

Information experiences of young generation social media users in Indonesia's political year 2024

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ABSTRACT

Background: As future leaders of the nation, the young generation's task is to comprehend the complexity of the various issues that arise in society, including those related to politics. On the other hand, their innate status as digital natives also affect the way they process information. The unstoppable dynamics of information in the online world create a variety of experiences for them. **Purpose:** This study aimed to determine the information experience of young social media users throughout the 2024 political year in Indonesia. **Methods:** The research method used was qualitative. Data were obtained from observation activities and interviews with seven informants. The informants were selected based on several criteria to ensure their experiences were relevant to this study. The collected research data were analyzed thematically, resulting in four themes: lifestyle, information packaging, social media assessment, and information sharing. **Results:** Study results showed that lifestyle was related to gadget usage, daily political information access, and K-pop. Information packaging included short duration, audio-visual content, independence, humor, and textual aspects. Social media assessment highlights Twitter as a platform capable of training and enhancing intellectuality. Information sharing forms sub-themes such as education, self-expression, reciprocity, and hoaxes. **Conclusion:** This study concludes that the political information experience of the younger generation today is closely integrated with their lifestyle, information packaging, social media assesment, and information sharing activity. **Implications:** These results suggest that the information disseminators recommended creating content to increase audience engagement. Social media platforms can be used to cultivate digital literacy and facilitate discussions. However, these findings also emphasize the urgency of strengthening information filters to mitigate the negative impact of information-sharing patterns that risk spreading hoaxes.

Keywords: Information experience; Generation Y; Generation Z; Social media; General election

INTRODUCTION

Exploration of information experience is part of life learning for everyone. Information experience is shaped

by the passed-off phenomenon that occurs in society, one of which can be linked to the country's political situation. President Jokowi, in the National Consolidation event

of the Election Supervisory Body (Bawaslu) of the Republic of Indonesia in 2022, stated that 2024 marks the largest democratic event in the history of Indonesia elections, as it was held simultaneously, including the presidential and vice-presidential elections, legislative elections, and regional head elections (Presiden, 2022). At the same time, technological developments have also contributed to the emergence of a new dimension in the world of politics, namely social media. Generation Y (Millennials) and Generation Z (Post-millennials), are the groups with the highest duration of social media usage. In 2024, the majority of Generation Y and Generation Z spend one to six hours on social media every day (IDN Research Institute, 2024b, 2024a).

Generation Y and Generation Z are individuals who grew up in the transition from the analog world to the digital world with the advent of the internet and personal computers, which makes them naturally connected to the virtual world. Based on research, Generation Y consists of those born between 1981 and 1996, while Generation Z covers those born in the subsequent period, from 1997 to 2012 (Senteio, Montague, & Brody, 2021). Individuals of the same generation share similar experiences, such as political events, economic, cultural, or even natural disasters. Currently, equipped with technological skills and easy access to information, Generation Y is driven to create visionary ideas. This makes Generation Y known as the generation that is believed to build the future (Rahman et al., 2022). A young adult from Generation Z is often engaged with and receives information about current events, primarily through social media. Additionally, their information consumption continues to increase as they age, indicating that social media is the most potent factor for

Generation Z in gathering and utilizing information. Generation Z's behavior is reflected in how they access information, choose news topics, and decide which media they frequently visit (Permatasari et al., 2024).

The increasing social media usage graph continues to move every year. Based on data, Indonesia already had more than 170 million social media users in 2019 (Nafisah, 2022). Furthermore, based on data released by Statista, Indonesia's position on the global social media usage map is quite prominent; Indonesia ranks third as the country with the largest number of Facebook users in the world (We Are Social et al., 2024a). In addition, Indonesia is ranked fourth as the country with the highest number of X (formerly Twitter), Instagram, and YouTube users in the world (We Are Social et al., 2024c, 2024b, 2024d). In 2024, TikTok users in Indonesia also became one of the largest in the world, with 126.83 million users (Dalius et al., 2024). This shows that Indonesians are not only engaged with a single type of social media platform but are also active with multiple others.

