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

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ABSTRACT

In the dynamic digital era, social media has become the main battleground in shaping public opinion and influencing voter behavior, especially Gen Z. This study aims to analyze and explain the effect of exposure to political information on social media on Gen Z voter behavior and electability of presidential and vice presidential candidates in the 2024 presidential election. This research method uses explanative quantitative. Simple random sampling was used to collect data from 213 GenZ respondents who are active students studying in Sidoarjo, East Java. The results of the analysis show the information exposure does not have significant influence on GenZ voter behavior. In contrast, news content of candidates electability and social media showed a significant influence.

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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. The law mandates that the presidential elections, legislative elections, and regional elections must be held in 2024. Since this information, various survey institutions have conducted electability surveys of political figures who should become presidential candidates in 2024.

One of the survey institutions that submitted the results of a study related to the electability of figures who became presidential candidates in 2024 was the Poltracking Indonesia Institute, which was conducted in the period October 3-10, 2021. There are main names that deserve to have a tendency to become presidential candidates in 2024, namely Ganjar Pranowo (18.2%), Prabowo Subianto (17.1%) and Anies Baswedan (10.2%). The three names have a high image and electability according to the public as

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voters (Harahap, 2020). The electability of a presidential candidate refers to the popularity and support a candidate receives by voters in a presidential election. The term describes the likelihood of a winning candidate in an election receiving support from voters (Setiaman & Girsang, 2023).

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. Electability surveys of presidential and vice presidential candidates from various survey institutions show that the candidate pairs Prabowo Subianto and Gibran Rakabuming Raka are superior, ranging from 35.9% to 47% based on various survey institutions conducted from October 2023 to January 2024. The survey results that have been conducted by various survey institutions certainly cannot be used as an indicator of the victory of one of the candidate pairs. This is because many assume that the results of surveys conducted by several survey institutions are the result of orders from political parties to increase the electability of the candidate pairs that are carried (Setiaman & Girsang, 2023).

The increasing electability of presidential and vice presidential candidate pairs (paslon) is inseparable from the role of mainstream and social media (Sellita, 2022). For generation Z, both media are factors that contribute to increasing their political participation in the 2024 presidential and vice presidential elections (Rahmayadi et al., 2022). The results of the Katadata Insight Center (KIC) survey currently state that Gen Z accesses social media 66.2% via Instagram, 40.8% via YouTube, 33.8% via Tiktok and 30.2% use Twitter to see election developments and make choices. in the 2024 election.

Several studies have shown that information and social media contribute to the perception of novice voters, the electability of presidential and vice-presidential candidates, and election results (T. W. Abadi, 2021; Fadiyah & Simorangkir, 2021; Hady Surya & Pratamawaty, 2022; Morah & Nwafor, 2023). In research (Kurniawan, 2014) also explains that voter behavior is influenced by other factors such as the media, community leaders, social assistance so that people's assumptions and perceptions of survey results on the electability of presidential and vice presidential candidates can influence their voting behavior. The use of social media as a campaign medium among Gen Z is the right strategy to increase the electability of vice presidential candidates (Gustafsson, 2012).

This research is interesting to do because the dynamics of the 2024 presidential election are different from the previous years, namely 2004, 2009, 2014, and 2019. In 2024, the vice president who is running is the son of the 7th President Joko Widodo, who in fact is still not of sufficient age as mandated by Law Number 7 of 2017 concerning Elections Article 169 letter q. According to these laws and regulations, the age limit for presidential and vice presidential candidates is 40 years. This age limit is a stumbling block for Gibran to advance to become a vice president in the 2024 presidential election. This stumbling block has been sued by many people who want Gibran to appear as a vice president, including the PSI Party, Gelora Party, Gerindra Party, Garuda Party, as well as from other political figures.

Second, the winning of the vice presidential age lawsuit by the Constitutional Court, which in fact there is still a family relationship between the vice presidential candidate and the chairman of the Constitutional Court. Third, there is the issue of fraud that will occur in the 2024 presidential election.

