

# THE INFLUENCE OF THE 2024 PRESIDENTIAL AND VICE PRESIDENTIAL ELECTION SOCIALIZATION THROUGH THE USE OF INSTAGRAM SOCIAL MEDIA ON INCREASING POLITICAL PARTICIPATION OF VOTERS IN SUKABUMI CITY

Muhammad Rival Kustiyawahyudi <sup>a\*)</sup>, Darmo H. Suwiryo <sup>a)</sup>, Ike Rachmawati <sup>a)</sup>

<sup>a)</sup> Muhammadiyah University of Sukabumi, Sukabumi, Indonesia

<sup>\*)</sup>Corresponding Author: [rkustiyawahyudi@ummi.ac.id](mailto:rkustiyawahyudi@ummi.ac.id)

**Article history:** received 21 May 2025; revised 02 June 2025; accepted 15 July 2025

**DOI:** <https://doi.org/10.33751/jhss.v9i2.12581>

**Abstract.** This study examines the influence of social media, specifically Instagram, on political participation in Sukabumi City during the 2024 Presidential Election. With the rise of digital platforms, social media has become a pivotal tool for political information dissemination. The objectives of this research include evaluating the frequency of Instagram usage for political information, assessing voter participation levels, and analyzing the impact of Instagram socialization on political engagement. A quantitative research design was employed, utilizing surveys to gather data from 100 respondents selected from Sukabumi City's registered voters. The results indicate a significant correlation between Instagram usage for political purposes and increased political participation. Specifically, the regression analysis shows that 30.5% of the variation in political participation can be attributed to Instagram use. This study highlights the role of social media in enhancing voter awareness and engagement, with a 4% increase in voter participation from the 2019 to the 2024 election. The findings underscore Instagram's effectiveness as a medium for political socialization and its positive impact on voter turnout. These results suggest that social media platforms can play a critical role in promoting democratic engagement, particularly in the context of modern electoral campaigns.

**Keywords:** political participation; social media; Instagram; voter engagement; 2024 Presidential Election

## I. INTRODUCTION

Democracy is known as government of the people, by the people, and for the people. The democratic system provides equal opportunities in the governance process. According to Abdulkarim[1] a government based on democracy is one that is held by the people or at least involves them in making political, governmental, or state decisions. Elections serve as the main pillar in a democratic system, enabling citizens to participate in selecting their leaders and representatives at the national, regional, and local levels. This process includes several stages, such as voter registration, political campaigns, and the casting and counting of votes[2]. In the context of elections, the General Election Commission (KPU) plays a central role. The KPU is an independent body responsible for planning, preparing, and conducting elections with integrity, transparency, and fairness. Its duties include registering candidates, overseeing campaigns, managing voting, counting votes, and resolving election-related disputes. The KPU is also responsible for determining and announcing the official election results, ensuring the validity of the democratic process, and ensuring that citizens' votes are accurately reflected in the elected government. As a key institution in the democratic system, the KPU plays a crucial

role in ensuring fairness and legitimacy in the conduct of elections.[3]

In Indonesia, political participation is guaranteed by the state, as outlined in the 1945 Constitution, Article 28, which states, "freedom of association and assembly, expressing opinions verbally and otherwise, is regulated by law," and is further detailed in Law No. 12 of 2005 concerning civil and political rights, which protects citizens' rights to express opinions, associate, vote, and be elected, equal treatment under the law, access to justice, and more. Factors that influence political participation are likely to affect the level of participation of individuals, such as the use of social media for political information dissemination and political awareness.