The young generation in urban Indonesia is highly involved in online political activities through information acquired from social media (Saud et al., 2020). The total number of voters in the 2024 General Election (Pemilu) is 204.8 million people. Of this number, 66.8 million people are Generation Y, while 46.8 million people are part of Generation Z (Prayogo et al., 2023). The combination of these two generational groups produces a substantial total of 113.6 million individuals, representing the majority of potential voters for the 2024 election.

Generation Y and Generation Z play an important role in determining the election results, given their huge numbers

and dominance in the composition of voters. Moreover, the social media massively used by the younger generation is not without reason. The term digital native refers to their condition as a generation born and raised in the era of digital technology that has penetrated their daily lives. The way young people learn, obtain information, and share knowledge is also very different compared to previous generations (Onuoha et al., 2019).

Individuals born and living in the same period will face the same events. However, they have diverse information experiences based on their views, values, and beliefs. Information experiences must refer to a broad information landscape, thus generating meaning from the interaction between humans and information because the term information experience does not define itself (Savolainen, 2019). Library science is a discipline that studies information management, also studying how people interact with information sources to meet their information needs. Thus, library science is also related to information experience. (Prasetyawan, 2019).

Previous studies on information experiences have been conducted on specific groups; some focused on prospective and new university students. The experiences that subjects gained when using social media to obtain information about pursuing higher education were examined. These studies infer that Twitter is highlighted as a platform that fosters discussion. Informants consider information shared through interactions with other users when selecting accurate information. Additionally, algorithmic features provide information tailored to their needs and preferences, facilitating easy access to information sources (Azzahra & Dewi, 2023; Putri & Dewi, 2023).

Furthermore, social media has a crucial function in disseminating information rapidly and facilitating connections between individuals. The contextual factors surrounding each situation have ultimately shaped the information experience on social media (Yates & Partridge, 2015).

Public participation in social media is equally essential in strengthening community resilience. A crucial aspect of the democratic process is that information disseminated on social media becomes valuable knowledge, thus helping individual decision-making during elections (Prasetyawan, 2020). Being well-informed about political information with optimal information literacy skills can enhance understanding toward stronger political education and empowerment. This combination promotes the development of better information-seeking behavior (Smith & McMenemy, 2017). Furthermore, media literacy is also the key to success for anyone who wants to be a smart social media user. In libraries, the librarian, as a profession that specializes in this domain, can assist users to be more confident by learning literacy skills, one of which is media literacy. These skills will remain useful in the media technology ecosystem in this century (Staff, 2023).

The above-mentioned research is a dominant qualitative research influenced by phenomenology. In addition to the methodology, the information experience as an object represents the fundamental issue in this research. The subjects are Generation Y and Generation Z. The phenomena that occurred throughout the 2024 political year in Indonesia presented differences and new elements that were highlighted in the research on information experiences. Based on the background described, the author aimed to conduct this

research to identify aspects or themes that may emerge from the information experiences of young people, particularly Generation Y and Generation Z social media users, during the 2024 political year in Indonesia.

RESEARCH METHODS

This study used a qualitative method with a phenomenological approach. Phenomenology studies objects that appear in human consciousness and how people experience or confront particular objects (Gill, 2020). Phenomenology aims to investigate the meanings that emerge from people's lived experiences of occurring phenomena. Phenomenology refers to events experienced directly in which the subject is involved, thus creating experiences of thought, action, and social manifestation (Yates & Partridge, 2015).

The object of this research was the information experience in social media space during the 2024 political year in Indonesia. Meanwhile, the subjects or informants of this study were young people who belonged to Generation Y and

Generation Z in Indonesia. The informants consisted of seven people. All informants were registered in the Permanent Voters List (DPT) in their domiciles.

The qualitative method uses a phenomenological approach, emphasizing data saturation or redundancy rather than prioritizing the number of informants (Ruslan et al., 2021). The selection of seven informants in this study was determined by the relevance of their experiences with political information, including individuals in their early 20s, 30s, and 40s (or late millennium) with an average age of 25.3 years. This average age also indicated that individuals were at the intersection of two different but interrelated generations.

