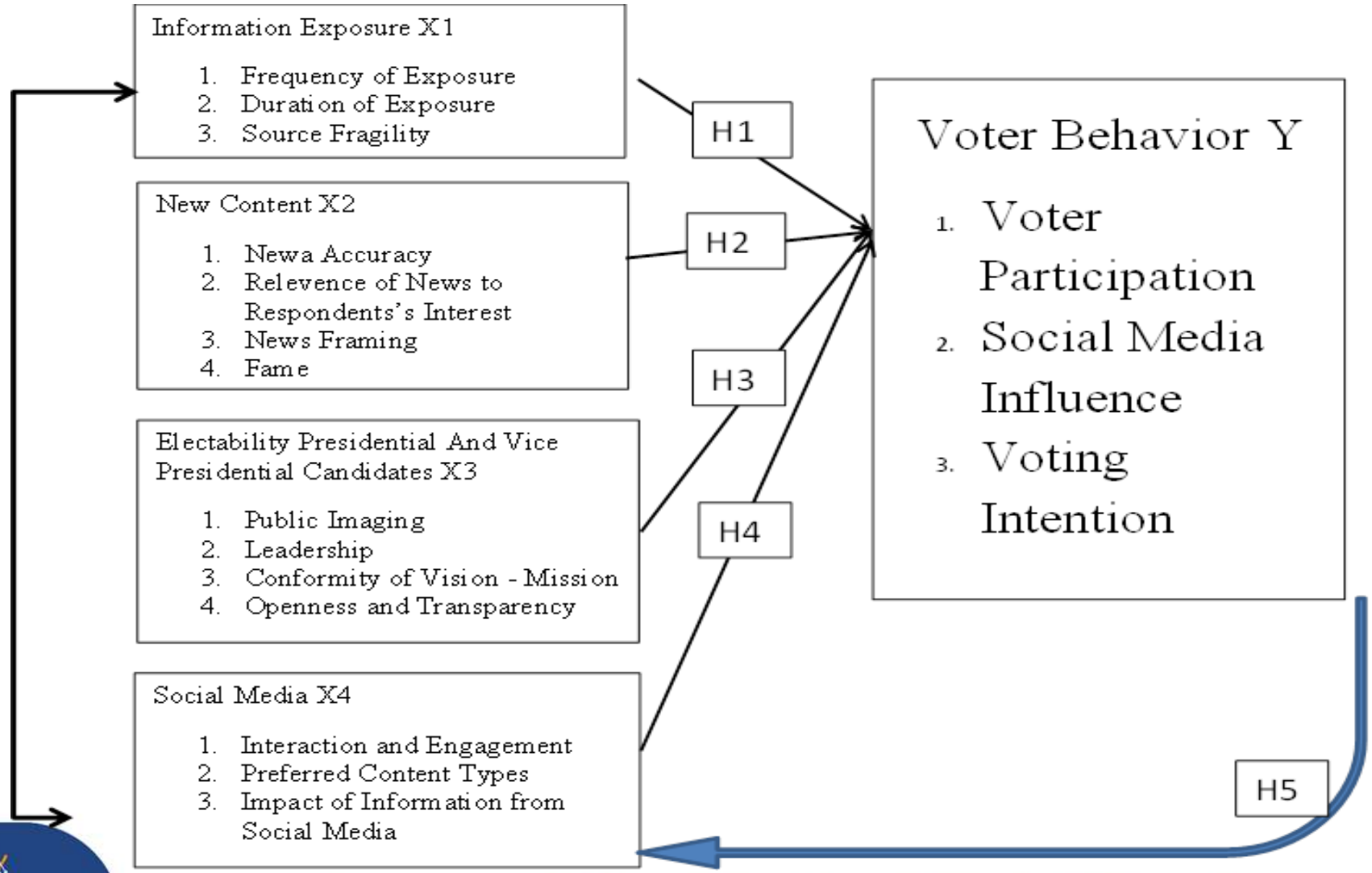
Ajzen dan Fishbein (2009)

# Formulation of the problem

Examining how news content and the electability of presidential and vice presidential candidates on social media influence the behavior of Gen Z voters in the 2024 Presidential Election and the factors that influence Gen Z's involvement in responding to news content and the electability of presidential and vice presidential candidates on social media

The purpose of this study is to analyze and explain the influence of exposure to political information on social media on the behavior of Generation Z voters and the electability of presidential and vice presidential candidates in the 2024 Presidential Election.

