

The Role of Social Media in Shaping Political Preferences of Novice Voters in the 2024 Simultaneous Regional Head Election in North Gorontalo Regency

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Abstract : Despite the growing internet penetration among youth, there is still limited understanding of how digital platforms interact with traditional social structures in shaping local electoral choices. This study aims to analyze the role of social media in shaping the political preferences of first-time voters and to examine the factors influencing their choices in the 2024 North Gorontalo Regency Regional Election. Employing a qualitative descriptive method, data were gathered through observation, interviews, and documentation. The findings reveal that social media shapes political preferences primarily through its functions in political communication and political cooperation. Furthermore, the preferences of first-time voters are simultaneously influenced by three key determinants: the candidates' vision and mission, political party affiliation, and kinship ties. In conclusion, social media plays a crucial role as an information channel and a space for digital engagement; however, youth preferences remain bound to conventional factors like local kinship and party machinery. This underscores the implication that contemporary local campaign strategies must effectively integrate digital public relations with traditional grassroots approaches to capture the young voter segment.

Keywords : Social Media; Political Preferences; First-Time Voters; 2024 North Gorontalo Election.

INTRODUCTION

In a democratic system, the existence of the media is inevitable because the media has an important role in the process of political socialization in society. Nowadays, various social media platforms such as Facebook, Instagram, TikTok, and other social media have become a part of people's daily lives. The many choices of these platforms make it easy, especially for the younger generation, to

determine the most suitable media to be used as a means of entertainment, communication, and obtaining information. Based on data from the *We Are Social* (2023) website, at the beginning of 2023 Indonesia has around 167 million active social media users or around 60.4% of the total population of 276.4 million people. In addition, Indonesians are recorded to spend an average of 198 minutes per day using social media. This shows that the level of social media use in

Indonesia is very high and has the potential to affect various aspects of people's lives, including in the political field.

The high use of social media makes mass media have a very important role in the political and social life of the community. Mass media is often used as a means of political communication as well as a "vehicle" for political parties and political actors to build an image and increase popularity in the eyes of the public. Through mass media, the process of forming political culture and political participation of the community can develop significantly. The way the media conveys various political events can also affect public perception and views on emerging political issues. This condition has the potential to shape public opinion, namely the public's shared view of a political issue or certain political actors.

In this context, the political field is a field that really needs publicity, so the internet is one of the most widely used media to carry out political promotions by political figures and parties. Internet media is generally used in parallel with traditional or conventional media in conveying political messages to the public. Political figures and political parties will take advantage of various media that are considered potential to increase popularity and expand their range of influence. The use of media in political activities is known as political communication. Political communication includes the use of media by the government and political parties to gain support, both during and outside elections (Riaz 2010).

In addition, the internet is also used to show that the figure or political party is able to keep up with the development of information technology so that it can attract sympathizers from people who actively use the internet. In the rapid development of communication technology, social media can even be likened to an important political resource, just like a financial resource for political actors. The effective use of social media can open up great opportunities to gain public support, but on the other hand, failure to use it also has the potential to damage the political image of a political actor.

In addition, it is important to note that social media has an open characteristic, where access to it is not limited by a specific geographical region or ideology. This condition makes social media can be categorized as part of mass media because it can be accessed by various circles of society without significant restrictions. The ability of social media to reach users' personal spaces also shows a high level of interaction as well as its ability to break through the boundaries of space, time, and place. Through social media, individuals can obtain a variety of information from a variety of sources and topics without significant restrictions (Mairita and Abdullah 2024).

The influence of new internet-based media in the world of politics can also be seen from the success of political campaigns in the 2008 presidential election in the United States. Barack Obama's campaign made extensive use of new media, which contributed greatly to his

victory in the presidential election. In a book review article titled *Communicator-in-Chief: How Barack Obama Used New Media Technology to Win the White House*, Jarvis explains that the Obama campaign website was able to organize more than fifty thousand activities, form more than thirty-five thousand groups, have more than 1.5 million accounts, and successfully raise more than USD 600 million from about three million donors (Jarvis 2010). This phenomenon shows that social media and the internet have a strategic role in modern political activities. In Indonesia itself, the use of social media in political activities is not new. Since experiencing a significant increase in 2012, public awareness of the use of social media has continued to increase. At first, social media was only used as a means of social interaction and discussion of various topics, but now social media also functions as a means of communication between individuals and institutions, including in the context of political communication. As a result, more and more politicians and candidates are using social media as a tool to interact with their constituents while promoting their political ideas and programs.

