Tweeting democracy: X and political participation of Indonesian youth

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ABSTRACT

The rise of social media has undeniably improved engagement, politics, and communication. The emergence of X has revolutionized political conversations and strengthened the political engagement of both citizens and politicians. It is crucial that we conduct a thorough examination of the importance of this phenomenon, particularly in the Indonesian context. This study aims to delve into the role of X in shaping political participation among Indonesian youth. The study was conducted among three hundred male and female students from five prestigious universities in West Java, Indonesia: UNPAD, ITB, UPI, UIN, IPB, and Telkom University. For data collection, the researcher used a quantitative method in which closed-ended questionnaires were distributed. In addition, the researcher also conducted interviews with randomly selected respondents to ask them about their experiences with X. This study shows that X greatly influences young people and plays an important role in teaching political awareness. X impacts young people by helping them gain knowledge about fundamental political rights. The results also show that messages on X influence respondents' political orientation and help them decide who to vote for in elections. In addition, the study shows that X has become an excellent source to connect political leaders with their constituents. By analyzing the approaches of political leaders and young people behind the use of X, this study contributes to future research on political influence on social media, especially X.

Keywords: X; social media; political participation; political awareness; Indonesian youth

Mencuitkan demokrasi: X dan partisipasi politik anak muda Indonesia

ABSTRAK

***Meningkatnya** media sosial tidak dapat disangkal telah meningkatkan keterlibatan, politik, dan komunikasi. Munculnya X telah merevolusi percakapan politik dan memperkuat keterlibatan politik baik warga negara maupun politisi. Sangat penting bagi kita untuk melakukan pemeriksaan menyeluruh terhadap pentingnya fenomena ini, khususnya dalam konteks Indonesia. Studi ini bertujuan untuk menyelidiki peran X dalam membentuk partisipasi politik di kalangan pemuda Indonesia. Studi ini dilakukan terhadap tiga ratus mahasiswa laki-laki dan perempuan dari lima universitas terkemuka di Jawa Barat, Indonesia, yaitu UNPAD, ITB, UPI, UIN, IPB, dan Universitas Telkom. Untuk pengumpulan data, peneliti menggunakan metode kuantitatif dengan menyebarkan kuesioner tertutup. Selain itu, peneliti juga melakukan wawancara dengan responden yang dipilih secara acak untuk menanyakan tentang pengalaman mereka dengan X. Studi ini menunjukkan bahwa X sangat memengaruhi kaum muda dan memainkan peran penting dalam mengajarkan kesadaran politik. X memengaruhi kaum muda dengan membantu mereka memperoleh pengetahuan tentang hak-hak politik fundamental. Hasil penelitian juga menunjukkan bahwa pesan-pesan pada X memengaruhi orientasi politik responden dan membantu mereka memutuskan siapa yang akan dipilih dalam pemilu. Selain itu, penelitian ini menunjukkan bahwa X telah menjadi sumber yang sangat baik untuk menghubungkan para pemimpin politik dengan konstituen mereka. Dengan menganalisis pendekatan para pemimpin politik dan kaum muda di balik penggunaan X, penelitian ini berkontribusi pada penelitian masa depan tentang pengaruh politik pada media sosial, khususnya X.*

***Kata-kata kunci**: X; sosial media; partisipasi politik; kesadaran politik; anak muda Indonesia*

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INTRODUCTION

Social media and other novel forms of communication have undoubtedly changed people's social interactions and communication styles (van der Hoeven, 2019). It is impossible to downplay the importance of social media in organizing voter turnout in the run-up to major elections. The proliferation of social media platforms such as YouTube, X, Instagram, and Facebook has led to the emergence of what Jenkins (2010) calls participatory culture. Blogging and microblogging are two examples of how the public can participate in real-time political content creation and consume what various politicians and political parties have to offer.

The use of platforms like TikTok in political campaigns exemplifies this shift, as political entities leverage these tools to engage voters and enhance political participation (Pradana, Mirawati, & Octavianti, 2023). Before the advent of social media, politicians and voters learned about politics primarily through their relationships, formal education, official government institutions, and mass media such as television. However, since the advent of the social media era, the actors involved in political socialization have changed. Digital activism in Indonesia further illustrates how social media has become integral to political mobilization

and social change, emphasizing accessibility and visibility as key motivators (Rahmawan, Mahameruaji, & Janitra, 2020). Despite this change, political mobilization and socialization still rely heavily on social media as a crucial medium of exchange (Kizgin, Jamal, Rana, Dwivedi, & Weerakkody, 2019). The Anti-Government Rallies in Iran, the protests in Kazakhstan (Kalkamanova, 2020), and the Gezi Park protests in Turkey (Jenzen, Erhart, Eslen-Ziya, Korkut, & McGarry, 2021) are all examples of how social media has successfully influenced people's political actions and views in recent years, X has become an indispensable political tool. Since its inception in 2006, X has become one of the world's most widely used social networks. The publicly available data on X has been utilized in several research projects. X is a social media website that enables users to share and discuss a range of media, including images, videos, and written content. According to the findings of Biswas et al. (2014), who studied the influence of X on voting behavior in India, X is becoming an increasingly important tool in virtual politics.

