

Instagram's Usage on Spreading Awareness in Politics Among Youth During Demonstration

Penggunaan Instagram dalam Menyebarkan Kesadaran Politik di Kalangan Anak Muda

Kezya Putri Adilah¹, Detta Rahmawan², Kunto Adi Wibowo³

^{1,2,3}Universitas Padjadjaran

Jl. Raya Bandung-Sumedang KM 21, Jatinangor, Sumedang, Jawa Barat 40161

Email: ¹kezya24001@mail.unpad.co.id

Received : November 21, 2025 ; Revised: January 14, 2026; Accepted: February 16, 2026

Abstract

The ever growing usage of Instagram among youths and its role in the dissemination of political information is the main focus of this research. This study aims to answer the following question: How does Instagram usage, exposure to political content and feature usage influence political awareness and indirect political participation among youth during political demonstration? This research uses a quantitative approach with a survey method. The data was collected from 120 undergraduate students from Padjadjaran University who are active users of Instagram and was analyzed using Partial Least Squares-Structural Equation Modelling (PLS-SEM). The results of this research showed that exposure to political content on Instagram has a significant influence towards indirect political participation, such as spreading political awareness. On the other hand, Instagram usage intensity and the feature usage of Instagram did not show a significant influence on political awareness nor indirect political participation. These findings indicate that youths' political engagement on social media is more influenced by the content that they encounter compared to the frequency of the platform usage itself. Therefore, this research highlights the importance of the political content's role in encouraging indirect political participation among youths through social media.

Keywords: *Instagram; Social media; Political awareness; Political participation*

Abstrak

Peningkatan penggunaan Instagram di kalangan pemuda dan perannya dalam penyebaran informasi politik menjadi fokus utama penelitian ini. Studi ini bertujuan untuk menjawab pertanyaan berikut: Bagaimana penggunaan Instagram, paparan terhadap konten politik, dan penggunaan fitur mempengaruhi kesadaran politik serta partisipasi politik secara tidak langsung di kalangan pemuda selama demonstrasi politik? Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data dikumpulkan dari 120 mahasiswa Universitas Padjadjaran dan merupakan pengguna aktif Instagram dan dianalisis menggunakan Partial Least Squares-Structural Equation Modelling (PLS-SEM). Hasil penelitian ini menunjukkan bahwa paparan konten politik di Instagram memiliki pengaruh signifikan terhadap partisipasi politik tidak langsung, seperti penyebaran kesadaran politik. Di sisi lain, intensitas penggunaan Instagram dan

penggunaan fitur Instagram tidak menunjukkan pengaruh signifikan terhadap kesadaran politik maupun partisipasi politik secara tidak langsung. Temuan ini menunjukkan bahwa keterlibatan politik pemuda di media sosial lebih dipengaruhi oleh konten yang mereka temui dibandingkan dengan frekuensi penggunaan platform itu sendiri. Oleh karena itu, penelitian ini menyoroti pentingnya peran konten politik dalam mendorong partisipasi politik secara tidak langsung di kalangan pemuda melalui media sosial.

Kata kunci: Instagram; Media sosial; Kesadaran politik; Partisipasi politik

1. Introduction

In the digital era we are currently in, social media has become a huge part of our lives. People use social media for multiple reasons, such as entertainment, source of information, a platform to stay connected with other people, and some may even make their living through social media by creating and posting content on their platforms, such as Instagram. That being said, social media itself has affected many aspects such as social behaviour, cultural norms, and including politics (Omar & Ondimu, 2024). In the context of politics, particularly political demonstration, social media such as Instagram can be used as a tool among youth to spread awareness as well as expressing opinion. During a political demonstration, youth often utilize Instagram's features such as repost and "Add Yours" to disseminate information regarding the matter that is being raised at that time without physically attending the protests. This literature review will focus more on Instagram's impact on spreading awareness in politics among users, particularly undergraduate students in Padjadjaran University. Additionally, Instagram is one of the most used social media among youth, and considering the demonstration that happened in Indonesia in August-September 2025, it is important to

look into how much Instagram affected the participation of youths towards politics in spreading its awareness

2. Literature Review

2.1. Social Media and Political Participation

Social media is something that we are already familiar with, it is something that we interact and engage ourselves with in our day to day lives. Social media itself is a series of online platforms and applications that allow users to create, share, and exchange content (Nagabhushana, 2022). On the other hand, the multiple benefits of social media also come with their adverse effects, namely misinformation, hoaxes, scams, and even invasion of privacy.

