THE INFLUENCE OF SOCIAL MEDIA IN CHOOSING PROVISIONS BASED ON IDEOLOGICAL THINKING   MILENIAL'S GENERATION IN SERANG CITY (CASE STUDY PRESIDENTIAL ELECTION 2019)

Iman Mukhroman*), Rangga Galura Gumelar**)
*), **)Lecturer in Communication Studies Sultan Ageng Tirtayasa University
*)Iman_mukhroman@yahoo.com, **)rangga.gumelar@untirta.ac.id

Abstract

The biggest democracy event in Indonesia has been carried out, where there must be a democratic party mandating general elections between the presidential and parliamentary elections at the Central, Provincial and Regency / City levels as well as the regional councils which at present, still leaves problems actually. Many victims on the grass root who escort the election who became victims of the conflict, in addition to that on social media related to the recapitulation results as if still giving many questions to the election organizers to then provide transparency data. The elections this year did provide a surprise-direction and direction of movement in the democratic system that we are building today. The Milenial's generation who had a very large voting presentation in the special vote in the 2019 presidential election, has big influences for both candidates, Joko Widodo - KH. Ma'ruf Amin, and Prabowo Subianto - Sandiaga Uno. Flow of information on new platform of media, in this case social media created as a political communication strategy tool in campaigning the two candidates to milenials. Based on research using a positivistic perspective on quantitative estimates that process data based on the number of samples that have been determined in the existing population. Analysis of the data from the results of the questionnaire disseminated to the sample is, then analyzed using path analysis or path analysis, so that it will show how the actual between the top-level variables and their effects. The results of this study also answer the linkage of the Serang City milineal as a measurement and barometer that can be accounted for either theoretically or methodologically.

Keywords: Millennials, 2019 Presidential Election, Serang City

1. Preliminary

The biggest democracy event in Indonesia has been carried out, but it must be recognized that the democratic party which mandates simultaneous elections between the presidential and senators elections at the Central, Provincial and Regency / City levels and regional delegates to this day still leaves many incidents that are not lacking for us to wrinkle our foreheads. Many victims in the field who escorted the election who became victims due to fatigue, and the war on social media related to the transparency of the recapitulation results as if still giving a lot of homework to the election organizers to then provide transparency and data skills.

The simultaneous elections this year did provide many surprises and the direction of movement on how the democratic system that we are building today. Millennials who have very large voice presentations in the determination of

votes, especially in the 2019 presidential election, then have an influence on the ways and approaches of communication carried out by the two pairs of candidates, namely from candidate pair Jokowi-KH. Maruf Amin, and candidate pair 02 Prabowo - Sandiaga Uno. The phenomenon that occurs, social media is used as a tool and political communication strategy in campaigning for the two paslon. This is not without reason, as reported by the Indonesian Internet Service Providers Association (APJII) that internet users in Indonesia are increasing every year, where in 2019 it reached 171 million users **[1].**

Variants of social media that are developing and are great in demand by people such as Facebook, Twitter, WhatsApp, Youtube, Instagram and so on. If traditional media uses print and broadcast media, social media uses the internet in its application. Because of it, social media as a means of communication has the role of bringing people (users) to actively participate by giving a contribution and feedback openly, both to share information and respond online in a fast time. This multimedia technology device began to be used as a means of socialization and the second campaign for this candidate pair. If Jokowi is already familiar with the use of

social media, then Prabowo is no less out of his strategy by trying to be close to millennials and mothers (*emak-emak*).

Social media as a public space is like a very wide and large arena that sometimes has no rules in it. Indeed in the social media space, there is a struggle between ideology, imaging or political marketing. All of them fought on the formation of opinions developed both by the success team of the two candidate pairs, sympathizers or by the buzzer whose task was to direct the emphasis and opinion formation in the community, especially among millennials.

The campaign which then appeared on social media as biased towards the mobilization and understanding of ideologies that were built, but was more inclined to the context of image development in the two pairs of candidates. In this context, social media has been able to provide feedback from political messages then delivered it to the public, especially millennials. Therefore, it is very interesting when the campaign team in the two pairs of candidates who compete in the 2019 presidential election then use social media as a means of campaigning and battles in it among millennials in Serang City.