According to Esteve Del Valle et al. (2022), X has emerged as a new forum for political discourse, challenging the traditional information monopolies of professional politicians and the mainstream media. The emergence of X has profoundly impacted the

conventional one-way communication paradigm associated with political parties as conduits for discourse. X provides a platform for the general public to engage with political actors openly and directly without the constraints of media censorship. Politicians have embraced X as the most prevalent social media platform for deliberations on public policy, legislative initiatives, and civic engagement. For example, politicians use X to communicate with people in their constituency and spread their message.

It is a subset of political communication that refers to the interactions between governments, the people who make up those governments, and those who participate in them. The fundamental elements that form the foundation of these linkages are identity, symbols, ethos, and diverse strategies of persuasion (Wolfsfeld, 2022). In the realm of political communication, the media serves as a channel for creating and spreading ideas among different groups, such as interest groups, political institutions, public officials, and the general public. It includes conversations about the manipulation of information and its role in political systems at international, national, state, and local levels.

X has quickly become one of the most widely used platforms for political discussion. Candidates for office in the United States (M. Otala et al., 2021), Finland (Rossi, Rossi, Upreti, & Liu, 2020), Australia (Bruns & Burgess, 2011), Sweden (Martinsson & Ericson, 2022), United Kingdom, and New Zealand (Fountaine, Ross, & Comrie, 2019) use it to reach their constituents. The popular use of social media is widespread worldwide in both developed and developing countries.

It is an important research topic, as Indonesia has 167 million active social media users and 212.9 million internet users (We Are Social, 2023). It is a fantastic opportunity that could be used for political purposes. That reason is why this study is so interesting for those who work in political campaign management and communication analysis. This study's main objective is to investigate X's impact on the political participation of young people pursuing higher education in Indonesia.

Previous research indicates that social media, especially X, does not significantly influence voters' election decisions. Gu et al. (2017) found that X popularity minimally affects voting behavior, while Engström (2020) reported limited social media use in the 2011 Scottish Parliament elections. Nonetheless, Knoll, Matthes, and Heiss (2020) highlight that social media's widespread use and transparency offer political engagement opportunities. This research focuses on X's political influence, as it serves as a potent tool for self-promotion, enabling political actors to reach and update a broad audience in near real-time. In Indonesia,

Source: wikidpr.org, 2023.

Figure 1. Communication Patterns of Indonesian Representatives on X

politicians extensively use social media for campaigns and official activities.

Indonesian politicians' use of X has increased over time (Figure 1), mirroring trends seen in other Western democracies. Their X profiles show they know and appreciate this medium's excellent communication opportunities. According to the research findings, more than 70 percent of members of parliament in the Republic of Indonesia regularly use X to stay in touch with their constituents. Indonesian politicians were found to rely heavily on the social media platform X to disseminate information, establish direct contact, and communicate with the people of Indonesia. In Indonesia, politicians often target their speeches to young people and people who have never voted before. Based on the research conducted by the General Election Commission (KPU) (Ameliya, 2023). There is a current population of 107 million eligible young voters.

Additionally, they engage actively on several other social media channels. Millennials, a demographic cohort including those aged 15 to 40, constitute a significant majority, accounting for around sixty percent, of social media users in Indonesia. Using X as a social media platform allows politicians to get

younger voters involved. Hence, this research aims to investigate the impact of the social media platform X on disseminating political knowledge among the youth population in Indonesia. Is it possible to identify X as an effective channel for facilitating communication between political leaders and their constituents? Does the delivery of political messages through X influence individuals' political opinions and voting choices?

Wiles et al (2023) posited that the conceptual framework of social media encompasses a variety of digital platforms that facilitate the exchange of user-generated content, including textual, photographic and videographic forms of expression. One of the contributing variables that enhances the attraction of social media is the presence of an environment characterized by trust, trustworthiness, and cooperation among its audience members. Consequently, platforms such as X depend on their users' ability to accurately comprehend the intended significance of communication by using comparable technical resources.

Garrett (2019) examined the influence of social media on voter attitudes and actions during the 2016 presidential election campaign in the United States. He concluded that X, when used effectively, has the potential to play an important role in changing people's perceptions by energizing and mobilizing their followers.

Marchal et al. (2020) found that some candidates running in the 2019 U.K. general election used X as their primary public communication and engagement method. Politicians have made X an integral part of their communications strategy and used it extensively during the recent election. It is well known that voters value a politician's public character during election campaigns more than the candidate's professional attributes.

The research also shows that non-Western civilizations have used new media technologies for political communication. It has allowed politicians and voters to communicate ideas to be socially present and inspire dominant political or social discourse, both essential for promoting stability and peace. According to Moldovan (2020), Tunisia and Egypt (2011) used new media to highlight the benefits of popular political participation in achieving more important democratic goals. Similarly, further research in Pakistan has shown that using cell phones and social media positively impacts the country's social and political dynamics (Abbas, Jiang, Miao, & Naqvi, 2020).