Social media has affected many aspects of life, including politics. With the existence of social media, political or non-political parties can get involved or participate in politics by using social media as their medium or platform. The activities within the social media itself can include discussions, negotiations, and decision making processes between the government, political parties, and citizens (Nagabhushana, 2022). According to a study by Verma et al. (2026), social media encourages political participation

among youths, suggesting that youths can participate indirectly through the various social media platforms. Additionally, social media has contributed significantly to the dissemination of political information which promotes discussions and debates among users with similar beliefs (Alarqan, 2021; Abdullah et al., 2024).

A perfect example of social media is Instagram. Instagram itself is an application that focuses on sharing a photo or video. Founded in 2010, with over a million users, Instagram has become a platform for countless purposes, to interact with others, post contents, a source of information, and many more. Nowadays, users can now like, repost, comment, upload a story or reels, chat, and even call. With the ever growing features within Instagram, it is without a doubt one of the many reasons why youth made Instagram as one of their primary social media platforms on a daily basis. Its easy access and personalized algorithms are what made its users stay loyal in choosing this app. Therefore, Instagram is the platform chosen for this study because it is one of the most used social media platforms among youth

2.2. Spreading Political Awareness as Political Participation

Politics are closer to us than we might think, especially in a democratic country. Each participation from the citizens is just as important. According to Budiardjo, McClosky, and Huntington and Nelson in Budiardjo (2013) (in Setiawan & Djafar, 2023), political participation

is the activity of a person or a group of people to actively participate in political life. Political participation also means any voluntary act where an individual participates in the process of selecting political leaders, whether directly or indirectly in the formation of general policies (Budiardjo, 2001). In other words, political participation is any voluntary act from an individual or a group of people that actively participates in political life such as the process of selecting political leaders whether directly or indirectly.

Although, in this digital era, political participation does not only tie to the political election process anymore, and with social media being a part of our everyday lives, it provides new forms of political participation in which it requires less time and effort compared to the traditional and formal acts of political participation (Rueß et al., 2021). In this case, spreading awareness on politics can be counted as political participation as it is part of political participation, even indirectly, due to the act being influential for the viewers, and the users engaging themselves in political discussion, etc.

2.3. Instagram's Impact on Spreading Awareness on Politics

Instagram has become a platform for many things. People can share photos or videos about a glimpse of their lives, or promote their businesses, up to making their living by using Instagram only (influencer). Almost everyone we know are on Instagram, even the political parties from the government.

As time went by, Instagram has developed countless new features, namely repost and “Add Yours”. These features have made it easy to spread awareness towards something. Reflecting on what happened in August 2025, countless youths have used said features to spread awareness on politics, making them an active participant in politics without having to go on-site where the demonstration happened. In the context of Instagram’s feature, with “Add Yours” and repost, youths can easily participate in politics by spreading awareness using said features even from the comfort of their home. In just a click of a button, youths can disseminate information on politics easily.

Social media has become an alternative space for democracy (Indrawan et al., 2023), hence why most of the information on the demonstration, or any concern around politics towards the government that happened in Indonesia was disseminated through social media, specifically Instagram. Many reposted a graphic design from local graphic designers that depicts the situation at that time. In other words, Instagram is also a platform for youth to participate actively in politics even if it’s only to repost a design about politics.

Furthermore, the digital media/social media serves as a space for citizens to increase their political participation (Indrawan et al., 2023). Referring to this statement, looking back to the August 2025 tragedy, not just Gen Z or youths, but almost all citizens who own Instagram and want to participate in spreading awareness regarding the tragedy in Indonesia

posted an “Add Yours” Instagram Story. This simple act may seem small, but the amount of people that use this as a protest and a form of their anger towards the government actually made a difference. The proof of this is that when the 17+8 demand went viral, the government finally acknowledged the things that are bothering the citizens, all thanks to the citizens that attended the demonstration and those who spread awareness using Instagram’s “Add Yours” feature.