The first factor influencing political participation is the use of social media in political information dissemination.[4] In the digital age, social media has become the primary platform for spreading information and communication. Platforms like Facebook, Twitter, Instagram, and others have changed how people interact and share information, including political information. Social media enables political information to spread quickly and widely, allowing the public to engage in discussions and dialogues about political issues.[5]

The second factor influencing political participation is political awareness[6]. The political awareness of citizens is a key determinant in political participation, as it relates to knowledge and awareness of rights and responsibilities concerning the community and political activities, which indicates the level of one's involvement in political participation[7] Political awareness is an essential dimension of societal political life, encompassing an individual's understanding and awareness of various political aspects that impact daily life. This includes an understanding of political structures, government systems, and the roles of political institutions in decision-making processes. Additionally, political awareness includes understanding ongoing political issues such as human rights, social justice, and economic issues. Political awareness encourages active participation in political processes, from voting in elections to engaging in political campaigns and contributing to political organizations. Political education and access to information play significant roles in shaping political awareness, while political tolerance and dialogue are integral parts of mature political awareness. Political awareness, based on knowledge and understanding, forms the foundation for meaningful and constructive political participation in efforts to build a democratic and inclusive society[8]

Sukabumi City, as one of Indonesia's regions, has its own unique political context. Local political dynamics, including the election process, significantly impact the direction of development and policy at the local level. It is crucial to understand how the political awareness of the citizens in Sukabumi City influences their political participation, especially in the context of elections overseen by the local General Election Commission (KPU). The voter participation rate in the 2014 General Election in Sukabumi City is as follows:

Table 1. Voter Participation Rate in the 2019 Simultaneous Elections in Sukabumi City

No.	Subdistrict	Total Voters (DPT)	Total Voters	Voter Participation Percentage
1	Gunung Puyuh	31,183	25,166	80.70%
2	Cikole	42,995	33,625	78.21%
3	Citamiang	34,5	27,887	80.83%
4	Warudoyong	39,378	30,764	78.12%
5	Baros	22,791	18,191	79.82%
6	Lembursitu	25,433	20,74	81.55%
7	Cibeureum	26,659	20,354	76.35%
<b>Total</b>		<b>222.939</b>	<b>176.727</b>	<b>79,27%</b>

Source: KPU Sukabumi City, 2024

From the data above, the voter participation rate in the 2019 General Election in Sukabumi City can be considered good, reaching 79.27%. This indicates a positive sign of citizen involvement in the democratic process. The higher the voter participation, the more representative the election results are. However, this number should still be viewed in a broader context, such as the trend in voter participation in subsequent elections.

To track changes in voter participation in each general election in Sukabumi City, the voter participation rate for the 2024 Simultaneous Election in Sukabumi City is as follows:

Table 2 Voter Participation Rate in the 2024 Simultaneous Election in Sukabumi City

NO	JENIS PEMILIHAN	JUMLAH PEMILIH DALAM DPT	PENGGUNA HAK PILIH			JUMLAH PENGGUNA HAK PILIH	PROSENTASE TINGKAT PARTISIPASI PEMILIH
			DPT	DPTb	DPK		
1	PPWP	258.028	210.793	2.569	2.861	216.223	82,88%
2	DPR RI	258.028	210.581	1.570	2.861	215.012	82,42%
3	DPD	258.028	210.719	1.959	2.861	215.539	82,62%
4	DPRD PROV	258.028	210.581	1.570	2.861	215.012	82,42%
5	DPRD KOTA	258.028	210.105	1.264	2.856	214.225	82,11%
	DPRD DAPIL 1 KOTA	86.837	70.858	389	913	72.160	82,23%
	DPRD DAPIL 2 KOTA	90.555	73.784	541	966	75.291	82,27%
	DPRD DAPIL 3 KOTA	80.636	65.463	334	977	66.774	81,82%
6	semua DPRD Kota	258.028	210.105	1.264	2.856	214.225	82,53%

From Table 2, it can be observed that voter participation in the 2024 Simultaneous Election in Sukabumi City reached 83.30%. This marks a 4% increase from the voter participation rate in the 2019 election in Sukabumi City. The 4% increase in voter participation from the 2019 to the 2024 election indicates a positive trend, reflecting greater citizen engagement in the democratic process.