X's collaborative, constantly evolving, and story-changing culture allows for more agenda-setting between politicians and their followers, which sets X apart as a platform. According to Jaidka et al. (2019), it is much more difficult for traditional media outlets, such as newspapers

and television stations, to publish well-crafted stories with verifiable sources quickly than for X. X has become central to the study of political climate largely because of its unique nature and the intuitive design of its user interface. Candidates and political parties can use the effectiveness and applicability of X as a strategic tool in their campaigns to build support and appeal to voters. The only challenge is the limited space available for contributions to the public discussion. According to Duncombe (2019), lobbyists, politicians and journalists actively monitor X as tweeting and retweeting have become integral to political discourse in many countries. However, there is a need for further research on the strategic use of X as a platform for political campaigns.

Based on a review of previous research, there is a gap in understanding how X specifically influences voter behavior in non-Western contexts, especially in Indonesia. The objective of this research is to investigate the novelty aspect by investigating the role of X in promoting political awareness among Indonesian youth, a topic that has not been extensively examined in previous research. By focusing on the local context, this research is expected to provide new insights into the dynamics of political communication in the digital age and the contribution of X in shaping political engagement among the younger generation.

After Facebook and Instagram, X is the third most popular social media site. The microblogging platform uses the word "tweets" to designate its submissions, which are subject to a constraint of 140 characters as an upper limit. X users can pursue the feeds of other users, augment their followers, and distribute and retweet the data of other users, among other functions. Hence, it permits one to disseminate their thoughts to both familiar and unfamiliar individuals via the platform without expecting any response from the audience. It is worth mentioning that X finds utility among individuals, organizations, and even politicians to disseminate news and other information (Kušen & Strembeck, 2018). It is due to the widespread use of X as a platform.

On the other hand, politicians can use social networks to connect with the public and win votes if they manage to control and maintain the networks. There have been several cases where X has helped to increase voter turnout. In Korea, there is comparatively strong engagement between candidates and voters, where it is common for politicians to maintain significant X networks. Tan (2020) found that X was useful for gauging public sentiment during the 2011 Singapore elections. Russell (2021), in turn, found that social media platforms such as X were a more efficient and cost-effective

alternative to more conventional voter outreach methods such as television advertising.

Their findings support the claim that social media facilitates public engagement and political communication. Sutoyo and Almaarif (2020) studied how young people in Indonesia learn about politics through political talk shows. This research also shows that the media is a useful tool for people to pay attention to politics and eventually vote in parliamentary and midterm elections. Young people in Indonesia are increasingly engaged on a variety of social networking platforms.

According to Sutan et al. (2021), Indonesians use social media for several purposes. These include disseminating information not covered by mainstream media, organizing social and other campaigns, highlighting the humanitarian dimensions of pressing issues, fostering a culture of activism, and facilitating dialogue between the general public and their elected representatives. In Indonesia, it is common for people to get most of their information from TV. It is mostly due to the extensive accessibility of television stations and the unhindered operation of electronic media inside the nation. The main purpose of the Internet is to help people connect with each other, so the importance of social media sites depends on several factors. The Internet influences the political landscape by making it easier to organize meetings,

obtain information and raise funds. A complete understanding of this issue requires a thorough and well-organized study.

Applying communication theory to these findings, we can better understand the mechanics of X's influence. Uses and Gratifications Theory suggests that individuals actively seek media that meet their needs for information, personal identity, integration, social interaction and entertainment. X fulfils these needs by providing real-time information, fostering a sense of community and enabling active participation in political discourse. In addition, agenda-setting theory suggests that the media can shape public perceptions by highlighting certain issues. It is achieved by X, which allows users to amplify certain issues and voices. Combined, these theories suggest that X is a powerful tool for political communication and public engagement because it facilitates information dissemination and actively engages users in the political process.

RESEARCH METHOD

This research employed a quantitative methodology and a survey approach. Survey techniques are a common data collection method whereby participants are interviewed or asked to complete questionnaires to obtain relevant information or data. This approach is particularly efficient for collecting data from

groups that accurately represent certain parts of the population. Typically, individuals serve as the primary unit of analysis for sampling purposes. However, units of analysis can also include families, groups, companies, and even governments. The survey research methodology is used to collect data and gain insight into various topics of interest. Forms of surveys include paper questionnaires, face-to-face or telephone interviews, focus groups, and computer-assisted surveys.

According to Sugiyono (2018), the survey research method refers to a quantitative approach for collecting data on past or current events, including beliefs, views, traits, behaviors, and relationship variables. Furthermore, this method examines the role of sociological and psychological factors within each community. The collection of data methods necessitates thorough observation via interviews or questionnaires, and the findings derived from such research are frequently extrapolated to a broader population.

The sample for this study was selected using non-probability sampling techniques. Participants were selected from six universities in West Java, Indonesia: Telkom University, UNPAD, ITB, UPI, UIN and IPB. The selection criteria included an equal number of male and female students, with 300 participants, 150 male and 150 female. Random selection based on set criteria ensured that the sample was representative of the study objectives.