The number of informants was also adjusted to the flexible sample size estimation in the phenomenological tradition. The phenomenological approach suggests less than 10 participants when the researcher provides intensive attention and more than 30 participants when the researcher is less involved (Gentles et al., 2015).

Table 1
Social media platforms used by informants

No	Name Initial	Facebook	YouTube	Twitter/X	Instagram	TikTok	Informant Code
1	U.M.A	√	√	√	√	√	Informant 1
2	A.A	√	√	√	√	√	Informant 2
3	N.N	√	√	-	√	-	Informant 3
4	P.W.N	√	√	√	√	√	Informant 4
5	R.H.R	√	√	√	√	√	Informant 5
6	A.M.C	√	√	-	√	-	Informant 6
7	A.M.N.K	√	√	√	√	-	Informant 7

Source: Result of research, 2024

Table 1 presents the social media platforms used by the informants. The informants are active social media users. They are all users of Facebook, YouTube, and Instagram. Meanwhile, 5 out of the

seven informants also use Twitter/X, and 4 out of 7 people use TikTok.

The researcher gained direct access to the informants in the real world and then continued by communicating through

social media. This study was conducted from December 2023 to June 2024. The data collection technique used was passive observation through monitoring the informants' social media activities related to political content or information. The researcher also obtained primary data through semi-structured interviews both offline and online. Online interviews were conducted on platforms such as Google Meet and Zoom Meeting. The interview duration with each informant ranged from 30 to 70 minutes. Semi-structured interviews aim to obtain in-depth information about the informants' experiences, as the answers provided were not limited to the pre-designed questions (Azzahra & Dewi, 2023). "Semi-structured interviews are conducted as a follow-up action to clarify and validate phenomena previously discovered in the initial stage of observation" (Khadijah et al., 2024). Several prompts were used to encourage informants to share their information experiences in social media spheres throughout the 2024 political year, such as: "Can you give an example?" "How would you describe the situation?" and "Can you elaborate further?".

The thematic analysis method was used to analyze the informants' responses or research data. In research, the phenomena are presented by analyzing data using thematic analysis. Thematic analysis is a method for examining and identifying patterns and themes that are considered important based on various aspects or topics of a research phenomenon (Heriyanto & Anggitia, 2022). In the introduction stage, the researcher projected the interviewee's responses from the interview recording into a transcript. This stage is the initial step for the researcher to become acquainted with the data.

Moreover, at this stage, the researcher began to understand the data by listening to the interview recording repeatedly. The next stage, namely coding, involved the researcher generating several codes. These codes represented the characteristics of the data. Thus, coding was equivalent to categorizing data. Coding was carried out intensively to ensure the researcher gained a deep understanding of the data. The final stage was to identify themes. Themes were identified by finding the most frequently occurring phrases in the data. Furthermore, data sharing identical codes or meanings were grouped into main themes and sub-themes. The identified themes and sub-themes were explained in the following sections.

RESULTS AND DISCUSSION

The concept of lifestyle identifies a series of behavioral patterns in each person to determine how a person acts. Some sociological variables include principles, values, the subject's living environment, and education (Brivio et al., 2023). Openly, Informant 1 stated that lifestyle is a motive for accessing information through social media, as stated,

"It has become part of my lifestyle because I can be said to be an active Instagram user since Instagram just entered Indonesia. In previous elections, I perceived that there was still minimal access to information, so I relied more on my family's perspective in making decisions. However, currently, people's view" (Informant 1, interviewed, January 26, 2024).

The informant admitted that his family greatly influenced him to participate as a voter in the period preceding the

widespread adoption of social media. This phenomenon could be contextualized, considering that social media was initially perceived merely as an entertainment medium, used mainly for interpersonal communication between acquaintances. Users as creators and audiences were relatively few at that time, in contrast to its existence today. In addition, traditional methods such as party flags, billboards, and printed brochures dominated the political communication landscape, characterized by its one-way nature. However, the Informant conveyed a substantial transformation in this era of social media, where almost universal gadget ownership has transformed this platform into a primary channel for information dissemination that people rely on. This paradigm highlights the evolving dynamics in political engagement and information consumption.