One notable aspect of this increase in political participation is seen in the 2024 Presidential and Vice Presidential Election. In 2024, the voter participation rate reached 82.88%, showing a 3.61% increase from the 2019 Presidential Election, where the voter participation was 79.27%. The detailed data is as follows:

Table 3. The Voter Participation

No.	Subdistrict	Voter Participation Rate
1	Gunung Puyuh	80.70%
2	Cikole	78.21%
3	Citamiang	80.83%
4	Warudoyong	78.12%
5	Baros	79.82%
6	Lembursitu	81.55%
7	Cibeureum	76.35%
<b>Total</b>		<b>79.27%</b>

Source: KPU Sukabumi City, 2019

Several factors may contribute to this increase, one of which is the socialization of the Presidential Election as part of the overall electoral process. Socialization carried out through the use of social media, particularly Instagram, which can display engaging images and videos, has proven to be very effective in spreading election-related information. Socialization, political campaigns, calls to vote, and information about candidates are more easily accepted and understood by the public. Influencers and public figures also play a significant role in encouraging citizens to participate in the elections. Additionally, many Instagram accounts discuss political issues, provide analysis, and introduce presidential candidates. Previously uninformed citizens can gain a great deal of insight into their political choices through this platform, which in turn increases their sense of responsibility to vote.

Although Instagram is widely used, there is still a gap in digital literacy, particularly among older groups or those less exposed to technology. The inability to critically assess and sort information (e.g., hoaxes or fake news) may influence how people participate in the elections. Furthermore, there are challenges in measuring political participation as a result of social media activity. While social media can increase political participation in the form of online discussions, sharing information, or supporting campaigns, this does not necessarily translate into direct participation, such as physically going to the polling station.

The objective of this study is to examine the influence of political awareness on political participation in the context of the Sukabumi City General Election Commission. Specifically, the study aims to: 1) evaluate the frequency of Instagram use for accessing information regarding the 2024 Presidential and Vice Presidential Elections in Sukabumi City, 2) assess the level of voter political participation in the 2024 Presidential and Vice Presidential Elections in Sukabumi City, and 3) analyze the impact of socialization through Instagram on enhancing political participation among voters in Sukabumi City.

## II. RESEARCH METHODS

This research encompasses various objects relevant to exploring the relationship between social media socialization and political participation levels. The study specifically investigates the socialization of the 2024 Presidential Election through Instagram, accessible to the residents of Sukabumi City, as well as the political participation of the people in Sukabumi City. Additionally, it examines the relationship between Instagram users and political participation, factors influencing Instagram usage in the political context, the influence of Instagram on political voting patterns, and the role of Presidential Election campaigns on Instagram. By focusing on these research objects, this study aims to provide deeper insights into the impact of Instagram social media on political participation, particularly in the context of the 2024 Presidential and Vice Presidential Elections in Sukabumi City. The methodology employed will align with these objects, utilizing surveys, interviews, observations, and social media content analysis as appropriate.

This study utilizes a quantitative method with an associative approach to examine cause-and-effect relationships between the independent and dependent variables. The associative method aims to understand the relationships between two or more variables. The research method employed is descriptive quantitative research, as defined by Sugiyono[9]. This approach, rooted in the philosophy of positivism, is used to study a specific population or sample. Data collection uses research instruments, and data analysis involves quantitative/statistical methods to test the hypotheses set out by the researcher.

The operationalization of variables, as defined by Sugiyono[9], refers to the process of defining what each variable will mean in the context of this study to ensure clarity in measurement and analysis. In this study, the independent

variable (X) is the socialization of the 2024 Presidential Election through Instagram, and the dependent variable (Y) is political participation. The independent variable, socialization through the use of Instagram to disseminate information about the 2024 Presidential and Vice Presidential Election, and the dependent variable, political participation in the 2024 elections, will be analyzed to assess their correlation.

The population of this study consists of 258,028 registered voters in Sukabumi City. The sample size is determined using Slovin's formula with a 10% margin of error, resulting in 100 respondents. This sample size is considered sufficient for making reliable inferences about the larger population. The research will focus on Sukabumi City, chosen due to its dynamic political environment, growing use of social media, and the researcher's access to government bodies like the General Election Commission (KPU), as well as the local community. Data collection will involve both primary and secondary data sources. Primary data will be collected through non-participant observation at the Sukabumi City General Election Commission to observe political participation. Additionally, a structured questionnaire will be administered using a Likert scale to measure Instagram usage for political information and the level of political participation. Secondary data will be obtained through literature review, including books, articles, and other scholarly sources that provide contextual and theoretical insights relevant to the research questions.