The research was carried out over three months, from January 2024 to March 2024. This timeframe was sufficient for distributing the questionnaires and the interviews and collecting and analyzing the data needed to meet the research objectives.

This research focused on tweets related to political engagement and awareness among young people in Indonesia. The selection was justified based on the research objective to assess the impact of X on political engagement. The data underwent filtration using keywords and hashtags pertinent to the subject matter, specifically those related to political discourse among Indonesian youth.

Data analysis was carried out using statistical methods appropriate to survey data. Descriptive statistics were used to provide a concise summary of the data. Statistical inference using regression analysis was used to test hypotheses and identify correlations between variables.

The primary purpose of this study is to examine the impact of the microblogging platform X on the political engagement of young individuals in Indonesia. When knowledge about a particular subject is lacking, the researcher can use an exploratory survey methodology to collect baseline data. This method provides a

general introduction to a topic, making further research easier to manage. Researchers can use this strategy to collect initial data to help develop hypotheses and formulate research methods.

Data collection for this study included the distribution of closed-ended questionnaires, interviews, and document reviews. Interviews were conducted with a sample of respondents randomly selected based on criteria set by the researcher according to the study's objectives to capture the respondents' experiences in detail. If researchers want to conduct interviews, they can directly clarify the answers given in the questionnaire.

The following part provides the results generated directly from the data gathered through the survey approach. After the participants responded to the research questions developed and supplied by the researcher at the beginning of the study, the researcher collected data based on their responses. The results of the study, which cover the findings of the survey, have been divided into three separate categories.

The first research investigation concentrated on survey responses that examined the use of the microblogging platform X among young people in Indonesia to increase political awareness among their peers. Figure 2 shows the percentage of survey participants who depend on X as their primary means of obtaining
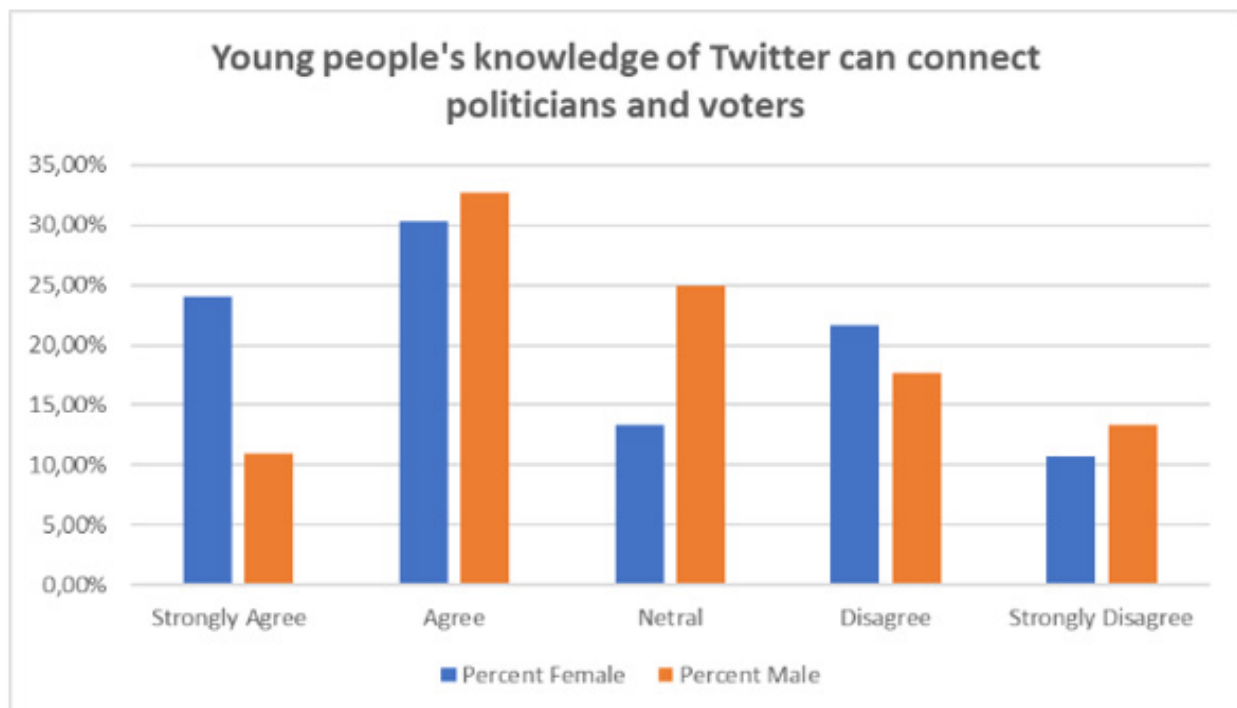
RESULTS AND DISCUSSION
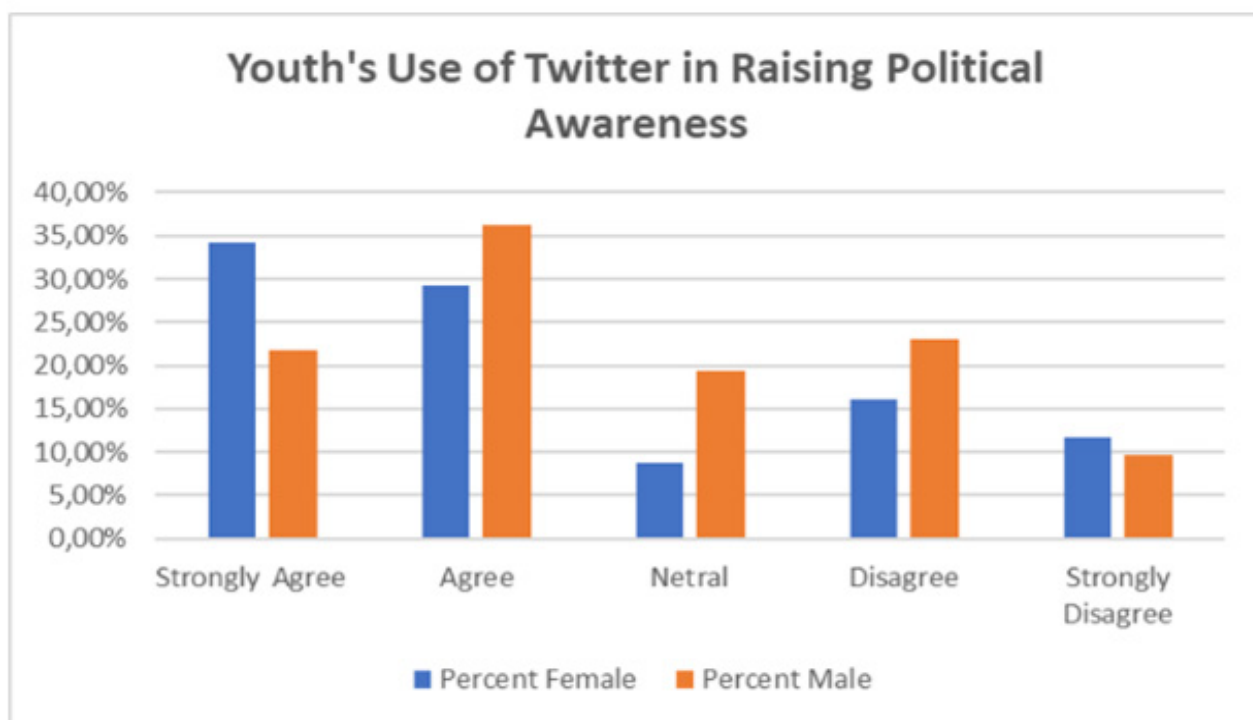
Source: Research Results, 2023