In 2024, Indonesia enters a political year marked by various political contests, including the election of regional heads. In this situation, political candidates try to use various strategies to reach the public, one of which is through the use of social media. Social media has now become a part of daily information consumption, especially among the younger generation who fall into the category of novice

voters. Novice voters according to PKPU Number 11 of 2018 concerning the Preparation of the Domestic Voter List in the Implementation of General Elections Article 1 Paragraph 28 are citizens who are 17 years old or older, or have been/have been married, so that they have the right to vote. Thus, a novice voter can be defined as an Indonesian citizen who at the time of the election is 17 years old and has the right to vote in accordance with the provisions of the election law (Oktama Andriyendi and Fitria Dewi 2023). The large number of novice voters, especially from the millennial generation and generation Z who are active users of social media, makes social media a very potential instrument for election participants in conducting political campaigns.

Data from the General Election Commission (KPU) of North Gorontalo Regency shows that the number of Permanent Voter Lists (DPT) in the 2024 election will reach 92,610 voters. The determination was made through an open plenary meeting held by the North Gorontalo Regency KPU on September 21, 2024 at the North Gorontalo Regency KPU office and chaired directly by the Chairman of the KPU, Sofyan Jakfar. Of this number, around 15,201 voters were recorded as novice voters from generation Z. Meanwhile, in Kwandang District itself, the number of novice voters reached around 3,188 people. This data shows that novice voters have a considerable contribution in determining the results of the regional head election in the region.

Novice voters are essentially one of the important segments in a democratic system because their political behavior tendencies can affect political dynamics more broadly (Somerville 2011). However, this group is often considered to still have limitations in understanding the political system as a whole. In addition, novice voters are also often seen as a group that is not politically completely independent in determining their political choices (Ekawaty 2021). In the context of the 2024 election, the dominance of the younger generation or generation Z as novice voters can have a significant impact on political decision-making patterns. This generation is known to be more responsive to technological developments, so political campaign strategies are also required to utilize digital technology innovations as a means of communication and interaction with voters. In recent years, social media has even brought a new dimension to people's lives, not only in social and economic aspects, but also in the political field (Education et al. 2024).

In addition, the younger generation has different characteristics compared to the previous generation of voters, both in terms of character, experience, and challenges faced. Most of them come from students and students who tend to have high adaptability to information technology developments. This generation is also known to be more critical in responding to various issues that develop in society (Nur Wardhani, 2018). This condition makes social media one of the main means of

obtaining and disseminating information, including political information. On the other hand, freedom in disseminating information on social media also opens up opportunities for the emergence of various information that is not always true or even in the form of hoaxes. Therefore, understanding social media usage behavior is important, especially in the context of shaping the political preferences of novice voters (Media et al. 2024).

Several studies conducted by Andriyendi, Nurman, and Dewi (2023) show that social media has an important role in shaping the political orientation of novice voters, especially in the process of seeking political information and forming preferences for candidates. The results of the study explained that novice voters tend to use social media as the main source of political information because it is considered faster, more accessible, and relevant to their daily lives. In addition, social media also provides a wider space for interaction between political candidates and the public, allowing novice voters to assess the vision, mission, and image of candidates directly through various digital content delivered (Andriyendi, Nurman, and Dewi 2023).

Another study conducted by Ekawaty (2021) revealed that novice voters have political characteristics that are still in the formation stage, so they are very vulnerable to being influenced by various sources of information, including social media. In his research, it was explained that the high

intensity of social media use among the younger generation makes the platform an important space in the political socialization process. Information circulating on social media, whether in the form of political campaigns, public opinion, or political discussions, can indirectly influence the political attitudes and behaviors of novice voters in making their choices during elections (Ekawaty 2021).

Furthermore, research conducted by Somerville (2011) emphasizes that novice voters are a strategic group in democracy because they are the generation that will determine the direction of future political development. The results of the study show that the involvement of the younger generation in politics is often influenced by access to political information they obtain from various media, including digital media. With the development of communication technology, social media has become one of the most effective means of reaching the younger generation because of its interactive, fast, and ability to form a wide communication network in the process of disseminating political information (Somerville 2011).