Based on this description, the purpose of this study is to analyze and explain the effect of exposure to political information on social media on Generation Z voter behavior and the electability of presidential and vice presidential candidates in the 2024 presidential election. The theories used to explain the problems of the study are the Theory of Message Production (Action- Assembly Theory) from Green Jhon (2007), the Theory of Social Media Use developed by Andreas Kaplan and Michael Haenlein (2010), Electability Theory from Darr & Stiles (2018), and the Theory of Gen Z Voter Behavior developed by Ajzen and Fishbein (2009).

Green Jhon's Message Production Theory (Action-Assembly Theory) (2007) explains that messages or information are produced and delivered to audiences (Littlejohn, 2011). In understanding information, this theory emphasizes the importance of understanding the social, cultural, and political context in message production (Yansahrita, 2023). Green Jhon's message production theory can be applied in the context of social media by paying attention to factors that influence message production, such as the purpose of communication, the audience, the social context, and the technology used (Crystallography, 2016). This theory explains that messages in social interactions are interrelated and influence each other, and that social interactions between individuals are actively involved in the message production process.

The second approach uses the Social Media Usage Theory developed by Andreas Kaplan and Michael Haenlein (2010), which defines social media as a group of internet-based applications based on Web 2.0 ideology and technology, which allows the creation and exchange of user-generated content. Web 2.0 is the basic platform of social media (Muqaffi, 2015). Social media is a place where anyone can create an account virtually or online to communicate and share information. The largest social media platforms today are Facebook, YouTube, WhatsApp, Instagram, and Twitter (Rozi, 2022). The application of this media use theory can be used to understand how individuals use social media platforms to fulfill various needs, such as the need for social relationships, information, entertainment, and self-expression.

The third approach uses Electability Theory from Darr & Stiles (2018), which states that a candidate's chance of winning an election is called electability (Cisneros, 2020; Darr & Stiles, 2022). Candidates who have ideological closeness to voters have a greater chance of being elected than candidates with different ideologies (Prajarta, 2019). The electability of a presidential and vice presidential candidate refers to the level of popularity and support received by the candidate from voters in the presidential election. (Setiaman & Girsang, 2023). People's perception of electability can be influenced by a variety of factors, including polls, political party support, and the candidate's public image. In practice, electability is often an important part of political campaign strategy, campaign teams and candidates strive to create and maintain a strong electability image in the eyes of voters.

The fourth approach uses the Gen Z Voter Behavior Theory developed by Ajzen and Fishbein (2009) theory Through the theory of reasoned action, it is said that each individual in carrying out actions is based on certain reasons and beliefs. Therefore, a person's choice behavior in general elections / presidential elections is influenced by certain attitudes and subjective norms. Both can simultaneously encourage the formation of the behavior of novice voters in determining the idolized figure to become president (Abadi, 2021). With the understanding that Gen Z voters have grown up in an era of digital technology that affects the way they interact with political information and the way they form their political views (Bagaskoro, 2023). In the 2024 General Election, first-time voters will be dominated by Generation Z (born 1997- 2012) and aged between 17 - 22 years old who use social media, most of whom have never voted in a previous election (Fadhli,2019).

METHOD

This study uses an explanative quantitative approach, which measures the effect of information exposure, news content, electability of presidential and vice presidential candidates, and social media on Gen Z voter behavior in the 2024 presidential election.

The sample of this study used 160 respondents from Gen Z who studied in all study programs taken from the number of indicators multiplied by 10. Determination of the research sample using multistage cluster random sampling. The location of this research is Muhammadiyah University of Sidoarjo with the assumption that many Gen Z in Sidoarjo Regency study at Muhammadiyah University.

Primary data was collected using a questionnaire that was prepared and distributed to selected respondents in each study program. The questionnaire was prepared by considering research variables such as information exposure (X1), news content (X2), electability of presidential & vice presidential candidates (X3), social media (X4), and voter behavior (Y).

What is meant by information exposure is the amount and duration of a person's exposure to social media information within a certain time period. News content refers to the type, quality and characteristics of the content of news delivered through mass media or social media. The electability of presidential and vice presidential candidates is the level of support received by each presidential and vice presidential candidate in the 2024 presidential election, especially from Generation Z voters. Social media is the main platform for Gen Z voters in interaction and exposure to political information in the 2024 Presidential Election, and influences their political behavior and decisions. And Gen Z voting behavior refers to the political actions, attitudes and decisions taken by generation Z.