Social media then becomes the part of the campaign that will give a very big impact on the individuals who consume it. The exposure to information that has found by millennials will certainly give rational choices and ideological formation.
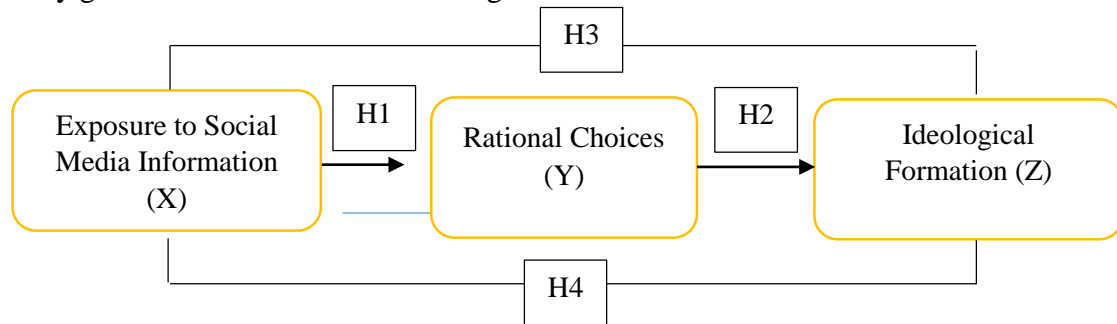
In this context explains that the exposure of information on social media is the first stage in the information process that affects to a person's knowledge, which then continues to attitudes and behavioral changes which will eventually become an ideology in him.

Hypothesis :

H1 : Effect of Exposure to Social Media Information (X) on Rational Choices (Y)

H2 : Rational Choice (Y) influences the formation of ideology (Z)

H3 : Effect of Exposure to Social Media Information (X) on the Formation of Ideology (Z)

H4 : Effect of Exposure to Social Media Information (X) on the Formation of Ideology (Z) through the Intervening Rational Choice variable (Y).

Political Participation

Political participation is a contribution form of ordinary citizens in determining all decisions concerning or influencing their lives [2]. Meanwhile Herbert McClosky stated [3] political participation was classified in the voluntary activities of citizens to take part in the process of electing the authorities, and forming public policy. So, the political participation can be expressed as an individual action that can influence the form of government that will be created.

Milbart and Goel [4] distinguish participation into several categories: 1) Apathy. is a person who does not participate and withdraw from the political process; 2) Spectator, is a person who has at least ever voted in elections; and 3) Gladiators, are those who are actively involved in the political process as well as the success teams, parties or activists. The

life and development of democracy in Indonesia is very dependent on the participation of the community itself. Millineals, with all forms and patterns of thinking that are very different, provide a space of concern for their apathy towards participation in determining political choices in the Presidential Election. Thus, participation is one of the important aspects in democracy [5].

Ideology and Rational Choice

In the struggle for community voices, it clearly has a correlation with efforts to instill ideology in the community. Ideology is an idea, which is then used as a reference to achieve action [6]. The dissemination of information available through social media is actually in an effort to spread ideology based on the interests and needs of the two pairs of candidates. The ideology conveyed is not just one, but very diverse interests, but Marx expressed the true ideology that is spread generally based on capitalism [7]. The choice and determination of this ideology will give birth to rational choices among millennials, which of course depends on the actors (in this case the candidate pair) president and vice president also the resources that support the strengthening of the presidential and vice presidential candidates.

The interaction between actors and resources in detail goes to the level of the social system: The minimum basis for an action os social system is two actors, each one controlling the resources that attract the attention of the other party. It is the attention of one person to the resources controlled by another person that causes them to engage in mutual need. Involved in the system of action, as actors who have goals, each aims to maximize the realization of interests that provide interdependent or systemic characteristics to their actions. In this context, rational choices develop in various directions, taking individual preferences, beliefs, and feasible strategies as causes of the actions they take.

2. Research Methods

This study uses a positivistic paradigm to prove how information on social media has a contribution and influence on the formation of ideology and millennial attitudes in the 2019 presidential election by placing deductive logic and empirical observations in predicting a particular symptom or pattern that is built from existing data [8] . The research approach is quantitative cause and effect, or by using a cause-effect perspective (associative statistics) which aims to provide a picture about the significance from the exposure of information that

available in social media against the formation of opinions to obtain rational choices and also the formation of ideology from millennials. who participated in the 2019 presidential election. The data collected in this study consisted of 2 (two) categories, they are primary data and secondary data. Primary data is data obtained directly from the observed object, namely through: (1) Questionnaire; (2) Observation.

Population and Sample

Population is a generalization area that consists of objects or subjects that have certain quantities and characteristics that are determined by researchers to be studied, and then drawn in the collection of data needed for research. In this case, that used as population data is the number of Permanent Voter Lists (PVL) of Serang City 2018.

While the sample is a portion of the population whose characteristics are to be investigated and considered to be representative of the whole population. From the many existing populations, not all of them serve as research objects. But only a part of which then the results are able to represent the overall state. The sampling technique was taken using the radom sampling approach, which then carried out by clusters in each of the regions in Serang City. This cluster approach is accompanied by the determination of sample characteristics in accordance with the criteria needed in this study.