From the example given, we can conclude how significant the impact of Instagram is in spreading political awareness especially among youths. It has changed how youths can spread awareness on politics by using Instagram or social media, and how politics can be influenced by the use of Instagram.

Moreover, there are several key aspects of Instagram that are crucial to examine the relationship between Instagram and spreading awareness. These include Exposure to Political Content (EPC), which indicates how much youths are exposed to political content; Feature Usage (FU), which explains how youths actively use features on Instagram; Indirect Participation (IP), which describes how youths engage in political activities indirectly; Instagram Usage Intensity (IUI), which reflects how frequently youths use Instagram; and Political Awareness (PA), which refers to how youths are aware of political information on Instagram. These aspects are important as they may influence how youths take part in political participation through Instagram.

3. Hypothesis

Hypothesis (H1): The more time youths spend on Instagram, the more they are aware of politics. Hypothesis (H2): The more time youths spend on Instagram, the more likely they are to spread awareness on politics. Hypothesis (H3): The more exposed youths are to political content, the more likely they are to engage in indirect political participation. Hypothesis (H4): The usage of Instagram features “Repost” and “Add Yours” is positively connected to political awareness. Hypothesis (H5): Instagram serves as a medium for indirect political participation among youths

4. Research Method

4.1. Type of Research

The impact of Instagram on spreading awareness in politics among youth, which is conducted quantitatively. To observe the relationship between independent variables (instagram’s impact on spreading awareness in politics), and dependent variables (awareness in politics among youth).

4.2. Sample Size Calculation

For the non-probability sampling, sample of this research are 120 respondents of undergraduate students from Padjadjaran University; consisting of 60 male and 60 female to ensure an equal gender distribution as well as reducing any biases. Even though the results will not be statistically generalizable to the full Unpad population, it can still provide insights into patterns and trends. The respondents picked are also active social media users.

Padjadjaran University students were selected as the targeted

respondents due to the practicality and accessibility for data collection, as the researcher has direct access to the population which facilitates efficient data collection. Moreover, the selected respondents are relevant to the research objectives, as they represent a group of young individuals who are highly engaged with social media, particularly Instagram, and tend to be more involved in political awareness and participation during demonstrations.

Additionally, the survey was conducted online through a structured questionnaire by using Google Form. This way it can reach a broader range of respondents, cost-effective and practical, as well as allowing a faster and easier data collection.

4.3. Non-probability Sampling Technique

The chosen method is Convenience Sampling. This method is considered as one of the simplest and most accessible methods, allowing researchers to collect data efficiently from available respondents. This method is appropriate when there is no complete sampling frame, and when the main objective is to collect data efficiently within limited time and resource constraints.

4.4. Step-by-Step Procedures

(1) Define the target population: Padjadjaran University undergraduate students who are active on social media. (2) Preparing the survey instruments: Using Google Form and includes screening questions such as “Are you a Padjadjaran University student? Do you actively use social media?”.

(3). Distribute the survey: Through platforms such as Instagram stories, LINE student group chats, and other relevant channels. (4). Stop data collection when the sample size is reached.

4.5. Research Instrument

This instrument consists of five categories and ten items with a five-point Likert scale, where 5 indicates strongly agree, while 1 indicates strongly disagree. The responses are then converted into numerical data for quantitative analysis.