Table 1. Research Variables and Indicators :

| Variable | Indicator | Operational Definition | Reference Source |
|-------------|--------------------|---|-------------------|
| Information | Exposure Frequency | How often respondents access information. | (Khainayya, 2022) |

| | | | |
|--|---|--|---------------------------|
| Exposure (X1) | Exposure Duration | The average time in minutes or hours spent by respondents exposed to information once. | |
| | Diversity of Sources | The number of media or platforms used by respondents to obtain information in a certain time period. | |
| News Content (X2) | News Accuracy | The extent to which the news is considered accurate and true by respondents. | (Littlejohn & Foss, 2011) |
| | Relevance of News to Respondents' Interests | The extent to which news is considered relevant to the respondents' interests or needs. | |
| | News Framing | The point of view or framing used in the news | |
| | Characteristics | measure and analyze how news content influences the perception of a potential leader's character in the eyes of the public | |
| Electability of Presidential and Vice Presidential Candidates (X3) | Public Image | The extent to which the presidential and vice presidential candidates appear positive in the public's view. | (Darr & Stiles, 2022) |
| | Public Image | The extent to which the presidential and vice presidential candidates are considered to have strong and capable leadership. | |
| | Vision-Mission Conformity | The extent to which the vision and mission of the presidential and vice presidential candidates is considered to be in line with the needs and expectations of the community | |
| | Openness and Transparency | The extent to which the presidential and vice presidential candidates are considered open and transparent in communicating with the public. | |
| Social Media (X4) | Interaction and Engagement | Number of interactions (likes, comments, shares) and level of user engagement with content posted by the presidential and vice presidential candidates' social media accounts. | (Muqaffi, 2015) |

| | | | |
|--------------------------|--------------------------------------|---|---------------------------|
| | Preferred Content Types | These indicators include user preferences for certain types of content, such as videos, images, articles or other interactive content. These preferences can reflect the user's needs and preferences in meeting their needs. | |
| | Informational Impact of Social Media | Perceptions of the extent to which information from social media influences political thinking. | |
| Gen Z voter behavior (Y) | Voter Participation | Level of participation in the general election process. | Ajzen dan Fishbein (2009) |
| | Influence of Social Media | The influence of social media in shaping the opinions and decisions of Gen Z voters. | |
| | Voting Intention | Intention to exercise the right to vote in general elections. | |

The data collection technique in this study used a questionnaire distributed through Google Forms. The questionnaire was prepared using the variables of information exposure, news content, electability, social media, and voter behavior (as in table 1). With a total of 50 questions and answers to questions in the questionnaire are arranged using a Likert scale. This scale uses a score criterion of 1-5. Once collected, the data was coded and tested for validity and reliability and continued. The next step is to test the classical assumptions on the data, such as the data must be normal and liner, free from autocorrelation, heteroscedasticity, and multicollinearity. After everything meets the requirements, the data can be analyzed using SPSS 25 based Multiple Linear Regression. The hypothesis of this study is as follows :

(H1) : Gen Z voter behavior in the 2024 presidential election is influenced by exposure to information.

(H2) : Gen Z voting behavior in the 2024 presidential election is influenced by news content

(H3) : Gen Z voter behavior in the 2024 presidential election is influenced by the electability of the presidential and vice presidential candidates.

(H4) : Gen Z voter behavior in the 2024 presidential election is influenced by social media.

(H5) : Gen Z voter behavior in the 2024 presidential election is jointly influenced by exposure to information, news content, electability of presidential and vice presidential candidates, and social media.

If the calculated probability value is smaller than the significance value of alpha (0.05), the hypothesis is acceptable. However, if the calculated probability value is greater than the significance value of alpha (0.05), the hypothesis is rejected.

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 for data collection was valid. In addition, the results of the instrument reliability test show that this study is included in the highly reliable category. All research dimensions have Cronbach's alpha scores above 0.829 in Table 2.