The error rate in this study was 10%. The greater the error rate, the smaller the sample size. The determination of the sample in this study uses the Yamane formula to calculate the number of research samples.

$$n = \frac{N}{1 + N * (e)^2}$$

n - the sample size
N - the population size
e - the acceptable sampling error

Based on the data received, that the composition of the number of PVL in Serang City 2018, based on the KPU source Serang City are:

Districts Name	Male	Female	Total
Cipocok Jaya	29.089	28.245	57.334
Curug	2.166	2.085	38.170
Kasemen	34.235	32.979	67.214
Serang	70.328	69.635	139.963

Taktakan	29.921	29.250	59.171
Walantaka	30.331	29.889	60.220
Total	**213.538**	**208.534**	**422.072**

Table 1. List of PVL Serang City 2018

Based on the number of PVL Serang City 2018 422,072, then with an error of 10%, a sample of: N = 422.072 / (1 + 422.072*(0,01)) = 100 samples.

From these 100 samples we will then make a group and divide them into various clusters, according to the distribution and the large number of voters in each district area.

Districts Name	Samples
Cipocok Jaya	20
Curug	15
Kasemen	15
Serang	20
Taktakan	15
Walantaka	15
Total	**100**

Table 2. List of Serang City Sampling Numbers

The emphasis on sampling taken are those belonging to the millennial criteria. In accordance with sampling which using a stratified random sampling techniques, the study provides limits and criteria used in the sampling.

Data Validity and Reliability

Validity is a measuring tool used in measurement, can be used to measure what is to be measured [9] Validity test is done by calculating the correlation between each statement with a total score by using the product moment corelation technique formula, which is then compared with the r-table value with a sample of 30 people. Based on testing data that the question items consisting of Variable X (9 questions), Variable Y (7 questions), and Variable Z (8 questions) where the value of r-count all> 0.3. Whereas for Reliability is the level of the questionnaire's reliability. The questionnaire is said to be reliable if the results of the Alpha α statistical test> 0.60 (Ghozali, 2009). Of all the values> 0.6.

3. Results and Discussions

1. Hypothesis Testing Results (H1)

Effect of Exposure to Social Media Information (X) on Rational Choices (Y)

Correlation (R)	R-Square	t-count	F-count	Sig	Regression
0.643	41.3%	8.3	68.985	0.000	a = 6.89 b = 0.53 Y = 6.89 + 0.53(x)

Based on the data above which is taken from 100 respondents, it is seen that the correlation between Social Media Information Exposure (X) and Rational Choice (Y) has a value of 0.64 (strong relationship). This means that information from social media gives choices to millennial on the choice that they think is right and can be accepted by reason as the right choice. Other data shows that, social media has an effect of 41.3% on their chosen beliefs. In the Hypothesis Test it is clearly seen that the value of t-count (8.3)> t-table 1.9, F-count (68.98)> F table, Sig <0.05, which means that there is a significant influence between the Exposure Social Media Information on Rational Choices or in the statistical language H0 is rejected and H1 is accepted.

2. Hypothesis Testing Results (H2)

Rational Choice (Y) influences the Formation of Ideology (Z)

Correlation (R)	R-Square	t-count	F-count	Sig	Regression
0.54	29.5%	6.4	41.078	0.000	a = 11.7 b = 0.63 Y = 4 + 0.73(x)

The explanation of the data shows the correlation between Rational Choice (Y) and the Formation of Ideology (Z) has a value of 0.54 (the relationship is moderate). This means that choices are considered in accordance with their needs, choose moderate influence when paired with the Formation of Ideology (Z). Based on the data shows, rational choice gives an effect of 29.5% on the formation of ideology. In the Hypothesis Test it is clearly seen that the value of t-count (6.4)> t-table 1.9, F-count (41.07)> F table, Sig 0.00 <0.05, which means that there is a significant influence between the Rational Choice (Y) against the Formation of Ideology or with statistical language H0 is rejected and H2 is accepted.

3. Hypothesis Testing Results (H3)

Exposure to Social Media Information (X) influences the formation of ideology (Z)

Rational Choice (Y) influences the formation of ideology (Z)

Correlation (R)	R-Square	t-count	F-count	Sig	Regression
0.76	58.9	11.85	140.58	0.000	a = 4.0 b = 0.73 Y = 4 + 0.73(x)

The explanation of the data shows the correlation between the Exposure of Social Media Information (X) to the Formation of Ideology (Y) has a value of 0.76 (the relationship is strong). This means that information from social media indirectly gives confidence to the ideology they are debating about, the other effect is that the sense of regionalism or identity is very strong along with the completeness that is accumulated in the millennials. Other data shows that, social media has an effect of 58.9% on the formation of ideology. In the Hypothesis Test it's clearly seen that the value of t-count (11.85)> t-table 1.9, F-count (140.8)> F table, Sig 0.00 <0.05, which means that there is a significant influence between the Exposure of Social Media Information to the Formation of Ideology or with the statistical language H0 was rejected and H3 was accepted.