Table 1. Questionere

No.	Variable	Original Survey Item (English)	Translated Survey Item (Bahasa Indonesia)	Measurement Scale
1	Instagram Usage Intensity	I check or use Instagram several times a day.	Saya memeriksa atau menggunakan Instagram beberapa kali dalam sehari.	Likert (1-5)
2	Instagram Usage Intensity	I spend a lot of time browsing content on Instagram daily.	Saya menghabiskan banyak waktu untuk menelusuri konten di Instagram setiap hari.	Likert (1-5)
3	Exposure to Political Content	Instagram is one of my main news sources for social and political issues.	Instagram adalah salah satu sumber berita utama yang saya gunakan untuk mengetahui perkembangan isu sosial dan politik.	Likert (1-5)
4	Exposure to Political Content	I follow at least five (5) accounts on Instagram that specifically focus on political or social issues.	Saya mengikuti setidaknya lima (5) akun di Instagram yang berfokus secara khusus pada isu politik atau sosial.	Likert (1-5)
5	Exposure to Political Content	I often find political or social content while scrolling through my main Instagram feed.	Saya sering menemukan konten politik atau sosial saat scrolling di halaman utama Instagram saya.	Likert (1-5)
6	Exposure to Political Content	I actively seek out and read information about current political issues in Indonesia via Instagram.	Saya secara aktif mencari dan membaca informasi tentang isu politik terkini di Indonesia melalui Instagram.	Likert (1-5)
7	Political Awareness	I feel adequately informed about current political issues in Indonesia thanks to the content I see on Instagram.	Saya merasa cukup terinformasi mengenai isu-isu politik yang sedang terjadi di Indonesia berkat konten yang saya lihat di Instagram.	Likert (1-5)

8	Political Awareness	I understand my basic political rights and responsibilities as a citizen, and Instagram aids this understanding.	Saya memahami hak dan tanggung jawab politik dasar saya sebagai warga negara, dan Instagram membantu pemahaman ini.	Likert (1-5)
9	Feature Usage (Add Yours)	I frequently use the "Add Yours" sticker in Stories to express my opinion on social or political topics.	Saya sering menggunakan stiker "Add Yours" di Instagram Stories untuk menyatakan pendapat saya tentang topik sosial atau politik.	Likert (1-5)
10	Feature Usage (Repost)	I frequently use the "Repost" feature to share political or social content that I deem important.	Saya sering menggunakan fitur "Repost" untuk membagikan ulang konten politik atau sosial yang saya anggap penting.	Likert (1-5)
11	Indirect Participation	I post or repost political/social content with the primary goal of raising awareness among my followers.	Saya memposting atau me-repost konten politik/sosial dengan tujuan utama untuk meningkatkan kesadaran (awareness) di kalangan pengikut saya.	Likert (1-5)
12	Feature Usage (Add Yours)	Features like "Add Yours" encourage me to be more proactive in voicing my political/social views.	Adanya fitur seperti "Add Yours" mendorong saya untuk lebih proaktif dalam menyuarakan pandangan politik/sosial saya.	Likert (1-5)
13	Indirect Participation	I often share content related to politics or social issues via Direct Message (DM) to my friends.	Saya sering membagikan konten yang berhubungan dengan politik atau isu sosial melalui Direct Message (DM) kepada teman-teman saya.	Likert (1-5)
14	Indirect Participation	I find it easier to participate in political discussions through Instagram features compared to other platforms.	Saya merasa lebih mudah untuk berpartisipasi dalam diskusi isu politik melalui fitur Instagram dibandingkan platform lain.	Likert (1-5)
15	Indirect Participation	I have engaged in online discussions or debates about political issues in Instagram comment sections.	Saya pernah terlibat dalam diskusi atau perdebatan online mengenai isu politik di kolom komentar Instagram.	Likert (1-5)
16	Indirect Participation	I consider my activities on Instagram, such as	Aktivitas saya di Instagram, seperti repost dan like konten politik, saya anggap sebagai	Likert (1-5)

		reposting and liking political content, as a form of indirect political participation.	salah satu bentuk partisipasi politik tidak langsung.	
17	Indirect Participation	I believe that sharing political content on Instagram can help mobilize or influence my peers.	Saya yakin bahwa aktivitas berbagi konten politik di Instagram dapat membantu memobilisasi atau memengaruhi teman sebaya saya.	Likert (1-5)
18	Indirect Participation	I have used Instagram to seek information about candidates before casting my vote in general elections.	Saya pernah menggunakan Instagram untuk mencari tahu informasi tentang kandidat sebelum memberikan suara dalam pemilihan umum.	Likert (1-5)
19	Indirect Participation	I have followed instructions or clicked links on Instagram to sign an online petition or donate for a social/political cause.	Saya pernah mengikuti instruksi atau mengklik tautan (link) di Instagram untuk menandatangani petisi online atau berdonasi untuk tujuan sosial/politik.	Likert (1-5)
20	Indirect Participation	I have used Instagram Stories/Posts to explicitly support or oppose a certain political figure or policy.	Saya pernah menggunakan Instagram Stories/Post untuk secara eksplisit mendukung atau menolak kebijakan atau tokoh politik tertentu.	Likert (1-5)

Source: Adilah, et al (2025)

5. Results and Discussion

This study consists of 120 respondents of undergraduate students from Padjadjaran University, with 60 females and 60 males. The respondents are people who actively use social media, particularly Instagram.