Table 2. Reliability Test Results

| 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 next test is the Classical Assumption test used in the research of normality test, multicollinearity, heteroscedasticity test, and autocorrelation test aims to produce normal data and free from classical assumptions. This is a requirement for using multiple regression analysis. Data normality based on One-Sample Kolmogorov-Smirnov testing obtained the results of the probability count asymp. sig (2-tailed) of 0.200 > alpha (0.05). Based on these results, this research data can be said to be normal (Zahriyah, 2017).

The multicollinearity test is carried out to ascertain whether there is a correlation between the independent variables. According to a good regression model, there should be no correlation between the independent variables. If two independent variables are correlated, they are called orthogonal variables. The variable inflation factor (VIF) value can be used to determine whether there is multicollinearity in the regression model. If the VIF value is greater than 10, then the data shows multicollinearity (Abadi, 2022). According to SPSS 25 calculations, the information exposure variable has a VIF value of 1.425; the news content variable is 2.386; the presidential and vice presidential electability variable is 1.625; and the social media variable has a VIF value of 2.186. These results indicate that the variables of this study are not affected by the classic multicollinearity assumption because they have a VIF value of less than 10.

The heteroscedasticity test is used to determine whether there are model deviations caused by different variant disorders between studies. The results of this heteroscedasticity test show the results of the points scattered randomly both above and below the number 0 of the Y axis. This means that this research data shows that there is no heteroscedasticity in the regression model.

The next test is autocorrelation. The test results say that the Durbin Watson value on the Model Summary is 1.852. The Durbin Watson value is greater than 1.623 and

smaller than 2.377 (1.695 < 1.852 < 2.305) so it can be interpreted that this study is free from autocorrelation.

RESEARCH RESULTS

1 Gen Z Voters in the 2024 Presidential Election

Gen Z voters in the 2024 presidential election who were born between 1997 and 2012 are the subjects of this study. They have unique characteristics and preferences that distinguish them from previous generations. Based on the results of the research respondents who have been conducted have various characteristics from gender, age, and social media used. Gen Z voters who participated were female, 118 respondents (55.4%) for male respondents 95 respondents (44.6%). The age of Gen Z voters is between 19-26 years old, which is dominated by 20-22 years old 145 respondents (68%).

1 Education of Gen Z voters is currently an active student studying in Sidoarjo, East Java. Gen Z voters in the 2024 presidential election play an important role in the 2024 presidential election because of their activeness in using social media, most of which use social media Instagram as much as 26.3%, Tiktok as much as 31.5%, X as much as 22.1% and Youtube as much as 20.2%

Table 3. The Karakteristik Pemilih Gen Z di Pilpres 2024

| 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)

1 The Behavior of Gen Z Voters in the 2024 Presidential Election

In this study, Gen Z made a choice in electing their 2024 president based on their heart and beliefs. Gen Z's behavior in the 2024 presidential election shows that they are critical, informed voters, and highly influenced by social media and technology.

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addition, Gen Z is more likely to be actively involved in political campaigns, using various digital platforms to voice their support and attempt to influence other voters. It is crucial for candidates and campaign teams to understand this behavior so that they can create effective communication and engagement strategies to attract Gen Z support in the 2024 presidential election.

Table 4. Indicators of variable Y (Voter Behavior)

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

Table 4 presents this average showing that overall, the three indicators have almost the same level of importance and are very high in determining voter behavior, at 87%. This participation indicates how much voters feel responsible and motivated to take part in the election. With 86%, it shows that the majority of voters actively take part in the election as in (Figure1) based on various reasons for voting such as the vision and mission carried are clear and in accordance with the needs of Indonesia, have a good image on social media and in real life, have a good and influential background, some say because gemoy, a very complementary couple, have a track record and a responsible, wise leadership figure. Meanwhile, voter behavior by Gen Z is influenced by several factors. Factors that are thought to influence voter behavior include information exposure, news content, electability, and social media.