# Framework of thinking



# Metode

This research uses an explanatory quantitative approach

The research sample using multistage cluster random sampling resulted in 213

Population: Gen Z at Muhammadiyah University of Sidoarjo and surrounding areas

**PRIMARY DATA SOURCES**

**Data Collection Technique Questionnaire**

**Data Analysis Technique SPSS 25**

Instrument Testing :

- ❑ Uji Validitas dan Reabilitas
- ❑ Uji Asumsi Klasik
- ❑ Uji Linearitas data
- ❑ Uji Regresi

# UJI Validitas and Reabilitas

- Uji Reabilitas

| Variables | Cronbach's Alpha | Role of Thumb | Description |
|---|---|---|---|
| Information Exposure (X1) | 0,746 | 0,60 | Reliable |
| News Content (X2) | 0,884 | 0,60 | Very Reliable |
| Electability of presidential and vice presidential candidates (X3) | 0,888 | 0,60 | Very Reliable |
| Social Media (X4) | 0,797 | 0,60 | Reliable |
| Gen Z Voter Behavior (Y) | 0,839 | 0,60 | Very Reliable |

The results of validity testing carried out using SPSS 25 calculations, show that the calculated r value is greater than the critical r (0.30). Therefore, each item and statement in the questionnaire used to collect research data is valid.

# UJI ASUMSI KLASIK

- Uji Normalitas

| One-Sample Kolmogorov-Smirnov Test | | |
|---|---|---|
| | | Unstandardized Residual |
| N | | 213 |
| Normal Parameters[a,b] | Mean | .0000000 |
| | Std. Deviation | 2.58412387 |
| Most Extreme Differences | Absolute | .052 |
| | Positive | .039 |
| | Negative | -.052 |
| Test Statistic | | .052 |
| Asymp. Sig. (2-tailed) | | .200[c,d] |

- Uji Multikolineritas

| Coefficients[a] | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 6.003 | 2.087 | | 2.876 | .004 | | |
| | TERPAAN_INFORMASI | .006 | .055 | .007 | .119 | .906 | .702 | 1.425 |
| | KONTEN_BERITA | .212 | .064 | .235 | 3.316 | .001 | .419 | 2.386 |
| | ELEKTABILITAS | .230 | .042 | .323 | 5.516 | .000 | .615 | 1.625 |
| | MEDIA_SOSIAL | .332 | .073 | .307 | 4.521 | .000 | .457 | 2.186 |
| a. Dependent Variable: PERILAKU_PEMILIH | | | | | | | | |

- Autocorrelation Test: The test results show that the Durbin Watson value in the summary model is 1.852. 1.629<1.825<2.305 so the data is free from autocorrelation.

# Results and Discussion

The Characteristics Gen Z Voters in the 2024 Presidential Election

| Karakteristik | Keterangan | Frekuensi | Persentase |
|---|---|---|---|
| Gender | Male | 95 | 44,6% |
| | Female | 118 | 55,4% |
| Age | 17-19 Years | 3 | 1,4% |
| | 20-22 Years | 145 | 68% |
| | 23-25 Years | 62 | 29,3% |
| | 26-28 Years | 3 | 3% |
| Current Education | Student | 213 | 100% |
| Social Media Platforms | Instagram | 56 | 26,3% |
| | Tiktok | 67 | 31,5% |
| | X (Twitter) | 47 | 22,1% |
| | Youtube | 43 | 20,2% |
| Source: Processed by Researchers (2024) | | | |

