

# **The Impact of Social Media on Political Engagement and Community Participation**

Kristomei Sianturi<sup>1</sup>

## **Abstract**

*Social media has become an integral part of people's lives worldwide, providing various facilities for communication, socialization, and information retrieval. One potential impact of social media is its ability to enhance political engagement and community participation. Social media serves as a platform to deliver political information, raise political awareness, and motivate people to actively participate in the political process. The aim of this study is to examine the impact of social media on political engagement and community participation, utilizing qualitative research methods. The data collection technique employed in this research is a literature study. Subsequently, the collected data undergoes analysis in three stages: data reduction, data presentation, and conclusion drawing. The results demonstrate that social media has a significant impact on political engagement and public participation in Indonesia. This impact is manifested through the provision of broad and rapid access to political information, the creation of spaces for people to discuss and debate political issues, and the facilitation of expressing opinions and aspirations.*

**Keywords:** *Social Media, Political Engagement, Community Participation.*

## **1. INTRODUCTION**

The development of information and communication technology, especially social media, has profoundly changed the paradigm of interaction and access to public information. With social media, communication has become faster, easier, and global, allowing people to connect with others worldwide without geographical barriers. Additionally, social media facilitates social relationships, enabling individuals to establish and maintain connections with friends, family, and peers (Kotler et al., 2019).

Indonesia, a country with a large population and rapid growth in social media users (Puspitarini & Nuraeni, 2019), provides an interesting environment to explore how social media influences political behavior and public participation. In this digital era, platforms like Facebook, Twitter, Instagram, and WhatsApp not only serve as tools for sharing information but also as spaces where various political and social issues are widely discussed.

Political engagement encompasses elections, political campaigns, and discussions on social media, increasingly influencing domestic political dynamics. Moreover, community participation in social and cultural activities is also affected by the presence of social media. The role of social media in facilitating voluntary action, charity campaigns, and cultural exchange is an increasingly relevant aspect of modern society.

---

<sup>1</sup> Doctor in Business Administration program, Philippines Women's University, Indonesia

Previous research by Prasojo (2021) emphasizes the relevance of political participation in analyzing differences in political culture influenced by social media. It has become a platform where people express concerns, organize themselves, and actively participate in dialogues of significance (Syafii et al., 2023). Through political involvement and activism in the virtual realm, a substantial impact is observed in the political policy making process.

Similar research by Polli et al. (2020) found that social media influences millennials, especially in recognizing the profiles of political candidates. Additionally, research by Indrawan (2017) shows that in this digital era, the media is the most effective means of forming public opinion. Furthermore, people's participation and involvement in politics are influenced by the political communication process and public opinion circulating among them.

The novelty of this research lies in examining aspects of community participation that have not been studied before in terms of the impact of social media. This study aims to provide an understanding of how social media influences political engagement and community participation, aiding researchers, academics, and political practitioners in comprehending ongoing social and political dynamics.

## **2. METHODS**

This study employed qualitative research methods. According to Moleong (2017), qualitative research aims to understand phenomena experienced by research subjects comprehensively, such as behavior, perception, motivation, and action. The research describes these phenomena using words and language within a natural context or situation. Data collection techniques involved a literature study, exploring journals, books, and other information relevant to the research. The literature study method includes activities related to collecting library data, reading and note-taking, and processing research materials (Siahaan et al., 2022).

The data collected undergoes analysis in three stages: data reduction, data presentation, and drawing conclusions. In the initial phase of data reduction, the researcher gathers and compiles data from various literature sources. Subsequently, the collected data is filtered and analyzed to identify information relevant to the research. This process aims to simplify data complexity and emphasize crucial elements. The subsequent stage involves the systematic and clear presentation of the identified and reduced data. This information can be organized in the form of a narrative summary tailored to the research requirements, ensuring comprehensive understanding by the reader. The final stage entails drawing conclusions, wherein the researcher synthesizes findings based on the conducted data analysis. Conclusions may encompass significant discoveries from the literature study, research implications, and perspectives related to the investigated topic.