Figure 2 Youth's use of X in raising political awareness
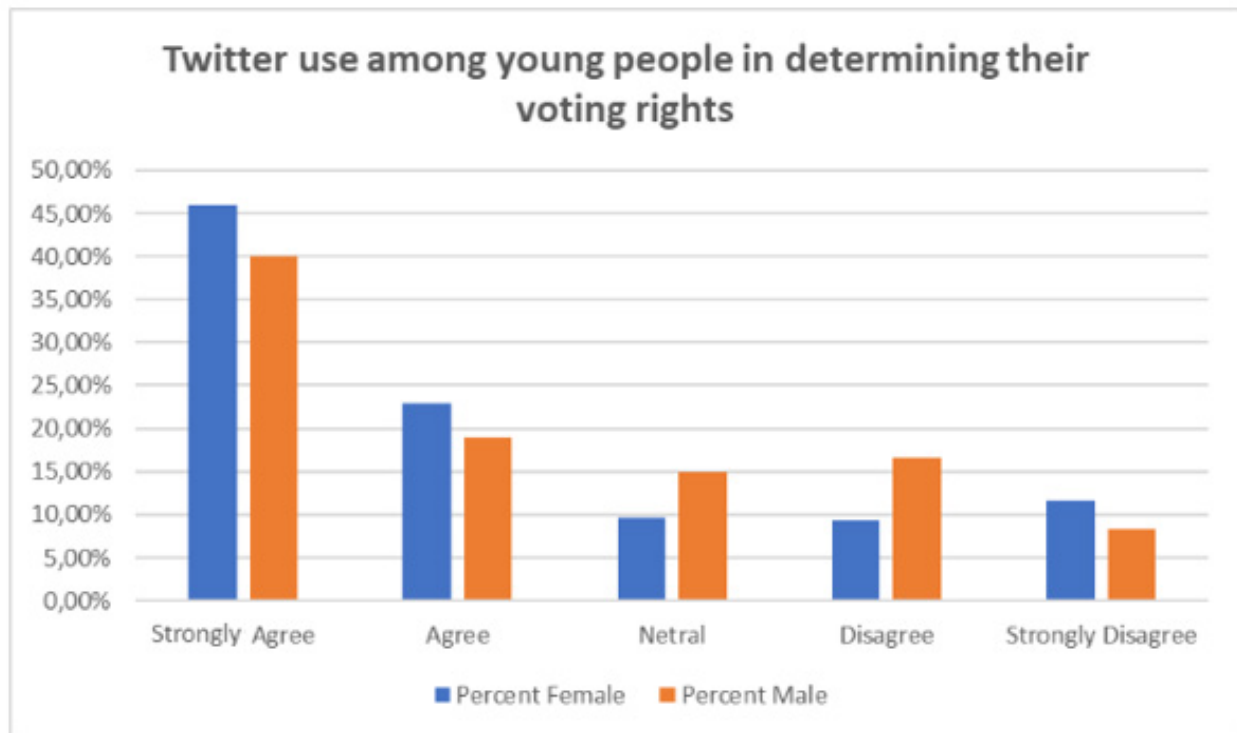
Source: Research Results, 2023