Based on the results of the study of various studies, it shows that there are similarities regarding the role of social media in shaping the political preferences of novice voters in the regional head election and the factors that affect novice voters in the 2024 regional head election in North Gorontalo Regency.

METHODS

This research uses a qualitative type of research with a descriptive approach. This approach was chosen because the research aims to understand, describe, and interpret in depth various phenomena, events, behaviors, and conditions that occur in the field based on the perspective of the informants directly involved. Descriptive qualitative research allows researchers to obtain a comprehensive picture of the social reality being studied without manipulating the research variables, so that the data obtained reflects the actual conditions.

Qualitative research methods are research methods based on the philosophy of postpositivism, used to research the natural conditions of objects, where the researcher acts as a key instrument in the research process. Data collection is carried out through triangulation techniques or the combination of various techniques and data sources, while data analysis is carried out inducively by emphasizing the meaning of the phenomenon being studied. Therefore, the results of qualitative research are not oriented towards generalization, but rather on a deep understanding of the context, process, and meaning contained in a phenomenon (Scott, 2020)

In its implementation, the researcher seeks to uncover empirical facts that develop at the research site through direct interaction with informants. Data was collected through observations, in-depth interviews, and documentation studies to obtain accurate and thorough information about the research focus.

Observations are carried out to understand the real situations and conditions that occur in the field, while interviews are used to explore the views, experiences, and perceptions of informants related to the problems being researched. The documentation is used as supporting data that can strengthen the results of observations and interviews.

Researchers play the role of the main instrument in charge of planning research, collecting data, analyzing data, interpreting findings, and compiling research reports. To maintain the validity of the data, this study applied source triangulation, triangulation technique, and time triangulation techniques so that the data obtained has a high level of credibility. Furthermore, the collected data is analyzed continuously through the stages of data reduction, data presentation, and conclusion drawing or verification

RESULTS AND DISCUSSION

The Role of Social Media in Shaping the Political Preferences of Novice Voters in the Regional Head Election in North Gorontalo Regency.

One of the roles of the media that needs to be highlighted in shaping the political preferences of novice voters is related to political communication and political cooperation. Political communication refers to the process of conveying political information through various media channels that function to shape people's political knowledge, attitudes, and behaviors. Through the media, political

messages can be conveyed widely and structured so as to influence the perspective of novice voters on issues, candidates, and political parties.

On the other hand, political cooperation is related to interaction and coordination between political actors who use the media as a means to achieve common goals. Media is used to build support, disseminate political messages, and shape public opinion more effectively. Thus, political communication and political cooperation through the media are two interrelated aspects in influencing the political preferences of novice voters.

The following description will explain the role of social media in shaping the political preferences of novice voters in the regional head election in North Gorontalo Regency.

1. Political communication

In the view of Denis McQuail (1987), political communication is the process of conveying political information through various media channels that aim to shape people's political knowledge, attitudes, and behavior. McQuail emphasized that mass media has a strategic role in transmitting political messages, framing certain issues, and influencing the public agenda. In other words, the media not only serves as a means of conveying information, but also as an important actor that determines how political issues are understood and prioritized by the public (McQuail 1987).

In line with this view, in the context of the formation of political preferences, the media has a significant influence on the way

individuals perceive political reality. McQuail explained that the media not only acts as a distributor of information, but also as an agent of political socialization that is able to shape people's perceptions, opinions, and political choices, including among novice voters. Through news, political campaigns, and the presentation of various political issues in the public space, the media can strengthen, direct, and even change the political orientation of the community. Therefore, the existence of the media is an important factor in the process of forming political preferences, because the information and narratives conveyed by the media have the potential to influence the way the public assesses candidates and determines their political choices.

The findings of the study show that social media has a very significant role in shaping the political preferences of novice voters in North Gorontalo Regency. Most of the informants stated that the younger generation almost entirely accesses social media in their daily lives, so that various political information can be easily received by novice voters. In fact, this information is often obtained accidentally because political content often appears automatically on the user's homepage. Compared to conventional media that tends to be one-way, social media provides a two-way interaction space that allows direct communication between voters, candidates, and election organizing institutions. Through these interactions, novice voters not only become recipients of information, but can also

actively participate in the political communication process.