In line with that, Informant 4 also expressed a similar sentiment,

“Because it has become part of my lifestyle, I cannot be separated from gadgets. I often spend my time using gadgets, especially social media, to communicate with friends. Even before the political year. However, back then, I was not politically aware because I used it to scroll through other content” (Informant 4, interviewed, February 2, 2024).

Not only because they have to keep up with friends, family, and trends but also because the younger generation is increasingly following the times and must continue to update themselves. They believe that they need to keep up with the times and exhibit FOMO (Fear of Missing Out). Excessive exposure to social media

can cause FOMO (Simmons, 2016). This attitude is natural, and many studies have found that FOMO is strongly correlated with social media usage among the younger generation. However, what needs to be noted is that excessive worry will lead someone to negative actions and even disrupt mental health (Wachs, 2023). The use of technology is often intentional because it is considered good by today's modern society. Acceptance of new technology is shown by those who have strong learning abilities and are open to experience and transformation (Sanjeev et al., 2022). Other sociological variables of the principles, values, and the subject's living environment could be seen from the statement made by Informant 6. She said,

“First of all, I follow social media accounts that discuss politics. I do not follow celebrities. In my daily life, I look at political accounts. I never abstained from voting, even when I was working out-of-town” (Informant 6, interviewed, February 6, 2024).

Informant 7 conveyed a similar sentiment, stating that the main purpose of seeking information during this political year was to confirm her confidence in participating in the 2024 election. She admitted that from the beginning, she had no intention of abstaining from voting and already had a tendency towards certain political candidates. She continued,

"However, from the beginning to the end, we must always look at the quality of each candidate. Starting from registration to the final debate, all of which are part of the election process in this country” (Informant 7, interviewed, February 10, 2024).

Social media contributes to political action if used for reading and as a medium for learning political information (Vaccari et al., 2015). Hence, the informant's answer above reveals that by having political knowledge, someone can realize that their political actions or decisions can have an impact. They believe that with the information they have, they can play an active role in conversations that discuss political issues (Reichert, 2016).

Regarding the discussion, Informant 3 stated that class discussions with peers and lecturers were a motivating factor for accessing information related to the 2024 political year. In the discussion, a classmate mentioned the name of a prominent political commentator and philosopher in Indonesia. Initially unfamiliar with this figure, the informant then conducted independent research after the class discussion, which culminated in a recommendation for political content on her YouTube account. Over time, especially when she started college, she realized the importance of educating herself about political information. Informant 3 added,

"My lecturer on campus, his message that I remember was about the importance of us as students being responsible for our political choices because we, as young voters, will also feel the impact in the future" (Informant 3, interviewed, February 1, 2024).

Despite this, there is an interesting finding called Kpopfication. Kpopfication means the behavior of K-pop fans who incorporate various aspects outside of K-pop into the K-pop world. In the context of political information, this term includes elements of K-pop culture as an effort to

disseminate information, which influences political engagement, particularly in the online realm (Kemora et al., 2024). K-pop is a phenomenon that is no longer foreign in Indonesia. This is evidenced by data indicating that Indonesia is one of the countries with the largest number of K-pop fans in the world in 2018, reaching 1.2 million fans (Ananda & Windah, 2021). In this study, K-pop was associated with the dissemination of political information. K-pop, which became a hobby or part of the lifestyle of Informant 2, was considered interesting and effective for exploring deeper information throughout the 2024 political year, as she mentioned,

"This year, there is a new phenomenon where K-pop is associated with political candidates, namely Kpopfication. So, as a K-pop fan, I find it amusing, and I think it is interesting for Gen-Z" (Informant 2, interviewed, January 27, 2024).

Based on a survey conducted by Kantar, short-duration videos are the most popular content among the younger generation. YouTube claims that 90% of Generation Z in Indonesia prefer short-duration videos in vertical format (Ummairah, 2023). Users drive YouTube as content creators and viewers. Content uploaded on this platform can be monetized through advertising with applicable terms and conditions. YouTube's rapid growth has helped shape society in various sectors (Prabhu & Tamizhchelvan, 2021). According to Informant 4,

"I like short videos, but not only watching them; I also always double-check from other sources. I am aware that many hoaxes are originating from short videos. Often, the context

of the short video is different from reality." (Informant 4, interviewed, February 2, 2024).