## **3. RESULTS AND DISCUSSION**

Social media has introduced numerous benefits, particularly in the realm of politics. In this digital era, it serves as an effective tool for communication, information sharing, and active participation in the political process. A primary advantage of social media in politics is its contribution to increased political engagement and community participation. Public involvement in politics refers to individuals' participation in the political process, including various actions and activities that demonstrate a person's interest and involvement in political issues. Examples include voting in general elections, participating in political campaigns, attending political meetings, writing letters to elected officials, engaging in political discussions, and expressing political views on social media.

Social media's pivotal role in political campaigns has been evident since 2014. Future utilization of social media platforms such as Facebook, Twitter, and YouTube will continue to facilitate communication between political candidates and their supporters, garnering support in the form of donations and volunteers (Ardha, 2014). Campaigning via social media is a cost-effective strategy that is easier to implement (Abidin et al., 2018). It allows candidates to reach a broader and more diverse audience, overcoming geographic limitations. Social media campaigns are relatively more economical than traditional political advertising in mass media, enabling candidates with limited budgets to remain competitive online. Moreover, social media fosters direct interaction between candidates and voters, strengthening engagement and building closer relationships.

The use of social media also enables political campaigns to leverage data and analytics to identify key voter concerns, enabling more effective targeting of campaign messages. Additionally, social media platforms provide a creative outlet for conveying candidates' political messages through videos, images, or engaging content. Furthermore, political discussions on social media have become highly diverse, including formats such as podcasts, as illustrated in Figure 1.

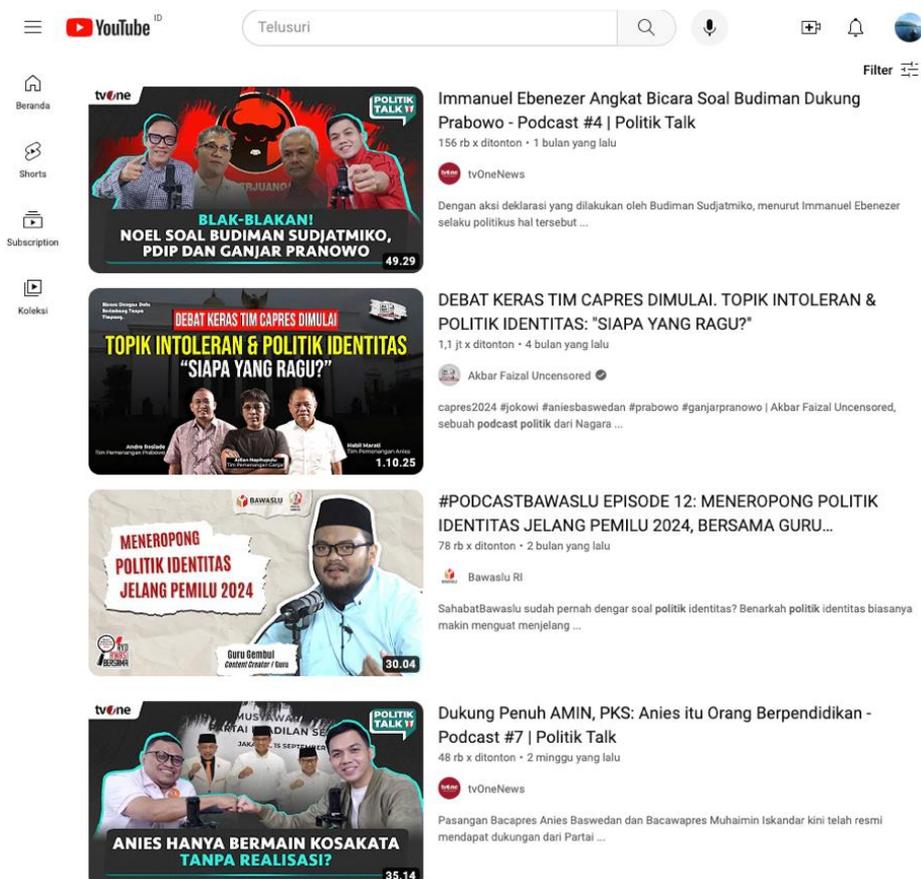


Figure 1: Political Discussion on Social Media

Political discussions via social media have brought significant positive changes in increasing public interest in political involvement in Indonesia, including by:

3.1 Provides broad and fast access to political information

Social media platforms have become the primary channels offering easy and swift access to political information. Previously, political information was often challenging for the general public to access directly, relying on traditional media or limited official sources. However, with the existence of social media such as Facebook, Twitter, Instagram, and others, political information can now be easily accessed by users from various circles.