Figure 3 X use among young people to determine their right to vote

Source: Research Results, 2023

Figure 4 Young people's knowledge of X can connect politicians and voters

information on political developments in Indonesia. The information collected indicates that among the survey participants, 36.3% of males and 29.3% of females believe that X improves their comprehension of political issues. Additionally, 34.3% of female and 21.7%

of male respondents strongly agreed with this assertion. More than 20% of male and 8% of female respondents agreed that debate programs enhance political awareness. However, over 10% of the participants expressed disagreement with this remark. Based on the results, 11.7% of women and 9.7% of men disagreed significantly with the notion that X contributes to informing, educating, and creating awareness about political issues in Indonesia. The percentage of answers is markedly stronger among women.

The second topic is the usage of X as an instrument for determining the suitability of young people for involvement in elections. Figure 3 demonstrates the effect of the political messaging broadcast on X on individuals' political preferences and voting decisions. As illustrated in Figure 2, a majority of female respondents (46%) and a significant proportion of male respondents (40.7%) concurred that political opinions disseminated on microblogging platforms such as X exerted influence on individuals' perceptions of politics, their affiliation with political parties, and their voting behavior. As a result, just 11.7% of female and 8.3% of male respondents agreed that the statement made in the previous sentence was incorrect. 15% of male and 9.7% of female participants answered this question equally.

Additionally, the correlation between youth and X proficiency could improve the connection between politicians and voters. Figure 4 illustrates the utility of X in enabling contact between politicians and those who support them, thus bridging the gap between them. According to the survey, 32.7% of male and 30.3% of female respondents think that X is a successful way for politicians to stay connected with their followers and supporters. The number of female respondents who indicated disagreement with this assessment was significantly higher (21.7%) than the percentage of male respondents who disagreed (17.7%). The percentage of male participants who identified themselves as neutral was significantly higher (25%) than that of female participants (13.3%).

The results of a survey involving 300 participants indicate that the majority of respondents believe that X is an emerging social media platform with the potential to foster political understanding among young people in Indonesia. This conclusion is contingent upon the responses provided by those who participated in the poll regarding the potential impact of X on political awareness among young people in Indonesia. It fits into the trend of political socialization in modern society, which has seen an evolution from traditional media to contemporary media as a tool for socializing (Samsonova & Naumova, 2020). The family, educational setting, and television

are all traditional factors that influence political socialization. Further, after the information is obtained, one can achieve this objective by refraining from further engagement and instead disseminating news through conventional media channels. An obvious outcome of this is that conventional means of media presentation are ineffective in the process of socializing young people. It indicates that the socialization method used by conventional media is rigidly programmed as it forces young people to conform to the promoted norms and prevents them from retaining a receptive mindset.

Thus, there is a demand for creative methods of socializing for teenagers that have been tailored to meet their requirements. I value the openness and mutual exchange provided by social media places like Facebook and X. Modern youth have a chance to participate in new kinds of political socialization. The domicile and educational environment are two conventional socialization factors that do not possess certain characteristics found in social media (Russell, 2021). These components comprise the material and approach found on social media platforms. The topics covered on social media primarily revolve around the intersection of youth and contemporary politics. Therefore, the content has the potential to ignite the curiosity of young individuals, prompting them to develop a keen interest in

and acquire further knowledge about topics that hold significance to them. Furthermore, social media expresses political behaviors due to their transparency and interaction.

X is the most popular social media channel among young people for their political engagement due to its requirement for content conformance and its open approach. Based on this study, 36.3 percent of males and 29.3 percent of females (as shown in Figure 2) believe that X is a social platform that can enhance political awareness among younger people. They believe that the permissive environment of democratic society enables individuals to actively engage in producing accounts, opinions, and information related to issues of politics. People from diverse backgrounds can utilize it.

> X is becoming a new trend for politicians as they discuss and share their opinions and political activities with primary voters. According to the data, the number of X users in Indonesia will increase to 24 million by 2023; this is a great opportunity for politicians to use X. They will use X to promote their programs and ideas. (Siti Aminah, Interview, April 2023).