Furthermore, there are reasons why the younger generation prefers video content, as mentioned by Informant 7. She admitted that she was pleased with the information on social media that was packaged creatively, visually appealing, concisely, and clearly. She also added, "I come across a lot of very creative campaign content; even in every post, the color palettes and back sounds are used consistently" (Informant 7, interviewed, February 10, 2024).

The media consumption behavior of Generation Y and Generation Z is not much different. The difference lies in content consumption, while Generation Z is more inclined towards the digital world. This has led to the term audio-visual break. Generally, audio-visual breaks are part of the younger generation's secondary activities. They enjoy audio-visual content from several social media platforms in a short time between their main activities (Quesada et al., 2023).

Another perspective was conveyed by Informant 6, who mentioned preferring audio-visual content from social media rather than television. As she considered, the information conveyed through television news channels, especially in political years, often lacks neutrality. On social media, she could access political content from independent figures who were educated, such as professors or academics of constitutional law, legal experts, political analysts, and activists who were active as content creators.

The way of conveying or presenting information in the form of video content on

social media was one of the aspects that was underscored. Informant 3 stated,

"[...] for information about events, news, or incidents including politics, I prefer it in video form. I also like content that contains elements of humor. So, I enjoy light content, containing easy-to-understand discussions using everyday language." (Interviewed, February 1, 2024). Informant 1 also tended to humor content. As mentioned,

"Currently, there is a content creator named Sandi Sukron. He creates political criticism content; however, the criticism is expressed in a way that minimizes the potential for offense, as it is delivered with satirical comedy. I like his content because it shows his neutrality in criticizing each candidate directly" (Informant 3, interviewed, January 26, 2024).

This experience related to the importance of satirical comedy in shaping public opinion and fostering political dialogue in Indonesian society. Content containing satirical comedy on politics can serve as an alternative to nurturing critical thinking and valuable insights into contemporary political discourse through humor (Nugraha, 2024).

In addition to audio-visual content, another informant expressed his preference for text-based content. According to him,

"Information packaging is a major factor because the likelihood of validity is higher here. For example, on Twitter, I see that the content uploaded is more focused, structured, and easier for me as a college student to understand the information" (Informant 5, interviewed, February 3, 2024).

This aligns with survey results that found that online news portals such as social media ranked first as the most frequently used reading source by 49% of Generation Y (IDN Research Institute, 2024b) and 50% of Generation Z in Indonesia (IDN Research Institute, 2024a). From the responses above, it was clear that the high interest in watching short-duration videos and the tendency to consume articles through social media did not happen overnight.

They were dominated by young people who were pursuing higher education or just starting their careers, so they often did not have much free time. So far, the real challenge may not lie entirely in the low interest in reading but rather in the low access to reading sources that were suitable for the younger generation. Moreover, research revealed that the younger generation, specifically students at the higher education level, preferred printed books equipped with electronic copies. There are various considerations, including multiple access options, portability, ease of access, assistance with highlighting or notetaking, access to physical books, academic performance goals, ease of searching, and efficiency (LeMire et al., 2024).

Information experiences shape judgment among young social media users because individuals are often involved in ambiguous situations. These situations encourage them to compare their views with those of others to help shape future opinions. Comparison also refers to one's ability compared to others. Upward comparison occurs when someone compares themselves to a person they consider better (Lewin et al., 2022). As expressed by Informant 4,

"I think Instagram is a kind of random platform, so besides TikTok, I also look for social media content on Twitter. In my opinion, Twitter has a lot of smart people. The content is full of substantive discussions or debates" (Informant 4, interviewed, February 2, 2024).

Informant 1 continued,

"Now, there are various social media platforms, such as TikTok, Facebook, Instagram, and Twitter. I think people on Twitter are usually more critical because they argue with each other, so I trust content from Twitter more than other platforms" (Informant 1, interviewed, January 26, 2024).