Furthermore, the study also found that there are several social media platforms that are most influential among novice voters, namely TikTok, Instagram, and Facebook. TikTok is the most popular platform because it is able to combine elements of entertainment with the delivery of political information through short videos that are simple and easy to understand by the younger generation. Meanwhile, Instagram is in demand because of its visual advantages that are able to attract users' attention through images, infographics, and informative short videos. On the other hand, Facebook is still being used despite its higher popularity among the older generation. Nevertheless, Facebook remains one of the important sources of political information because it serves as a community discussion space as well as a means of disseminating official information that can also be accessed by the younger generation. These findings suggest that the characteristics of each social media platform have a different role in conveying political messages, so they can indirectly influence how novice voters receive, understand, and shape their political preferences.

Furthermore, these findings are in line with various empirical studies that strengthen the argument about the strong influence of social media in the process of political socialization of the younger generation (Firmansyah 2020) Finding that social media is

the main means for the younger generation to obtain political information, even content that appears accidentally can influence their perception and political choices. In line with that, (Wahab and Halking 2025) shows that the transformation of political participation among novice voters is increasingly evident through the use of platforms such as Instagram, TikTok, and Facebook. Thus, there is a continuity between McQuail's theory and the empirical reality on the ground, where the media that has now evolved in the form of social media serves as an effective agent of political socialization in shaping preferences and increasing the political participation of novice voters.

2. Political Cooperation

Denis McQuail (1987) did not explicitly formulate the concept of "political cooperation" in the study of political communication. However, through his theory of the function and role of the mass media, it can be understood that political cooperation is a process of interaction, coordination, and exchange of interests between various political actors who use the media as a strategic means to achieve certain political goals. In this context, the media not only functions as a channel for conveying information, but also as a strategic space for political actors such as political parties, candidates, and interest groups to build support, disseminate political messages, and influence the formation of public opinion (McQuail 1987).

Furthermore, McQuail emphasized that mass media plays a role as an arena of public communication that allows for information exchange, negotiation of interests, and collaboration between political actors and the public. Through the communication process that takes place in the media, political messages can be constructed, framed, and disseminated widely so that they have the potential to shape people's perceptions and political preferences. Thus, media-mediated political cooperation has become an important element in the dynamics of modern political communication, as it not only strengthens campaign strategies, but also influences the way people understand and make political choices.

The findings of the study show that social media plays a strategic space in building and running effective political cooperation. Various platforms such as Facebook, Instagram, TikTok, and WhatsApp are used by political actors as a means of communication to strengthen coordination, disseminate information, and build relationships with the public. Through social media, the process of political cooperation is no longer limited to face-to-face meetings, but also takes place digitally, allowing communication to take place faster, broader, and interactive. This is in line with the view of Rush and Althoff that individual political behavior cannot be separated from the social environment that shapes it, including the media of communication which is a means of interaction in society. Thus, social media is one of the important spaces that allows political

interaction and cooperation between various actors in the political system.

Nonetheless, the study also found that not all are actively involved in political cooperation through social media. Some informants admitted that they preferred to be observers or recipients of information rather than directly involved in political activities in the digital space. However, on the other hand, the election organizing institutions, especially the General Election Commission (KPU), actively use social media as a means of communication and socialization to the public. Various important information such as the stages of the election, registration schedule, and the time of voting are conveyed through social media to reach the public more widely, especially novice voters who are active users of social media. This condition shows that social media functions as an effective political communication channel in conveying political messages to the public.

Furthermore, the findings of this study have obtained empirical reinforcement from a number of previous studies. Research conducted by (Ratnamulyani; Beddy 2018), found that social media, particularly Facebook and Instagram, are used intensively as communication platforms to socialize election information, including registration schedules and election processes, while building cooperation with young voter communities to increase participation. In line with that, the study (Hidayat et al 2022) also shows the role of WhatsApp and TikTok as a medium of

political cooperation in digital campaigns among the younger generation. These platforms allow collaboration between political actors and voters and accelerate the effective dissemination of information, especially for novice voters. Thus, the overall findings show that there is a continuity between McQuail's theoretical framework and the reality of digital political communication practices, where social media serves as the main instrument in building participatory and inclusive political cooperation.