Table 2 shows the gender distribution of the respondents, which shows that 60 respondents (50%) are female and 60 other respondents (50%) are male. Overall, the gender distribution shows an equal amount among the participants to reduce gender bias and not be dominated by a single gender group

Table 2. Respondent Demographic

SX	Frequency	Percent
Female	60	50%
Male	60	50%

Source: Adilah, et al (2025)

Table 3. Age Demography

AGE	Frequency	Percent
17	1	0.8%
18	16	13.3%
19	30	25%
20	27	22.5%
21	13	10.8%

22	14	11.7%
23	9	7.5%
24	10	8.3%

Source: Adilah, et al (2025)

Table 3 shows the age distribution of the respondents. The largest age group are from ages 19 years old (25%), followed by ages 20 years old (22.5%). Whereas the medium-sized age group consists of ages 18 years old (13.3%), 22 years old (11.7%), and 21 years old (10.8%). Lastly, the smallest age group consists of ages 23 years old (7.5%), 24 years old (8.3%), and 17 years old (0.8%). Overall, the age distribution indicates that the participants are mostly young adults from ages 19 years old and 20 years old. This age demographic is suitable for the study as it reflects the age group that are actively engaged in social media, particularly on Instagram and it is highly relevant to the study's focus on youth's political participation.

5.1. Measurement Model Evaluation

Prior to the final measurement model evaluation, several indicators were removed due to low outer loading value. Namely, EPC1 and EPC3 were removed from the EPC variable, IP1, IP3, IP4, and IP6 were removed from the IP variable, and PA1 was removed from the PA variable. The remaining indicators met the minimum threshold and are valid for further analysis.

Table 4. Outer Loadings

Variable	Indicator	Outer Loadings
Exposure to Political Contents	EPC2	0.841
	EPC4	0.736
Feature Usage	FU1	0.814

	FU2	0.614
	FU3	0.835
Indirect Participation	IP2	0.754
	IP5	0.715
	IP8	0.784
Instagram Usage Intensity	IUI1	0.639
	IUI2	0.873
Political Awareness	PA2	1

Source: Adilah, et al (2025)

Table 4 shows the remaining outer loading values for each indicator. Most indicators show loading values above 0.70, indicating a strong indicator reliability, although some indicators such as FU2 (0.614) and IUI1 (0.639) is slightly below 0.70 it is still above the minimum threshold of 0.60. Consequently, all indicators are considered valid for further analysis.

Table 5. Average Variance Extracted

Variable	AVE
Exposure to Political Content	0.62
Feature Usage	0.58
Indirect Participation	0.56
Instagram Usage Intensity	0.59

Source: Adilah, et al (2025)

Table 5 shows the Average Variance Extracted (AVE) of each construct. The results show that all constructs have AVE values above the recommended threshold of 0.50, suggesting an acceptable convergent validity, meaning that the indicators are able to represent each construct.

Table 6. Construct Reliability

Variable	Composite Reliability
Exposure to Political Contents	0.769
Feature Usage	0.802
Indirect Participation	0.795
Instagram Usage Intensity	0.734

Source: Adilah, et al (2025)

Table 6 shows the composite reliability values for each construct. The results show that all constructs range from 0.734 to 0.802 and have CR values above the recommended threshold of 0.70. This demonstrates a good internal consistency and acceptable reliability that the measurements consistently reflect their corresponding constructs