In line with several previous informants, Informant 6 also considered Twitter as a platform capable of educating the public, as he stated,

"In the past, in the beginning, we only knew that politicians, public figures, and journalists used Twitter, while the general public mostly only used Twitter for chatting" (Informant 6, interviewed, February 6, 2024).

Informant 5 also added,

"Content about the election is good; I usually get it from journalists on Twitter because I once read in the newspaper that many journalists are active on Twitter" (Informant 5, interviewed, February 3, 2024).

The opinion aligns with the findings of several previous studies reviewed by Guerrero-Solé (2018), who found that the use of Twitter among politicians is more like a broadcast medium than an

interactive one. Politicians tend to interact with fellow party members, while research has shown Twitter as an effective tool for interacting with voters. The use of Twitter among civil society differs from that of politicians and journalists because Twitter is used to meet the need for information and to socialize or connect with others.

Despite this, Twitter provides a "Trends" column to display the hottest topics discussed nationally and globally. It is not uncommon for academics to analyze public sentiment about politics, elections, natural disasters, health, business, social, and education issues on this platform (Vassilakaki & Garoufallou, 2015).

Informant 2 complained about the repetitive content packaging. She found that,

"Most of the information I get comes from Twitter. I also use other social media platforms, for example, I find content on TikTok, but it is basically a screenshot from Twitter, so it is like the same thing" (Informant 2, interviewed, January 27, 2024).

Repeated exposure to the same content can cause discomfort and boredom for users, as Informant 2 assumed Twitter is the most advanced social media platform because she often finds similar content on other platforms, even after finding it on Twitter. The duration a person spends on a social media platform is the impact of the rewards provided by the platform. The more appropriate the information offered to the user's needs, the more often the user will return to the platform (Hu et al., 2024).

Young K-pop fans play a crucial role in disseminating information about the Korean Wave. This information is obtained and shared with the online K-pop fan community. People with similar interests

connect to share information to increase collective knowledge (Sari & Prasetyawan, 2023). Generally, K-pop fans have merchandise such as posters, postcards, photo cards, stickers, and accessories referring to their K-pop idols. It is a medium of support and loyalty to their K-pop idols (Desnika & Tambunan, 2023).

As Informant 2 said,

"There is a website related to this election year. Recently, I reposted information about that website because on the website, my favorite K-pop group appeared as accessories. It looks cute, especially since the website is very informative, so I shared it; maybe some of my K-pop friends do not know about it yet" (Informant 2, interviewed, January 27, 2024).

Consuming political information, creating and sharing content that discusses political issues, and expressing opinions are all forms of online political participation. Moreover, research on political participation on the Instagram platform discovered that consuming political information has a positive relationship with expressing political opinions. Consuming political information includes searching, reading, uploading, and commenting on political issues, while expressing political opinions involves liking, uploading, commenting, messaging politicians, and adding Instastories (Kwon, 2020).

Unlike Instagram Feed, Instagram Stories or Instastory are created based on each uploaded content and can only be seen within 1x24 hours. Instastory allows its users to share moments easily and spontaneously. Therefore, Instastory users are more likely to feel connected to others (Fonseca, 2019). Informant 4 shared her

experience when uploading a photo of herself with her friends on Instastory using filters designed by one of the presidential and vice-presidential candidate supporters,

"So, indirectly, I showed my support for them. Plus, the filters are cute and very youthful because they are created by young people too" (Informant 4, interviewed, February 2, 2024).

Informant 4 added,

"I frequently comment on posts that are relevant to current election events. For example, if someone asks a question in the comment column, I will try to answer properly based on the facts" (Informant 4, interviewed, February 2, 2024).

The informant mentioned facts, indicating there was a process of discovering hoaxes beforehand. The process motivated her to provide and reply to comments on posts concerning political information. She continued that she would respond with other facts if her comments were criticized. Sometimes, the comments section could be annoying, humorous, sad, and so on. Hence, a person also needs to have EQ (emotional quotient) or EI (emotional intelligence). EI is the ability to comprehend and control one's emotions. The introduction of EI came almost a hundred years after the broader concept of social intelligence emerged (Martin et al., 2024). Thus, EI allows a person to adjust emotions when facing the same situation as the informant.