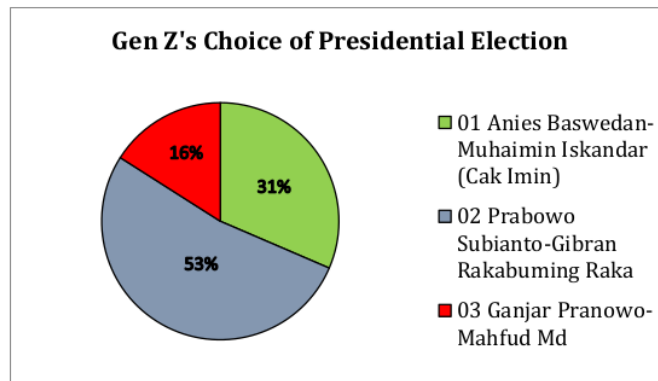


Figure 1. Circular diagram of Gen Z's preferred presidential election

Information exposure refers to the amount or intensity of a person's exposure to various information from various sources. Table 5 shows the coverage of how often Gen

Z is exposed to information related to the 2024 presidential election with a percentage of 84%, which means that the authenticity of reading or seeing information related to the 2024 presidential election is high. The duration or length of their exposure to this information is only 71%, which is because Gen Z spends time on social media not only for election information. The percentage of diversity in the sources of information they receive is 69% because, what is happening now is that the sources of information obtained are only from social media.

Table 5. X1 variable indicators (Information Exposure)

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

News content includes various elements that determine the quality and effectiveness of news in delivering information to the audience. Table 6 illustrates that the overall news content meets the expectations and needs of an excellent audience. The average news content has a percentage of 83%. This data reflects that respondents rated all of these indicators as almost equally important in determining the quality of news content they consume. This confirms that accuracy, relevance, framing and prominence are key elements that news providers should pay attention to in order to meet the expectations and needs of their audience.

Table 6. 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% |

The electability of presidential and vice-presidential candidates is a measure of how much public support and trust there is in the candidates. It also reflects the popularity and appeal of candidates in the eyes of voters, as well as their ability to win the election. Table 7 refers to how candidates are perceived by the public, which includes things like personality, integrity and public appearance. With a score of 80%, public image is important, but there is still room for improvement. The leadership of the presidential and vice-presidential candidates is a major factor in electability for candidates, scoring 87%. In addition, it is very important that the candidate's vision and mission match the expectations and needs of the community. This includes their work

plans, policies and long-term goals. With a score of 87%, voters are very concerned about whether candidates' vision and mission fulfill their aspirations. Openness and transparency refers to the extent to which candidates are honest and open about their policies, actions and use of campaign funds. The public values transparency in information and decisions made by candidates and scored 86%. Public perception of and support for candidates is influenced by these factors as a whole, which ultimately determines a candidate's ability to win an election

Table 7. 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% |

Table 8. shows that social media has a significant influence on voter behavior, especially in the context of elections such as the 2024 presidential election. A high level of interaction and engagement of 87% conveys that voters are actively talking and sharing about matters bound by the presidential election. In addition, voters' preferences for the type of social media content they consume are very important, according to a score of 84%. Gen Z's preferred content that is entertaining in nature such as videos, articles and memes can attract voters' attention and influence their perception of presidential and vice presidential candidates. Thus, the impact of information obtained by voters who actively engage in social media tends to be more informed and influenced by the content they consume, which ultimately affects their decision in the general election. Thus, strategic and effective use of social media can help increase the electability of presidential and vice presidential candidates.

Table 8. 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% |

Factor 1 Affecting Gen Z Voter Behavior in the 2024 Presidential Election

Gen Z voter behavior in the 2024 presidential election is influenced by various complex and interacting factors. As a generation that grew up in the digital age, their ability to access large amounts of information through the internet and social media

plays an important role in making their perspectives and their political decisions. In addition, important factors that influence Gen Z's political preferences include the quality of news content, the electability of presidential and vice-presidential candidates, and the influence of the social environment and community. Taking into account changes in the national economy and politics, as well as the influence of digital and technological innovations, it is crucial to create relevant and effective campaign strategies for Gen Z voters.

The first hypothesis (H1) of the study shows that information exposure affects Gen Z voter behavior in the 2024 presidential election. Table 9 shows the results of hypothesis testing with the t test that the significance of the information exposure tally of 0.906 is greater than the significance alpha (0.05), which indicates that this hypothesis cannot be accepted because the significance of the information exposure tally is greater than the significance alpha (0.05). The hypothesis stating that Gen Z voter behavior in the 2024 presidential election is influenced by information exposure cannot be accepted or the hypothesis is rejected. In other words, Gen Z voter behavior in the 2024 presidential election is not influenced by information exposure and their contribution is 7%.