Users can stay updated with the latest political news through posts, shared articles, videos, or reviews from various sources. This provides wider and faster access to political information without being constrained by the time and space limitations of traditional media. Individuals can quickly follow political developments, access the latest news, policy updates, and views from various political actors without delays. This convenience has sparked interest in staying connected to the world of politics. Additionally, social media has created a platform that allows people to participate in political discussions, share views, debate important issues, and interact with fellow citizens who have similar political interests. Such discussions foster an exchange of ideas and information that deepens an individual's political understanding.

### 3.2 Create a space for people to discuss and debate political issues

Social media creates a more open discussion space for people to talk, debate, and share views on relevant political issues. This allows the formation of a forum where various political views can meet, contribute, and explore deeper understanding. Social media also provides a space for people to understand a variety of different political viewpoints. By interacting with people who have diverse views, individuals can broaden their horizons on complex political issues. Furthermore, social media has become an important platform for political campaigns. People can follow political campaigns, support certain candidates, and even participate in political movements more easily through social media. This motivates individuals to be actively involved in the political process. As a result, political awareness among Indonesian society has increased (Mustika, 2019). The public becomes more informed, more aware of political issues, and more inclined to engage in the political process. Social media has played a powerful role in driving this political interest and awareness amid an increasingly digitally connected society.

### 3.3 Make it easier for people to express their opinions and aspirations

Social media provides a means for people to express their views, aspirations, and concerns more directly and quickly, allowing individuals to actively participate in the overall political process. Through these platforms, people can easily give opinions, express their aspirations, and communicate their concerns regarding various political issues. Social media has become a strong catalyst in encouraging political participation among Indonesian people, both in the form of passive participation such as following political news and political consumption, as well as active consumption such as general elections, political party activities, and political fundraising. Social media has become an important tool in political campaigns. Political parties and candidates use it to reach potential voters, gather support, and spread political messages, allowing people to be actively involved in the political process as campaign supporters and volunteers. Furthermore, social media also plays an important role in providing political information to the public. Lastly, social media has become a venue for organizing political movements and social protests. People can use this platform to plan political action, rally support for certain initiatives, and effect significant political changes (Hajad, 2018).

Social media is not only a communication tool but also a powerful means of increasing political engagement and community participation in Indonesia. This has changed the way people engage in the political process and has had a positive impact on political dynamics in the country. The use of social media in politics has negative social impacts that need to be considered. One of these impacts is the potential for increased political polarization. Social media provides a platform where individuals with the same political views can be trapped in an echo chamber, exposed only to opinions and information that confirm their own views (Dwiyanti et al., 2023). This can reinforce divisions in society and hinder healthy dialogue between different political views. Apart from that, social media has also become a forum for spreading fake news or disinformation.

Misinformation or manipulative information can easily be spread via social media platforms and quickly go viral. This can confuse voters, influence their perceptions of

political issues, and even undermine the democratization process. Lastly, the use of social media in politics also has the potential to trigger social conflict (Susanto, 2017). Rude comments, insults, or threats that occur online can escalate tension and conflict in the real world. Additionally, sensitive political issues can quickly trigger confrontations between groups of people with different views, especially when fake news or provocations are spread. Thus, while social media has many benefits in politics, it also carries serious risks in terms of increased polarization, the spread of fake news, and the potential for social conflict. Awareness and control measures are needed to overcome these negative social impacts.