Not much different, Informant 1 also mentioned that the rampant hoax content spread on social media prompted them to comment, as she expressed,

"In my opinion, the paid buzzer accounts spread hoaxes with vulgar language. Their content is not neutral because it only depicts certain candidates negatively. So, I want to comment by presenting genuine data to counter the hoax content. However, other accounts often attack my comments" (Informant 1, interviewed, January 26).

On the other hand, in the sharing information process, Informant 5 experienced a team-up situation or a situation when an individual encountered another who shared a similar understanding. Previously, he also mentioned his motives for sharing information. According to him,

"Through the information I share, I want to spread awareness to people not to abstain from voting, as previously I also had that mindset; it is like a personal testimony. Moreover, I accidentally met people who did not openly express their support, but it turned out that they were on the same side as me" (Informant 5, interviewed, February 3, 2024).

The situation above describes, in general, the behavior of people who tend to be homophilic. Homophily means that they only interact with one party that is closest to their political attitudes or views. From here, several echo chambers are formed, causing information to spread and strengthen in a closed system or group (Guerrero-Solé, 2018). Eventually, the informant emphasized that information sharing revolved around the development of the current political year.

No party should take advantage of their group by creating hoaxes. Those who harm others by spreading hoaxes must be punished accordingly. Every individual and institution in society is responsible for safeguarding one another, fostering an ecosystem conducive to information dissemination, and reducing the spread of misinformation. As hoaxes fundamentally contradict the core ethos of libraries, this is particularly relevant for libraries, whose mission is to foster and support informed and democratic societies (Paor & Heravi, 2020). The state needs to intervene to regulate and implement policies to counter hoax dissemination to protect citizens' freedom of expression and democracy in the future (Henricksen & Betz, 2023).

The experience of sharing information associated with hoaxes was recounted by Informant 3, as she noted,

"In my experience, avoiding hoaxes is quite tricky. Most people easily accept something as it is because of the large amount of information that is continuously delivered to them, even in a matter of seconds. Therefore, the initial step I take is to evaluate the credibility of the content source. If the source lacks credibility, it is likely that the information spread is inaccurate and has the potential to harm certain parties further" (Informant 3, interviewed, February 1, 2024).

According to her, when seeing negative content only aimed at certain parties, they, as social media users, should be suspicious of such content. This vigilance would prompt them to seek the truth by cross-checking with other content from more credible sources.

Currently, all social media platforms, without exception, face challenges in

dealing with content containing hate speech. In general, policy guidelines in social media communities prohibit users from uploading content that incites hatred. Therefore, reporting and blocking services are features that users can utilize to suppress the dissemination of such negative content.

CONCLUSION

This study analyzes the information experiences of young social media users in the political year 2024 in Indonesia. It shows how access to political information through gadgets and hobbies of being K-poppers have become supporting factors for the lifestyle of Generation Y and Generation Z lately. The popularity of K-pop has created a unique phenomenon in the history of Indonesian elections. Some people prefer to have their information packaged in short videos as they find it simpler. Audio-visual elements, humor, and the independence of the information creator without affiliation with any party are taken into consideration. However, this does not mean they abandon text-based information since data shows that online news portals remain their primary reading source. In addition, the widely known text-based platform Twitter is seen as a social media platform that functions as a platform that is able to train and enhance intellectuality. Aspects that are formed from political information dissemination include educating others as a form of self-expression, the existence of reciprocal relationships or responses to the information shared, and the existence of fake news (hoaxes) that cannot be avoided in the ecosystem of the dissemination of political information on social media. This study is limited in terms of subjects and time; therefore, it highly recommends that

future research related to information experience be conducted on a wider range of subjects and even on different generations. Other upcoming political events can potentially be raised as a background for the phenomenon or situation.

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NAH: Conceptualization, Writing - original draft, Writing - review & editing, Revision, Formal Analysis. EL: Supervision, resources. FP: Supervision, resources.

CONFLICT OF INTEREST

The author(s) declare that there is no conflict of interest.

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DATA AVAILABILITY

Data generated during the research have been included in the article.

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