The second hypothesis (H2) says that news content affects Gen Z voter behavior in the 2024 presidential election. Table 9 shows the results of hypothesis testing the significance of the news content tcount 0.001 is smaller than the significance alpha (0.05). Thus, the hypothesis that news content influences Gen Z voter behavior in the 2024 presidential election can be accepted, because the significance of the news content tally is smaller than the significance alpha. The effect of news content on the behavior of Gen Z voters in the 2024 presidential election is 23.5%.

The third hypothesis (H3) of the study shows that the electability of presidential and vice presidential candidates affects the behavior of Gen Z voters in the 2024 presidential election. Table 9 shows the results of hypothesis testing with the t test that the significance of the tcount of the electability of the presidential and vice presidential candidates of 0.000 is smaller than the significance alpha (0.05), which indicates that this hypothesis can be accepted because the significance of the tcount of information exposure is smaller than the significance alpha (0.05). The hypothesis stating that the behavior of Gen Z voters in the 2024 presidential election is influenced by the electability of the presidential and vice presidential candidates can be accepted. In other words, the behavior of Gen Z voters in the 2024 presidential election is influenced by the electability of the presidential and vice presidential candidates and their contribution is 32.3%.

The fourth hypothesis (H4) says that social media affects Gen Z voter behavior in the 2024 presidential election. Table 9 shows the results of hypothesis testing the significance of the news content tcount of 0,00 is smaller than the significance alpha (0.05). Thus, the hypothesis that social media influences Gen Z voter behavior in the 2024 presidential election can be accepted, because the significance of the social media tally is smaller than the significance alpha. The effect of news content on the behavior of Gen Z voters in the 2024 presidential election is 30.7%.

The fifth hypothesis (H5) states that Gen Z voter behavior in the 2024 presidential election is jointly influenced by information exposure, news content, presidential and vice presidential electability, and social media. Judging from the results of the Anova (F) test, table 9 shows that the significance of the Fcount of information exposure, news content, electability of presidential candidates, and social media of 0.000 is smaller than the significance of alpha (0.05). The hypothesis stating that the behavior of Gen Z voters in the 2024 presidential election is jointly influenced by information exposure, news content, electability of presidential and vice presidential candidates, and social media can be accepted because the significance of the fcount is smaller than the significance alpha. This shows that Gen Z voter behavior during the 2024 presidential election is influenced by information exposure, news content, vice presidential electability, and social media. Adjusted R Square of 0.552 or 55.2%, shows the contribution of the four variables to Gen Z voter behavior in the 2024 presidential election. Meanwhile, the remaining part, 44.8%, is influenced by Gen Z voter behavior in the 2024 presidential election. This shows that the four variables of information exposure, news content, electability, and social media are all influenced by 55.2%, while the remaining 44.8% is influenced by other factors not included in this research model. This Adjusted R Square value can be considered quite strong in the context of social research. This indicates that the selected variables are quite relevant and have a significant contribution in explaining Gen Z voter behavior.

Table 9. Factors that influence the behavior of gen Z voters in the 2024 presidential election

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|----------------------|-----------------------------|------------|---------------------------|-------|------|
| | 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 |

Dependent Variable: voting behavior

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 : $Y = 6.003 + 0.006X_1 + 0.212X_2 + 0.230X_3 + 0.332X_4$
Predictors : (Constant), social media, information exposure, electability, news content
Dependent variable : voter behavior
Source: Processed by Researchers (2024)

DISCUSSION

This research states that information exposure is a term that refers to how often and how much a person is exposed to information from various media sources, such as the internet, radio, television, social media, newspapers and other information sources. This includes the amount and frequency of a person's contact with media messages, as well as the intensity and duration of that exposure. The duration or length of time they are exposed to the information is between one and two hours per day. Most of Gen Z is quite often exposed to information related to general elections and obtained an average percentage of 71%. Several studies on information exposure and its effect on voter behavior show positive results, information exposure strongly influences Gen Z voter behavior (Alnadya, 2020; Hidayat & Mau, 2024; Suryatna, 2011). Meanwhile, this study shows that information exposure partially has no effect on Gen Z voter behavior. The results of hypothesis testing show that the significance of tcount is greater than the significance of alpha ($0.906 > 0.05$). This research is in line with research from (Khainayya, 2022; Puspita et al., 2022; Setiandini, 2015). which says that information exposure has no effect on voter behavior.