Table 7. Construct Reliability

Hypothesis	Path	Original Sample	P-value	Results
H1	IUI → PA	0.584	0.553	Rejected
H2	IUI → IP	0.140	0.410	Rejected
H3	EPC → IP	0.078	<0.001	Accepted
H4	FU → PA	0.070	0.224	Rejected
H5	Instagram as a Medium for Indirect Political Participation	-	-	Descriptively Supported

Source: Adilah, et al (2025)

Table 7 shows the hypothesis testing for this research. Original sample (O) indicates the direction and strengths of each variable, while p-value is to determine the statistical significance. The results show that only H3 is supported, as indicated by the p-value of less than 0.05, meaning that exposure to political content (EPC) has a significant

effect on indirect participation (IP), suggesting that the content youth encounter plays a significant role in influencing indirect participation on Instagram compared to the frequency of usage. This explains why H2 was rejected, with a p-value of 0.410, showing that the Instagram usage intensity (IUI) does not necessarily lead to indirect participation (IP) in political engagement on social media.

Furthermore, the rejection of H1 and H4 reveals that both the frequency of usage and feature usage on Instagram do not have a significant effect on political awareness (PA). Additionally, H5 is descriptively supported, indicating that Instagram can function as a medium for indirect political participation among youths. This is reflected in the findings where exposure to political content has a significant effect on indirect participation (H3).

Overall, the results show that all relationships are positive and all variables move in the same direction, as seen from the positive numerical data above. Although, reflecting on the majority of the original sample (O) values which showed <0.1, the strength of the relationship is relatively weak, except for the relationship between exposure to political content (EPC) and indirect participation (IP) as the value is >0.5

5.2. Discussion

This research aims to examine the relationship between Instagram usage, indirect political participation, and political awareness among youths, particularly focusing on

exposure to political content, feature usage, and usage frequency on Instagram. The findings indicate that exposure to political content on Instagram can encourage youths to engage in indirect political participation. This may be due to the indirect participation on Instagram that requires minimal effort, making users more likely to take part. Additionally, this result is consistent with a recent study that stated incidental exposure to political exposure can have a positive effect on indirect participation as long as individuals actively engage with said encountered information rather than merely passively exposed to it (Matthes et al., 2025).

On the contrary, Instagram usage intensity and feature usage do not show a significant effect on political awareness or indirect political participation. This suggests that using Instagram more frequently does not necessarily lead to higher political awareness nor does it lead to indirect political participation. This was proven as well from prior research, where an increase in Instagram usage does not immediately translate into a higher political knowledge, which can be one of the indicators of political awareness (Nanz & Matthes, 2022). This may be because people often use Instagram to fulfill their own needs, reflecting a Users and Gratifications Theory which suggests that individuals actively select a media based on their motivations or needs, such as entertainment, rather than political content (Siyabi & Alsiyabi, 2025).

The findings above showed that Instagram functions more as a medium for passive exposure where

youths are influenced by the content that happens to appear on their feed as opposed to an active medium for political engagement. Youths may not intentionally look for political information, however they might be influenced by the content they might encounter, suggesting that content exposure is fundamental in forming indirect political participation. A similar finding occurred from a study by Shelley Boulianne where social media users are often exposed to information without having to actively search for it, resulting in incidental exposure to information, in which this particular exposure of information is more influential on users (Boulianne, 2015).

Interestingly, the findings show that feature usage on Instagram, such as “Add Yours” and reposting, does not have a significant effect on raising political awareness among youths. This outcome was unexpected as the feature usage is often assumed to be an act to raise political awareness. This is especially relevant during the demonstration in August - September 2025 in Indonesia where citizens widely used the “Add Yours” and reposting feature on Instagram Stories to spread awareness to each other.

6. Conclusion

This research concludes that Instagram plays a role as a medium for indirect political participation, particularly through the exposure to political content on Instagram. The findings show that the higher the exposure to political content, the more likely youths are to engage in indirect political participation such

as spreading political awareness. However, Instagram usage intensity and feature usage do not significantly influence political awareness or indirect political participation.

This finding suggests that political engagement among youths is more influenced by the content they encounter rather than how frequently they use Instagram, highlighting the importance of incidental exposure to political content in shaping political participation on social media, particularly Instagram. Thus, efforts to increase political awareness and participation should focus on youths' exposure to insightful political content.