In addition, young people like to use the social media platform X to read the opinions of any politician (Duncombe, 2019). X is known as a medium for writing and briefly transmitting opinions, so logically, young people choose this platform. Moreover, young people prefer X social media platforms to read the opinions of any politician (Duncombe, 2019). That is in

contrast to other social media platforms, such as Instagram and YouTube, where users need more time to read and understand the messages posted by politicians. A direct consequence of this is that the political knowledge of a particular politician is much easier to ascertain through social media. Figure 5 shows politician Ganjar Pranowo presenting a home improvement program to his constituents. On X, his constituents commented, shared, and reproduced the politician's content.

Although some individuals who became informants indicated that they disagreed with the notion that X was a social media platform that led them to create political awareness, 11.7 percent of female respondents and 9.7 percent of male respondents disagreed with the notion that X was a social medium that led young people to become politically engaged. Contrary to the opinion, other platforms like Instagram and YouTube can also raise political awareness. Some respondents believe that Instagram, known primarily for its photographic and video content, offers its users sufficient political education. The popularity of YouTube has surged recently, and the platform now provides informative content that can motivate voter
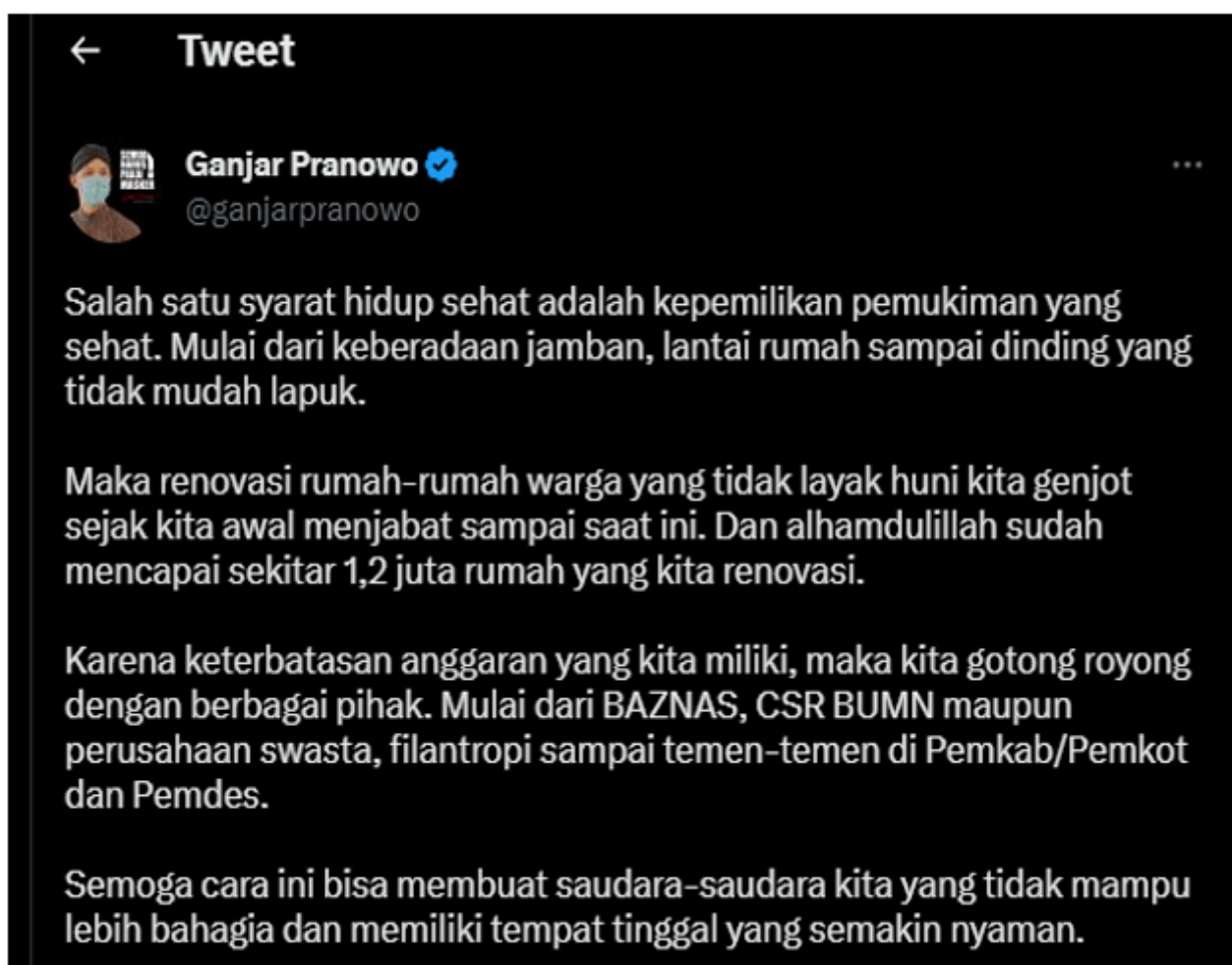
Source: X, 2023.

Figure 5 An image of a politician campaigning for his program and success on X

participation in political processes. Research findings on the most commonly used social media platforms for political socialization suggest that YouTube is the most prevalent, influencing respondents' political education.