The absence of influence of information exposure on Gen Z voter behavior is due to factors such as information saturation, skepticism towards the media, peer and family influence, low quality of information, often exposed to a huge amount of information every day, causing confusion or inability to process all the information received. As a result, although they are exposed to a lot of political information, the information is no longer significant. The contribution of information exposure to Gen Z voter behavior is only 7%. This suggests that political campaign strategies need to consider a more personalized and value-based approach to effectively influence Gen Z voters.

The fact that Gen Z today tends to rely more on one or two types of media to get political information, especially the internet and social media. They do not have many different perspectives because of this dependency, so the influence of information exposure on their decisions becomes smaller. Gen Z rarely accesses traditional media such as television, radio and newspapers. Instead, they prefer digital media and online platforms that have technologies that reinforce their own opinions without making room for different opinions. Gen Z often feels more comfortable with sources of information that they already know and use regularly. This reluctance to seek

information from different sources, such as traditional media, limits the diversity of information they receive.

News content has an important role in shaping the opinions and behavior of voters including Gen Z in the 2024 presidential election. In the context of the presidential election (Pilpres), news content includes reports on candidate campaigns, political debates, proposed policies, as well as relevant social and economic issues. This research explains that news content is based on the accuracy of the news, where Gen Z voters really value accurate and up-to-date information. They rely on digital media to get real-time updates on campaigns, debates and political issues.

The results of research that say that news content is influenced by voter behavior are the same as research from (Cantarella et al., 2023; Kho & Yoedtadi, 2024; Mamun & Hasanuzzaman, 2020; Sakaril, 2014). The impact of news content on Gen Z voter behavior is that accurate, relevant, and objective news shapes Gen Z voters' perceptions and attitudes toward political candidates and issues. For example, in-depth coverage of environmental policy candidates can increase Gen Z support for those candidates, and relevant and interesting news can encourage Gen Z to be more involved in the political process. Gen Z often uses social media as their primary source of news. Information that goes viral and is widely shared on social media can influence their political views and decisions, and the personalities and influencers they follow can also influence news content. If the issues discussed in the news are important to their future, they may be more active in campaigns, political discussions and voting.

Electability refers to the level of support or attractiveness of a presidential candidate (capres) and vice presidential candidate (cawapres) in the eyes of voters. The results of this research show that there is an influence on the electability of the presidential and vice presidential candidates on the behavior of Gen Z voters in the 2024 presidential election, supported by research from (Aryadillah & Fitriansyah, 2022; Kurniawan, 2014; Wahidin, 2020). Which states that electability influences voting decisions. Choices are based on things like leadership, public image, vision-mission compatibility, and openness and transparency.

The form of leadership possessed by the presidential and vice presidential candidates is strong based on their background and track record while in the world of politics, which makes Gen Z's choice to choose them. Research from (Fitriyah, 2020) also states that presidential and vice-presidential candidates with dynastic backgrounds have a number of electoral advantages, including popularity and higher electability survey results among participants in the nomination.

The congruence of the vision and mission carried by the presidential and vice presidential candidates is the main highlight for voters such as candidate pair 01 (paslon) which carries the vision of building an advanced and equitable Indonesia. They are committed to quality education, creative economy, and sustainable infrastructure. Paslon 02 carries the vision of realizing a just, prosperous, and independent Indonesia. free food program, social welfare, digital transformation. Paslon 03 carries the vision of bringing Indonesia to a more open, transparent and equitable direction. They are committed to improving sustainable infrastructure and improving people's quality of life through inclusive and socially just policies.