Factors Affecting Novice Voters in the Regional Head Election in North Gorontalo Regency

Some of the indicators that affect novice voters in the regional head election in North Gorontalo District are vision, mission, political party and kinship. The vision and mission of candidates are important considerations because novice voters tend to assess the work program, policy direction, and relevance of the ideas offered to the needs of the community and the future of the region. Political parties also influence choices, both through party image, ideological closeness, and the influence of party figures known to young voters. kinship or family relationships and social closeness also play a significant role, especially in the context of local society, where family recommendations and preferences are often a reference in determining political choices. Therefore, the analysis of these three indicators will be elaborated as follows:

1. Vision and Mission

According to Rush and Althoff (1986) in their work *Introduction to Political Sociology*, vision and mission can be understood as part of the function of political communication used by political actors to convey direction, goals, and leadership strategies to society. In this case, the vision is seen as an ideal picture of the conditions that want to be realized in the future. The vision is normative and long-term oriented, so it becomes a basic guideline in determining policy direction and development. Through the delivery of vision, the community can understand the great ideals of a leader as well as know the direction of change that wants to be realized through his leadership. (Rush, Michael & Althoff 1986).

In line with that, the mission is a more concrete elaboration of the vision that has been formulated. If the vision describes the big goals to be achieved, then the mission serves as strategic steps that explain how those goals will be realized. The mission is usually outlined in the form of work programs, policies, and operational strategies that are more realistic and measurable. Thus, mission becomes a bridge that connects the ideal idea in the vision with concrete actions that can be implemented by the leader and his government.

In the context of regional head elections, the existence of vision and mission has a very important role in the political communication process between candidates and the community. For candidates, vision and mission not only function as a formal document in

political contestation, but also as a means to build legitimacy and convince the public about their leadership capacity. Meanwhile, for the community, vision and mission are one of the important indicators in assessing the quality of a prospective leader. Through this vision and mission, the community can consider the relevance between the programs offered and the real needs in the region, as well as compare the development directions offered by each candidate before making their political choices.

The findings of the study show that the vision and mission of candidates are seen as very important by the community because they are the foundation of leadership, development direction, and indicators to assess the feasibility of a prospective leader. Although the delivery is considered relatively easy to understand because it uses simple language, the level of public understanding is not completely even due to the limitations of socialization carried out to the public. In terms of relevance, some people consider that the vision and mission conveyed are in accordance with regional needs, for example through regional scholarship programs, but others consider that the vision and mission have not been fully able to answer fundamental problems such as limited employment. In addition, the inconsistency between the promises delivered and the realization of the program carried out also raises doubts about the candidate's commitment. Therefore, although vision and mission have an important role in shaping people's perceptions and political preferences,

there are still discrepancies between the formulation process, the level of public understanding, and policy implementation in the field.

These findings are in line with the results of empirical research conducted by by Abdullah and Ummah (2024) regarding voter behavior in the election of regional heads in South Konawe, which shows that the vision and mission of candidates have a significant role in shaping people's political preferences. The study confirms that voters not only consider traditional factors such as political identity or social proximity, but also assess the extent to which the vision and mission of prospective leaders match their needs and expectations. Thus, effective political communication through the delivery of a clear, realistic, and relevant vision and mission is an important factor that can influence people's decisions in determining their political choices (Abdullah and Ummah 2024).

2. Political Parties

Rush and Althoff (1986) emphasized that vision and mission are an important part of the political communication function used by political actors to convey ideas, goals, and policy directions to the public. In this framework, political parties are not only understood as formal organizations in the political system, but also as strategic instruments that play a role in channeling political messages to the public. Through political parties, the candidate's ideological values, vision, mission, and work programs can be socialized more systematically

to the public. Thus, political parties function as a medium of communication that is able to build perceptions, shape voter preferences, as well as provide political legitimacy for candidates who are carried in a political contest. (Rush, Michael & Althoff 1986).

In line with this role, the existence of political parties can also be seen through several indicators that show the extent to which parties are able to influence people's political choices. These indicators include the party's ideology and values, the party's credibility and track record, the party's organizational support and network, and consistency between the candidates carried out with the party's goals and values. Party ideology and values serve to help the public understand the basic principles that are the basis for the direction of development and policies offered by candidates. Meanwhile, the party's credibility and track record are the benchmark for the level of public trust in the party's ability to oversee and realize the programs and missions conveyed to the public.