This study contributes to theory by demonstrating that exposure to political content plays a more important role in influencing indirect political participation in social media, particularly Instagram. The findings also indicate that a higher frequency of Instagram usage does not necessarily lead to higher political awareness. However, while this study provides theoretical insights, it still has several limitations. Future research may take into account Instagram's algorithmic mechanisms that influences user's exposure and explore other social media platforms to compare

References

- Abdullah, N., Zaki, T., & Ahmad, M. (2024). Shaping the Future: Social Media's Role in Youth Political Information and Engagement - A Review of Literature. *International Journal of Academic Research in Business and Social Sciences*, 14(12). 10.6007/IJARBSS/v14-i12/23955
- Alarqan, A. (2021). Impact of Social Media and Political Participation on Political Efficacy of Political Science Students of Al al-Bayt University. *International Journal of Innovation, Creativity and Change*, 14(8). https://www.researchgate.net/publication/354403270_Impact_of_Social_Media_and_Political_Participation_on_Political_Efficacy_of_Political_Science_Students_of_Al_al-Bayt_University
- Budiardjo, M. (2001). *Dasar-Dasar Ilmu Politik*. PT Gramedia Pustaka Utama. <https://archive.org/details/miriam-budiardjo-dasar-dasar-ilmu-politik-text>
- Boulianne, S. (2015). Social media use and participation: A meta-analysis of current research. *Information, Communication & Society*, 18(5), 524-538. 10.1080/1369118X.2015.1008542
- Indrawan, J., Barzah, R., & Simanihuruk, H. (2023, January). INSTAGRAM SEBAGAI MEDIA KOMUNIKASI POLITIK BAGI GENERASI MILENIAL. *Ekspresi dan Persepsi : Jurnal Ilmu Komunikasi*, 6(1). <http://dx.doi.org/10.33822/jep.v6i1.4519>
- Matthes, J., Zoizner, A., Nanz, A., Hopmann, D., Theocharis, Y., & Noetzel, S. (2025). The Relationship Between Incidental News Exposure and Political Participation: A Cross-Country,

- Multilevel Analysis. *Digital Journalism*, 1-20. <https://doi.org/10.1080/21670811.2024.2436548>
- Nagabhushana. (2022, February). The Impact of Social Media On Political Participation. *International Journal of Research and Analytical Reviews (IJRAR)*, 9(1), 452-457. <https://ijrar.org/papers/IJRAR22A2823.pdf>
- Nanz, A., & Matthes, J. (2022). Seeing political information online incidentally. Effects of first- and second-level incidental exposure on democratic outcomes. *Computers in Human Behavior*, 133. <https://doi.org/10.1016/j.chb.2022.107285>
- Omar, A., & Ondimu, K. (2024, June). The Impact of Social Media on Society: A Systematic Literature Review. *The International Journal of Engineering and Science (IJES)*, 13(6), 96-106. 10.9790/1813-130696106
- Rueß, C., Hoffmann, C., & Boulianne, S. (2021, December). Online political participation: the evolution of a concept. *Information, Communication & Society*, 26(4), 1-18. https://www.researchgate.net/publication/357176371_Online_political_participation_the_evolution_of_a_concept
- Setiawan, H., & Djafar, T. (2023). Partisipasi Politik Pemilih Muda Dalam Pelaksanaan Demokrasi di Pemilu 2024. *Jurnal Sosial dan Humaniora*, 8(2). https://www.researchgate.net/publication/377423974_Partisipasi_Politik_Pemilih_Muda_Dalam_Pelaksanaan_Demokrasi_di_Pemilu_2024
- Siyabi, A., & Alsiyabi, I. (2025). Uses and Gratification Theory: A Comprehensive Review of Its Origins, Assumptions, and Contemporary Critiques. *Journal of Ibn Haldun Studies Ibn Haldun University*, 5(9), 447-474. <https://doi.org/10.56989/benkj.v5i9.1606>
- Verma, S., Gardia, A., & Das, B. (2026). A meta-analytic review of social media usage and political participation among youth. *International Journal of Educational Research*, 137. <https://doi.org/10.1016/j.ijer.2026.102950>