Social media as a source of information for Generation Z, including political information. Platforms such as Instagram, TikTok, Twitter (X), and YouTube are not only the main sources of information, but also play a key role in shaping political opinions and driving participation in the 2024 presidential election. The results of this research show that there is a significant relationship between media use social and voting behavior of Generation Z in the context studied. In this case, social media use influences how Gen Z engages in the political process, shapes their political attitudes, and makes voting decisions.

The results of this study are also in line with research from (Evita, 2023; Oktama Andriyendi & Fitria Dewi, 2023; Sri Rejeki Anggraeni Kartodinoto et al., 2024; Yusran & Sapar, 2022). Which states that voter behavior is strongly influenced by social media. Gen Z is more likely to engage in political discussions and campaigns through social media platforms such as Twitter, Instagram, TikTok and YouTube. Examining the interaction and engagement (Figure 2). They use social media to voice their opinions, talk about political issues, and share content related to elections. Their political views and decisions may be influenced by this high level of interaction and engagement.



Figure 2. Interaksi Gen Z di platform Instagram dan X

The types of content on social media that Gen Z likes include creative, interesting and informative content, short posts, memes, infographics and videos that contain strong visual messages that are easy to understand can attract Gen Z's attention and influence their thinking about candidates. Visual content that is easy to share also attracts Gen Z (Figure 3).



Figure 2. Presidential election content on social media Youtube, Instagram, Tiktok

Social media influences Gen Z voter behavior because social media influences the formation of public opinion. The views and opinions shared by friends, influencers and public figures can affect how they view political candidates and issues. To stay up-to-date in getting information, booth information dissemination is considered to be spread quickly and widely on social media. Social media is also used to mobilize Gen Z voters. A successful online campaign can increase their political participation and their involvement in the electoral process. Such as calls to action on social media, hastings or hash tag the #pilihpilpres2024 #GenZVote #ruangpilpres campaign, creative content by holding question and answer sessions or polls on current issues using features such as Instagram Stories, Polls, and Questions, and collaboration with influencers can inspire Gen Z to be more involved in the election.

The novelty of this study is that first, it provides a special focus on Generation Z, a group of young voters who have unique characteristics in the use of technology and social media. Second, this study emphasizes social media as Gen Z's main source of information, replacing television, radio, and newspapers so that exposure to information that cannot influence voter behavior. This includes how news content on social media affects their perceptions and political decisions. Third, the electability of presidential and vice presidential candidates analyzed considers how the public image, leadership, vision-mission, and transparency of candidates are projected and received on social media. The fourth looks at the impact of various social media sites such as YouTube, Instagram, TikTok, and Twitter (X). This provides a more complete picture of how different platforms with different audiences and features influence voter behavior. This approach allows for a more in-depth and in-depth analysis of the influence of each variable resulting in statistically robust signification data analysis. Lastly, this research was conducted taking into account recent developments in political dynamics and social media platforms, which are constantly changing. This provides an updated perspective on the relationship between social media and political behavior. It also considers the way Generation Z uses media and information

CONCLUSION

The combination of these three factors shapes the perceptions, knowledge and preferences of Gen Z voters in the 2024 presidential election. Social media acts as the main channel in conveying information and influencing the behavior of Gen Z voters, which is a great potential in influencing election results through the strategic use of effective content and information exposure. The contribution of the influence of information exposure, news content, electability, and social media is quite strong at 56.1%. Factors that influence voting behavior by Gen Z partially are news content, electability of presidential candidates, and social media. Partially, information exposure does not affect the voting behavior of Gen Z in the 2024 presidential election. Social media has effective power as a campaign strategy for presidential and vice presidential candidates to build good electability for candidates.

The implications of the study of the influence of information exposure, news content, and electability of presidential and vice presidential candidates on social media on Gen Z voter behavior in the 2024 presidential election are very relevant in the context of understanding modern political dynamics. In addition, it is important to understand how social media affects the formation of political opinions and direct interaction of voters with political content. The effect can deepen opinion polarization, increase voter engagement through online mobilization, and influence their perception of candidate electability. However, it is also important to be aware that social media can be a platform for the spread of invalid information or disinformation, which can negatively affect the political awareness and decisions of Gen Z voters. Therefore, this study emphasizes the importance of critical digital political education and policies that promote information transparency in ensuring meaningful and democratic voter participation in the electoral process.

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