For data analysis, descriptive statistics will be used to summarize and describe the data collected from the survey. The validity of the research instruments will be tested using Pearson's Product Moment correlation, and reliability will be assessed using Cronbach's Alpha. Simple linear regression will be applied to determine the strength and direction of the relationship between Instagram usage for political socialization and political participation. The coefficient of determination ( $R^2$ ) will help measure how much of the variance in political participation can be explained by Instagram usage, and the t-test will be used to assess the statistical significance of the results.

The study will be conducted in Sukabumi City, West Java, due to its fluctuating political participation in previous elections, widespread social media use, and the researcher's access to relevant government institutions. Data collection is planned to take place from January to August 2025, with various stages including preliminary research, data collection, and analysis leading to the final thesis submission. By combining these methods and approaches, this study seeks to provide a comprehensive understanding of the role social media plays in shaping political participation in Sukabumi City, with a specific focus on the 2024 Presidential and Vice Presidential elections.

## III. RESULTS AND DISCUSSION

This study conducted several analytical steps to present its findings. First, the research instrument underwent reliability testing to assess the consistency and accuracy of the variable measurements. Following that, a normality test was performed to ensure the collected data was normally

distributed and met the necessary statistical assumptions. The next step involved analyzing the relationships between variables to determine if a significant correlation existed between them. Finally, hypothesis testing was carried out using statistical analysis to evaluate the validity of the proposed hypotheses. Through these steps, the study aimed to provide a comprehensive understanding of the findings and their implications. The data analysis was performed using multiple regression analysis with the aid of SPSS version 26.

For the instrument testing, a validity test was performed to evaluate the effectiveness of the research instruments. The Pearson Product Moment correlation was used to compare the calculated  $r$ -values with the critical values at a significance level of 0.05. The results revealed that all items for both the "Instagram Social Media Usage" (X) and "Political Participation" (Y) variables were valid, as the calculated  $r$ -values were greater than the critical value of 0.3. This confirmed that the research instruments were valid and suitable for measuring the intended variables. Additionally, the reliability test, using Cronbach's Alpha, indicated that both variables had a very high reliability, with values of 0.924 for Instagram Social Media Usage and 0.846 for Political Participation, both exceeding the threshold of 0.80.

Regarding the relationships between variables, the coefficient of determination ( $R^2$ ) was calculated to determine how well the independent variable explained the variance in the dependent variable. The  $R^2$  value of 0.305 indicated that 30.5% of the variation in political participation could be explained by Instagram social media usage, with the remaining 69.5% explained by other factors outside the model. The Adjusted R Square value, close to the  $R^2$  value, suggests that the model is reasonably stable and effective in predicting the dependent variable.

Finally, hypothesis testing was conducted using a  $t$ -test to assess the significance of the effect of Instagram social media usage on political participation. The  $t$ -test results showed a significant effect, with a significance value of 0.000, which is less than the 0.05 threshold. This indicates that Instagram usage has a significant influence on political participation. The regression coefficient of 0.3883 suggests that for every unit increase in Instagram usage, political participation increases by 0.3883 units, assuming other variables remain constant.

In conclusion, the results of this study highlight the significant role of Instagram social media in influencing political participation. The analysis demonstrates that increased use of Instagram for political purposes is positively associated with higher levels of political participation, particularly in the context of the 2024 Presidential Election. These findings emphasize the importance of social media in political engagement and suggest that platforms like Instagram can play a crucial role in enhancing voter participation.

This research aimed to assess the impact of Instagram social media usage on political participation, particularly in the context of the 2024 Presidential Election. Social media has become a crucial channel for political socialization, with Instagram, a visual-based platform, being particularly effective in delivering political information quickly and

engagingly. This study focuses on how various aspects of Instagram usage influence public engagement, especially among younger generations, in political activities.