#### 4. CONCLUSION

The research results indicate that social media has a substantial impact on political engagement and community participation in Indonesia. These platforms provide wider and faster access to political information, which previously may have been challenging to access directly. In addition, social media creates a more open discussion space for people to talk, debate, and share views on relevant political issues. This allows the formation of a forum where various political views can meet, contribute, and explore deeper understanding. Furthermore, social media makes it easier for people to express their opinions, aspirations, and concerns more directly and quickly, providing opportunities for more active participation in the overall political process.

#### 5. SUGGESTION

Suggestions for future researchers who wish to further explore the impact of social media on political engagement and community participation are:

##### 5.1 More In-Depth Study in Various Age Groups

Research can focus on various age groups, from the younger generation to the older generation. This will help understand how social media use impacts political participation in different age groups.

##### 5.2 Influence of Social Media Platform Type

Focusing research on specific social media platforms, such as Twitter, Facebook, or Instagram, can help understand the role each platform plays in shaping political engagement.

##### 5.3 The Influence of Social Media Content

Explore the types of content that are most effective in influencing political participation. Do videos, writing, or images have different impacts?

#### References

- Abidin, Y. Z., Khoerunnisa, R., & Ma'arif, A. A. (2018). Aktivitas Kampanye Public Relations dalam Mensosialisasikan Internet Sehat dan Aman. *Jurnal Ilmu Hubungan Masyarakat*, 79-96.
- Ardha, B. (2014). Social Media sebagai media kampanye partai politik 2014 di Indonesia. *Jurnal Visi Komunikasi*, 13(1), 105-120.
- Dwiyanti, D. A., Nurani, I., Alfarizi, M. N., & Hubbah, R. D. (2023). Pengaruh Media Sosial terhadap Partisipasi Politik Warga Negara: Dampak Positif dan Negatif. *Advanced In Social Humanities Research*, 1(4), 298-306.
- Hajad, V. (2018). Media Dan Politik (Mencari Independensi Media Dalam Pemberitaan Politik). *SOURCE: Jurnal Ilmu Komunikasi*, 2(2).

- Indrawan, R. M. J. (2017). Dampak komunikasi politik dan opini publik terhadap perilaku masyarakat. *WACANA: Jurnal Ilmiah Ilmu Komunikasi*, 16(2), 171-179.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2019). *Marketing 4.0: Bergerak dari Tradisional ke Digital*. Gramedia Pustaka Utama.
- Moleong, L. J. (2017). *Metodologi Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya.
- Mustika, R. (2019). Pergeseran Peran Buzzer Ke Dunia Politik Di Media Sosial Shifting The Role Of Buzzer To The World Of Politics On Social Media. *Jurnal Diakom* | Vol, 2(2), 144-151.
- Polii, E. Z. F., Pati, A. B., & Potabuga, J. (2020). Pengaruh Media Sosial Terhadap Partisipasi Politik Kaum Milenial Dalam Pemilihan Umum di Kecamatan Tareyan Kabupaten Minahasa Selatan Tahun 2019. *POLITICO: Jurnal Ilmu Politik*, 9(3).
- Prasojo, P. (2021). Dampak Penggunaan Media Sosial Terhadap Perubahan Budaya Politik. *Jurnal Kajian Ilmiah*, 21(2).
- Puspitarini, D. S., & Nuraeni, R. (2019). Pemanfaatan media sosial sebagai media promosi. *Jurnal Common*, 3(1), 71-80.
- Siahaan, C., Laia, A. P., & Adrian, D. (2022). Studi Literatur: Media Sosial “Tiktok” Dan Pembentukan Karakter Remaja. *Syntax Literate: Jurnal Ilmiah Indonesia*, 7(4), 4939-4950.
- Susanto, E. H. (2017). Media sosial sebagai pendukung jaringan komunikasi politik. *Jurnal Aspikom*, 3(3), 379-398.
- Syafii, A., Rohimi, U. E., Shobichah, S., Atikah, N., & Rani, P. (2023). Broadcasting Communications in Encouraging Public Participation in Elections. *Journal of World Science*, 2(4), 571-575.
- Tosepu, Y. A. (2018). *Media Baru dalam Komunikasi Politik (Komunikasi Politik I Dunia Virtual)*. Jakad Media Publishing.