Furthermore, the party's support and network reflect the capacity of the party organization in mobilizing voters and socializing candidate programs widely and effectively. A strong network of parties allows political messages to reach different walks of life, thus increasing the chances of candidates gaining political support. In addition, consistency between the candidates carried out and the party's values and strategic goals is also an important aspect that affects public

judgment. When there is alignment between the vision and mission of the candidate with the ideology and direction of the party's struggle, the program offered will look more credible, realistic, and have a greater chance of being realized in government practice.

In line with the theoretical framework, the findings of the study show that the findings of interviews with informants show that the influence of political parties on voter decisions is diverse and depends on each individual. Some voters emphasized that political parties do not directly influence their choices, as decisions are based more on the candidate's vision and mission as well as an assessment of the candidate's personal qualities. However, for some other voters, political parties still have influence, especially if the party has a good image, a positive track record, and clear integrity, so it can be an additional consideration in assessing candidates.

In addition, the party's image in the eyes of the public and its exposure through social media also help shape public perception, although it is not always the main determinant in the final decision. Overall, political parties play a role in building the perception and image of candidates, but the level of influence is not absolute because it is strongly influenced by individual attitudes, experiences, and judgments towards candidates and supporting parties.

3. Kinship

According to Rush and Althoff (2001), individual political behavior is never independent, but is always influenced by the social and cultural context that surrounds it. The social environment is the main space where political orientation, attitudes, and individual behaviors are formed in determining political choices. In this view, social and cultural structures have a very significant influence, even in some conditions can be more dominant than formal institutional factors, such as political parties, government institutions, and applicable legal rules. This shows that the political dynamics of society are determined not only by institutional mechanisms, but also by the social relations that develop in daily life. (Rush, Michael & Althoff 1986).

In line with this view, Rush and Althoff explain that non-formal factors such as religion, cultural values, social class, and kinship ties play a very important role in shaping people's political views and preferences. Among these various factors, kinship is often a very influential element because it is based on emotional bonds, personal closeness, and mutual trust that is formed from generation to generation. Kinship bonds are not only biological, but also have a strong social and moral dimension. In many cases, figures in the family or family network are seen as having moral authority that is able to influence the political views and attitudes of other family members.

In the framework of political communication, kinship can also be understood as an informal communication channel that is effective in disseminating political information. Political information is not only conveyed through formal channels such as mass media, political campaigns, or political party activities, but also flows through daily conversations in the family environment, discussions between family members, and social interactions within the community. Through this informal communication process, political views can be formed slowly through the exchange of experiences, advice, and recommendations from family members who are considered more experienced or have respected social positions.

Based on the findings of the study, it can be concluded that the kinship factor has a strong potential to influence the political choices of novice voters, although this influence is not absolute. Some young voters are able to maintain independence in making political choices despite the encouragement or preferences of their families and social environment. However, some others actually make family direction as the main reference in making political choices. The findings also show a tendency to be skeptical of candidates among young voters, especially since interactions between candidates and the public are often temporary and more intense during the campaign. This condition creates the perception that the closeness built by candidates does not always reflect an ongoing relationship with society.

The findings of this study are also strengthened by a number of relevant empirical studies. One of them is research conducted by (Kurniawati 2023) regarding the political behavior of novice voters in Ranomea Village, East Amurang District, South Minahasa Regency, in the 2016 Regional Head Election. The study shows that the political behavior of novice voters is influenced by various social factors around them, especially the family environment. In this context, the family, especially the elderly, plays a role as an initial source of political socialization that provides information, values, and direction in determining political choices. However, the study also confirms that novice voters gradually begin to develop their political preferences more independently through social interactions outside the family environment, such as through socializing, education, and access to broader political information.

CONCLUSION

Based on the findings of the research, it can be concluded that the role of social media in shaping the preferences of novice voters is closely related to the political communication process that takes place through various digital platforms. In this context, political communication is understood as the process of conveying information, messages, and political ideas through various media channels that aim to shape people's political knowledge, attitudes, and behaviors. Through social media, information about candidates, work programs,

and political issues can be spread quickly and widely, potentially influencing the perspective and political choice tendencies of novice voters.

Apart from being a means of political communication, social media is also a space that encourages political cooperation between actors. Political cooperation can be interpreted as a form of interaction, coordination, and collaboration between political actors, both candidates, political parties, and campaign teams that use the media as a means to expand the reach of political messages and build public support. Thus, social media not only serves as a medium for disseminating information, but also as a strategic instrument in building communication networks and political mobilization.

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