Instagram usage in this study was analyzed through four key dimensions: intensity of use, frequency of access, duration of use, and purpose of use. Each dimension reflects the way, motivation, and depth of respondents' engagement with political content on Instagram. On the other hand, political participation was analyzed through two dimensions: participation in campaigns and participation in elections, which represent the concrete forms of citizen involvement in the democratic process.

The analysis using the coefficient of determination and  $t$ -tests found that Instagram social media usage significantly impacts political participation. This indicates that an increase in users' activities in accessing and utilizing social media as a political information tool has the potential to boost their involvement in the election process. Further explanation of each dimension of the two variables is discussed below.

The intensity of use refers to how actively and regularly respondents use Instagram to access political information, particularly related to the 2024 Presidential Election. The questionnaire responses indicated that the majority of respondents had a high intensity of use, checking Instagram multiple times per day. The results showed that 4.6% strongly disagreed, 11.9% disagreed, 22.9% were neutral, 33% agreed, and 27.5% strongly agreed that Instagram is a platform for accessing election-related information. This indicates that social media has become a regular part of the political information routine.

The high intensity of Instagram usage contributes significantly to forming political opinions and understanding, especially among younger voters. With consistent exposure to political content from official sources like the KPU (General Election Commission), political parties, or public figures, respondents are more accustomed and exposed to messages that can influence their political attitudes and actions. The significant effect found in the  $t$ -test further strengthens the notion that Instagram usage is not just a social activity, but also has the potential to shape political participation.

Frequency of access refers to how often respondents access Instagram for political information. The questionnaire results showed that most respondents access Instagram several times a day, particularly as the campaign period approaches. This high frequency indicates that Instagram is a dominant media platform for accessing political information compared to traditional media.

The repetitive and visually engaging information available on Instagram makes political content more appealing, especially when creatively packaged by election organizers or political figures. This allows respondents to obtain the latest information on campaign schedules, candidate profiles, and emerging political issues. The  $t$ -test results show that this dimension of frequency of access significantly contributes to political participation, as the higher frequency of interaction with political content leads to increased awareness and a stronger drive to engage.

Duration of use refers to the amount of time respondents spend on Instagram during each session. The questionnaire

results revealed that most respondents use Instagram for 30 minutes to over an hour per session. The extended duration suggests strong interest in various content, including political material.

Longer usage durations provide respondents with more opportunities to explore content from multiple sources. They are not only exposed to one type of information but can compare, save, or share political content with others. This activity not only increases knowledge but also strengthens social-political engagement in the online world. With a significant regression coefficient from the t-test, the duration of Instagram usage proved to be an important dimension affecting political participation.

Purpose of use refers to respondents' primary motivation for using Instagram—whether for entertainment, general information, or specifically for political information. The analysis showed that most respondents used Instagram as a tool to gather information about election stages, candidates, and political campaigns.

When Instagram is consciously used as a medium for political socialization, its effectiveness in driving political participation becomes more apparent. Information delivered through strong visual language, such as infographics, short videos, and live broadcasts, is more engaging and easier to understand than traditional media. The t-test results confirmed that the purpose of use, particularly for political information, has a significant impact on voter participation.

Political participation was assessed through two dimensions: participation in campaigns and participation in elections. Regarding participation in campaigns, many respondents indicated active involvement in political campaigns through social media, such as liking, sharing, or commenting on campaign content. This shows a shift toward digital political participation, where respondents feel more comfortable expressing support for candidates or political issues online rather than attending physical campaign events. The t-test results confirmed that participation in digital campaigns was significantly influenced by Instagram usage. The more respondents were exposed to campaign content on Instagram, the more likely they were to engage in political activities, even in non-traditional forms.

Regarding participation in elections, data collected revealed that respondents who actively followed political information on Instagram were more likely to show up at polling stations. According to the questionnaire, 1.8% strongly disagreed, 1.8% disagreed, 11.9% were neutral, 22% agreed, and 62.4% strongly agreed. This indicates that social media plays a vital role in raising awareness about the importance of voting and encourages higher voter turnout. The significant effect of Instagram usage on election participation, as shown by the t-test, underscores the contribution of social media in promoting voter engagement.