Thus, most respondents pointed out that X is a social media that enables effective communication between politicians and voters. This two-way relationship impacts political engagement among younger generations. According to the results, 46 percent of female and 40.7 percent of male respondents believe that political messages on X strongly influence voters' political orientation and the decision to follow better political parties and vote in elections.

Some respondents also admitted that they found X a useful platform to discuss issues directly with politicians without meeting them in person. They claimed that the communication process was two-way. "In the past, I have tried to criticize a politician's actions, resulting in a comment. That is a good idea because it allows for open dialogue and constructive interaction between politicians and the people they represent. (Interview conducted with

Source: X, 2023.

Figure 6 Netizens' Responses to Politicians' Messages on X

Lucky Wahyu in April 2023). Several other interviewees raised the point that politicians are willing to read netizens' comments and significantly change their behavior to win Millennials' favor. It represents a novel approach to the interaction between politicians, public officials, and their constituents. It exemplifies a new form of political socialization, facilitating direct dialogue. It may also be posited that this represents a novel approach to the interaction between politicians and officials and their citizens. Should this trend persist, it is possible that both voter awareness and turnout may increase.

When analyzing the impact of X on voter orientation and turnout, it is clear that social media platforms play a significant role in contemporary political campaigns. A majority of 62% of respondents to this survey acknowledged that X significantly impacted their decision to vote for particular politicians and their associated parties. The relationship between social media and politics can be examined from various communication theory perspectives. The agenda-setting theory, for instance, suggests that media has the capacity to shape the public agenda by focusing on specific issues, which in turn influences the formation of public opinion. The X platform provides politicians with a means of controlling the agenda by disseminating continuous content on

issues that are pivotal to the campaign, directing the attention of the electorate and shaping their perspectives.

Moreover, the two-step flow of communication theory is pertinent in this context. On platform X, influencers, journalists, and politically engaged users frequently act as opinion leaders by sharing and commenting on politicians' tweets to help them amplify their reach and influence. The Uses and Gratifications Theory is a theoretical framework which is intended for understanding the fundamental motivations behind voters' inclination to obtain political information from X. According to the theory, people deliberately choose media that align with their needs for acquiring knowledge, shaping their personal identities, assimilating into society, and participating in social relationships.

X satisfies these needs by providing real-time updates, a platform to express opinions and opportunities to interact with politicians and other users. Several studies have highlighted the role of social media in political campaigns. For example, a study by Enli and Skogerbø (2013) found that social media platforms are crucial for political engagement, especially among younger voters. Similarly, Gil de Zúñiga, Molyneux, and Zheng (2014) demonstrated that social media usage positively correlates with political participation. Furthermore, the

findings of this research are consistent with those of Vergeer, Hermans, and Sams (2013), who observed that social media engagement might influence voting behavior and election outcomes. These studies highlight the necessity of incorporating social media strategies into political campaigns to reach and engage voters effectively. The study demonstrated that participants perceived social media campaigns more efficacious than conventional in-person interactions. This preference is particularly pronounced among younger voters, who appreciate the ability to engage in discussions and debates about politicians' ideas on platforms like X. The interactive nature of X allows for real-time feedback and dialogue, which can enhance voters' satisfaction with political candidates. Politicians are required to actively interact with voters, address their problems, and actively participate in substantive discussions. This approach not only cultivates trust but also promotes a sense of community and engagement among supporters. X has emerged as a powerful tool for political participation, exerting a significant influence on voter preferences and participation rates. The platform's ability to facilitate interaction, discussion and real-time feedback makes it an effective medium for political campaigns. By synthesizing these discoveries with appropriate communication theories and previous research, it becomes apparent that social media fundamentally transforms the terrain of political engagement, especially among younger voters. Augmenting the discourse with supplementary citations and scholarly references may strengthen these conclusions and enhance the comprehension of the impact of X on behavior among voters.

CONCLUSION

This study draws attention to the pivotal role played by X in fostering political engagement among the Generation Y and Z demographics in Indonesia. The findings indicate that a significant proportion of participants perceive X as a factor that fosters their political awareness and influences their voting decisions. It supports the conclusions of previous research, which established a robust correlation between social media consumption and engagement in political activities. Moreover, the findings support the agenda-setting theory, which posits that the media can influence public opinion by focusing on specific issues, thereby influencing the voting preferences of the public. This work makes a valuable contribution to the academic discourse on the impact of social media on political attitudes and behaviour, particularly in non-Western contexts. It highlights the necessity for further research into how different demographic groups employ social media for political discourse. In practical terms, the

findings suggest that political campaigns should employ X to communicate more effectively with younger voters. In striving to expand their influence, politicians would be well advised to cultivate dynamic engagement and address voters' concerns in a timely manner. Further research should be conducted to ascertain the efficacy of different social media platforms in enhancing political participation and to evaluate the long-term impact of social media on the political socialization of young individuals, taking into account the rapid evolution of digital communication. In order to navigate the complex landscape of the modern electoral environment successfully, policymakers and political strategists must enhance their understanding of these intricacies.

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