4. Hypothesis Testing Results (H4)

Exposure of Social Media (X) to the Formation of Ideology (Z), through Rational Choice (Y) as an intervening variable.

Correlation (R)	R-Square	t-count	F-count	Sig	Regression
0.77	59.4	8.43 1.01	70.816	0.000 0.315	a = 3.32 b1 = 0.68 b2 =0.1 Y = 3.32 + 0.686(x) + 0.1(x)

Based on the data above, it's seen that when there is an intervening variable, the correlation is still at 0.7, which means strong and has an influence of 59.4%. The hypothesis test is that H0 is rejected and H4 is accepted. But it must then pay attention, that the rational choice variable doesn't provide a very strong effect. In this case the

millennials, especially in the city of Serang, the acquisition of information on the formation of ideology itself is not affected by the rational choices they make in themselves.
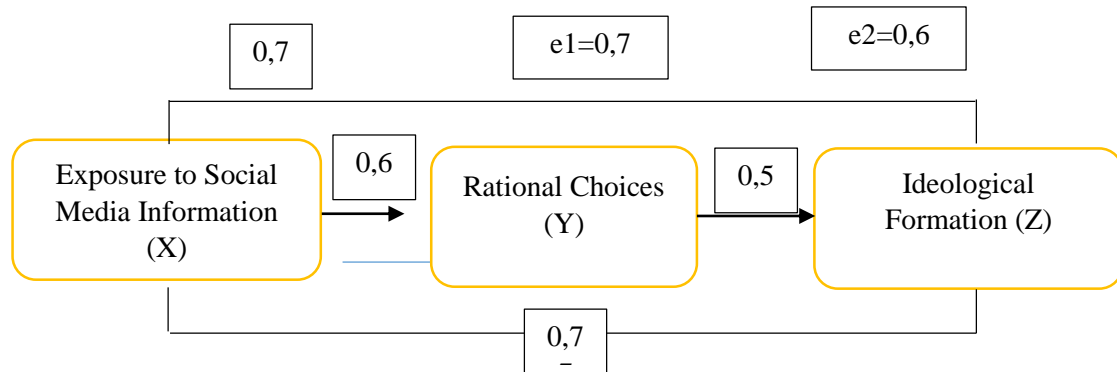
The direct effect of X through Y on Z, can be described from the direct effect of X on Z of 0.6. While the indirect effect of X on Z through Y is 0.3, which adds up to 0.9. This means that the indirect effect (rational choice) is smaller than the direct effect (exposure to social media). However, the presence of intervening variables has a significant influence on the ideological variables.

4. Conclusion

1. The exposure of social media has a significant influence on the rational choice of millennials in Serang City

2. Rational choice influences the formation of ideology in the Millennial City of Serang

3. Social media exposure has a significant influence on the formation of ideology in the Serang millennial community

4. The exposure of social media has a significant influence on the formation of ideology with rational choice as an intervening variable in the millennial of Serang City

References

[1] Asosiasi Penyelenggara Internet Indonesia. (2019). Penetrasi & profil perilaku pengguna internet indonesia. (March).
[2] Surbakti, Ramlan. (1992). Memahami Ilmu Politik, Gramedia Widya Sarana, Jakarta.
[3] Budiarjo, Miriam. (2008). Dasar-Dasar Ilmu Politik. Gramedia Pustaka. Jakarta
[4] Cholisin. (2007). Dasar-dasar Ilmu Politik. Yogyakarta:UNY Press
[5] Berger, Peter L. (2004). Pyramids of Sacrifice: Political Ethic and Social Change. Terjemahan A. Rahman Tolleng, Jakarta: LP3ES
[6] Setyowati, Peni Jati (2016). Fungsi Filsafat Agama, Ideologi, dan Hukum Dalam Perkembangan Politik Indonesia. Jurnal Yuridika, Vol. 31, No. 1, Fakultas Hukum Universitas Airlangga.
[7] Farihah, Irzum. (2015). Filsafat

Materialisme Karl Max (Epistemologi Dialectical and Historical Materialism). FIKRAH : Jurnal Aqidah dan Studi Keagamaan Vol. 3. No. 2.

[8] Neuman, W. L. (2003). Social research methods: Qualitative and quantitative approaches. USA: Allyn and Bacon.

[9] Sugiyono. (2011). Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung: Afabeta