**Impact of Instagram Socialization on Political Participation**  
Political socialization is a crucial instrument for raising awareness and fostering public participation in elections. In the context of the 2024 Presidential Election, Instagram has become a strategic communication channel, particularly among the younger generation who are more active and familiar with digital platforms. The data analysis shows that

Instagram social media usage has a significant positive correlation with increased political participation.

The simple linear regression analysis showed that the  $R^2$  value was 0.305, meaning that 30.5% of the variation in political participation can be explained by Instagram usage. This is a relatively high value for a model with one independent variable, indicating that Instagram is not just a source of entertainment but an effective political information tool. The remaining 69.5% of the variance is explained by factors outside the model, such as political education, social environment, and other media influences.

Furthermore, the t-test results for Instagram usage showed a significance value of 0.000, which is less than 0.05, indicating that Instagram usage has a significant effect on political participation. The regression coefficient of 0.388 suggests that for every increase of one unit in Instagram usage, political participation increases by 0.388 units. This shows a direct and strong relationship between digital interaction and the motivation to engage in political activities.

Overall, the findings indicate that Instagram, as a social media platform, plays an effective role in supporting political socialization leading up to the 2024 Presidential Election. The platform significantly contributes to increasing political participation, both symbolically (online support) and substantively (voter turnout). Therefore, social media should be optimized in political communication and voter education strategies going forward. Election organizers and stakeholders are encouraged to continue innovating and developing engaging, informative content to promote active public participation.

Instagram has become a powerful tool in political communication, particularly in increasing political participation, especially among younger generations. A study by Aisya et al.[10]. demonstrates that Instagram satisfies the need for political information, encouraging engagement among students. Similarly, Bustos Díaz et al.[11] highlight that while politicians prefer Twitter, Instagram is favored by users for its visual appeal. Instagram has proven influential in political campaigns, with Handoko & Stellarosa[12] showing that it significantly impacts first-time voters' participation.

Celebrities and politicians alike use Instagram for campaigning, as shown by Maella et al.[13] who found that Instagram helps shape political image and mobilize support. Haris et al.[14]. found that accounts like @pinterpolitik influence Generation Z's electoral engagement, while Hudia & Affandi[15] highlight Instagram's role in enhancing political literacy. Raynauld & Lalancette[16] further emphasize how politicians use Instagram for image-building, which drives voter participation. Additionally, Ariadi et al.[17] discuss the use of visual strategies by candidates in the 2024 elections.

These findings demonstrate how Instagram shapes political participation by facilitating political engagement, enhancing voter awareness, and allowing politicians to connect with voters through visual communication. This research aligns with these studies, further confirming Instagram's role in modern electoral campaigns.

## IV. CONCLUSION

The study reveals that the majority of respondents showed a high intensity of using Instagram to access political information related to the 2024 Presidential Election, indicating that Instagram has become an essential part of their routine for obtaining political information. This is supported by the questionnaire results, where 4.6% strongly disagreed, 11.9% disagreed, 22.9% were neutral, 33% agreed, and 27.5% strongly agreed. Furthermore, respondents who actively followed political information on Instagram were more likely to exercise their voting rights, highlighting the positive relationship between social media use and election participation, as evidenced by 1.8% strongly disagreeing, 1.8% disagreeing, 11.9% neutral, 22% agreeing, and 62.4% strongly agreeing. Additionally, the simple linear regression analysis showed that 30.5% of the variation in political participation could be explained by Instagram usage, with the significance value from the t-test (0.000) confirming that Instagram usage has a significant impact on increasing political participation.