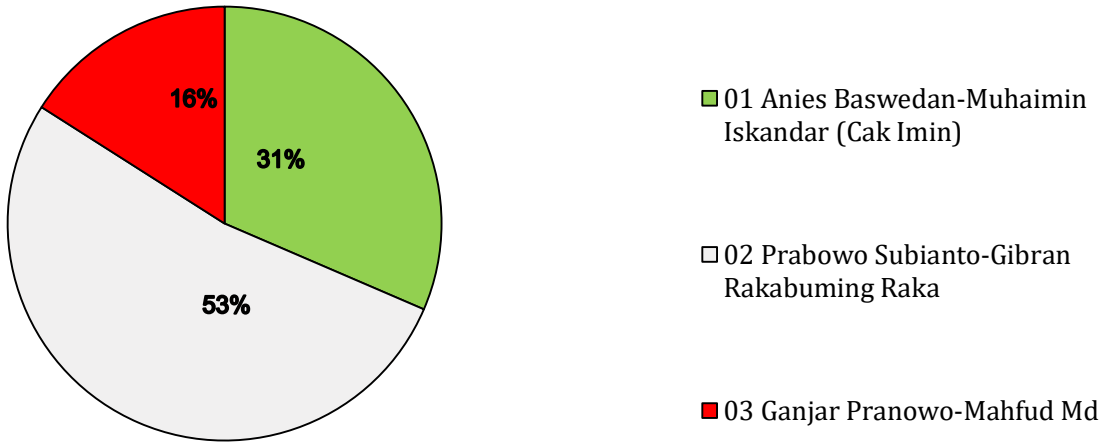
# Results and Discussion

The Behavior of Gen Z Voters in the 2024 Presidential Election

**Indicators of variable Y (Voter Behavior)**

| No. | Indicator | % |
|---|---|---|
| 1 | Voter Participation | 86% |
| 2 | Social Media Influence | 87% |
| 3 | Voting Intention | 89% |
| | Average | 87% |

**Gen Z's Choice of Presidential Election**



# Results and Discussion

**X1 variable indicators (Information Exposure)**

| No. | Indicator | % |
|---|---|---|
| 1 | Frequency of Exposure | 84% |
| 2 | Duration of Exposure | 71% |
| 3 | Source Fragility | 65% |
| | Average | 73% |

**X2 variable indicators (News Content)**

| No. | Indicator | % |
|---|---|---|
| 1 | News Accuracy | 83% |
| 2 | Relevance of News to Respondents' Interests | 84% |
| 3 | News Framing | 83% |
| 4 | Fame | 83% |
| | Average | 83% |

# Results and Discussion

**X3 variable indicators (electability of presidential and vice presidential candidates)**

| No. | Indicator | % |
|---|---|---|
| 1 | Public Imaging | 80% |
| 2 | Leadership | 87% |
| 3 | Conformity of Vision - Mission | 87% |
| 4 | Openness and Transparency | 86% |
| | Average | 85% |

**X4 variable indicators (Social Media)**

| No. | Indicator | % |
|---|---|---|
| 1 | Interaction and Engagement | 87% |
| 2 | Preferred Content Types | 84% |
| 3 | Impact of Information from Social Media | 84% |
| | Average | 85% |

# Results and Discussion

**Factors Affecting Gen Z Voter Behavior in the 2024 Presidential Election**

| Unstandardized Coefficients | | | | Standardized Coefficients | T | Sig. |
|---|---|---|---|---|---|---|
| Model | | B | Std. Error | Beta | | |
| | (Constant) | 6.003 | 2.087 | | 2.876 | .004 |
| | exposure_information | .006 | .055 | .007 | .119 | .906 |
| | content_news | .212 | .064 | .235 | 3.316 | .001 |
| | Electability | .230 | .042 | .323 | 5.516 | .000 |
| | social-media | .332 | .073 | .307 | 4.521 | .000 |

**Description:**

N : 213
R Square : 0,561
R : 0,749
Adjusted R Square : 0,552
df : 4
F count : 66,48
Sig F : 0,000
Sig α : 0,05
Durbin Watson : 1,695 < 1,852 < 2,305
Data distribution : Normal
Y model equation : Y= 6.003 + 0.006X1 + 0.212X2 + 0.230X3 + 0.332X4
Predictors : (Constant), social media, information exposure, electability, news content
Dependent variable: voter behavior
Source: Processed by Researchers (2024)

# Key Research Findings

- Partially, exposure to information does not affect the behavior of Gen Z voters due to factors such as information saturation, getting too much information, Gen Z rarely accessing traditional media such as television, radio, newspapers.
- The impact of news content is due to accurate, objective news, viral information.
- Electability becomes influential due to the form of leadership, public image, suitability of Vision and Mission and openness and transparency.
- Social media as a source of information for Gen Z to form political opinions and participate in the 2024 presidential election. Gen Z's nature is to prefer to be directly involved in social media for discussions.

# Key Research Findings

- Gen Z interactions and engagement on social media platforms

- Presidential election content on social media Youtube, Instagram, Tiktok

# Conclusion

The combination of news content, presidential and vice presidential candidate electability, and social media shape the perceptions and preferences of Gen Z voters in the 2024 Presidential Election, with an influence contribution of 56.1%. Social media, as the main channel, is effective in campaigning and building candidate electability, but is also vulnerable to the spread of disinformation. Critical digital political education and information transparency are important to ensure democratic voter participation.

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