## REFERENCES

- [1] A. Abdulkarim, *Pendidikan Kewarganegaraan: Membangun Warga Negara yang Demokratis*. Jakarta: Grafindo, 2007.
- [2] Z. A. Hoesein, *Penetapan Pemilih Dalam Sistem Pemilihan Umum*. PT. RajaGrafindo Persada-Rajawali Pers, 2023.
- [3] D. A. Nugroho and R. M. Sukmariningsih, 'Peranan Komisi Pemilihan Umum dalam Mewujudkan Pemilu yang Demokratis', *J. Juristic*, vol. 1, no. 01, pp. 22–32, 2020.
- [4] D. O. Andriyendi, S. Nurman, and S. F. Dewi, 'Media sosial dan pengaruhnya terhadap partisipasi politik pemilih pemula pada Pilkada', *J. Educ. Cult. Polit.*, vol. 3, no. 1, pp. 101–111, 2023.
- [5] W. Y. Sembada and P. Sadjijo, 'Strategi Pesan Aktor Politik Dalam Media Sosial', *J. Komun. Masy. Dan Keamanan*, vol. 2, no. 1, 2020.
- [6] P. B. A. Kustiana, 'Pengaruh Tingkat Sosial Ekonomi Dan Kesadaran Politik Terhadap Partisipasi Politik Masyarakat Etnis Tionghoa Kelurahan Kranggan Kota Semarang Dalam Pemilihan Umum 2019', *J. Polit. Gov. Stud.*, vol. 10, no. 3, pp. 275–286, 2021.
- [7] M. Yuliantina, 'Pengaruh Kesadaran Politik Terhadap Partisipasi Politik Dalam Pemilihan Kepala Desa Di Desa Hajimena Kecamatan Natar Kabupaten Lampung Selatan', *Fak. Ilmu Sos. Dan Ilmu Polit. Univ. Lampung*, 2016.
- [8] D. Sutrisman, *Pendidikan Politik, Persepsi, Kepemimpinan, dan Mahasiswa*. Guepedia, 2019.
- [9] Sugiyono, *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta, 2008.
- [10] A. Aisya, A. Priana, S. Ardinigrum, and D. Safitri, 'The Use of Instagram on Political Participation of Communication Students in Universitas Negeri Jakarta', *PETANDA J. Ilmu Komun. Dan Hum.*, vol. 2, no. 1, pp. 28–35, Dec. 2019, doi: 10.32509/jhm.v2i1.987.
- [11] J. B. Díaz, M. E. Martínez Sánchez, R. Nicolas-Sans, and L. Martin-Vicario, 'From Twitter to Instagram: evolution in the use of social networks in political communication. The case of the elections of the autonomous community of Madrid 2021.', *Obs. OBS*, vol. 17, no. 1, Mar. 2023, doi: 10.15847/obsOBS17120232247.
- [12] M. R. Handoko and Y. Stellarosa, 'The Influence of President Joko Widodo's Instagram Content on Beginner Voters Participation in the 2019 General Elections', *Mediat. J. Komun.*, vol. 13, no. 1, Jun. 2020, doi: 10.29313/mediator.v13i1.5161.
- [13] N. F. S. Maella, Rd. F. M. Elita, E. Rijal, and S. Mulyana, 'Instagramable Politics: Indonesian Celebrities Politicians Campaign', Jan. 2019, [Online]. Available:
- [14] A. Haris, Y. A. D. Aksa, and A. B. Prastyo, 'The Influence of Social Media Instagram on Generation Z's Political Participation', *Paradigma*, vol. 21, no. 1, pp. 189–202, Mar. 2024.
- [15] R. Hudia and I. Affandi, 'Students' Perceptions of the Use of Instagram Social Media as One of Generation Z's Political Education Facilities:', presented at the Annual Civic Education Conference (ACEC 2021), Bandung, Indonesia, 2022.
- [16] V. Raynauld and M. Lalancette, 'Pictures, Filters, and Politics: Instagram's Role in Political Image Making and Storytelling in Canada', *Vis. Commun. Q.*, vol. 28, no. 4, pp. 212–226, Oct. 2021.
- [17] S. D. Ariadi, N. A. Razani, N. A. Castity, and V. A. Lesmana, 'Visual Dramatization of Political Campaigns on Social Media: Multimodal Analysis of Instagram Accounts of Presidential Candidates in the 2024 General Election', *EKSPRESI DAN PERSEPSI J. ILMU Komun.*, vol. 7, no. 3, pp. 598–615, Sep. 2024, doi: 10.33822/jep.v7i3.8960.