The Development of "Generaksi.org", a Media and Politics Literacy Platform for Indonesia's First-time Voter

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Abstract. During Indonesia's 2019 presidential election, social media was invigorated by a 'war' of political campaigns between the supporters of Joko Widodo - Ma'ruf Amin and Prabowo Subianto - Sandiaga Uno. Endless smear campaigns, memes, and slanders became viral on social media. Very few campaigns refrained from attacking competitors and remaining free from hate speech. This situation made it difficult for social media users – especially first-time voters, whose main reference of political news is social media – to distinguish between true and false news (hoaxes), and to determine and express their political attitudes. Consequently, many netizens had to deal with law enforcers because of uploading political opinions that are considered illegal under Indonesia's Electronic Information and Transactions Law. This could have been prevented had the users been 'social media-literate', especially when it comes to political behavior. This study aims to determine the role of social media for first-time voters in determining and expressing political attitudes toward Indonesia's presidential election 2019. A survey was conducted on 100 Tanjung Pandan Belitung High School students aged 16-18 years who had the right to vote at the 2019 presidential election. Results indicate the role of social media for first-time voters as a means to obtain information, express political attitudes, or determine political attitudes. The survey results will be used as media literacy material that will be published through the generaksi.org web, which is one of the outputs of this research funded by the Ministry of Research and Technology in the period 2018-2019.

Keywords: Indonesian's 2019 presidential elections; Social media; Media literacy; first-time voters; non-voters

1 Introduction

During Indonesia's 2019 presidential election, social media was invigorated by a 'war' of political campaigns between the supporters of Joko Widodo - Ma'ruf Amin and Prabowo Subianto - Sandiaga Uno. Endless smear campaigns, memes, and slanders became viral on social media. According to survey by the Political Wave, two months before the 2019 presidential election, the various social media platforms were inundated with hoax and hate speech directed toward both candidates[1]. Such phenomenon also occurred in 2014 when

supporters of Prabowo Subianto - Hatta Rajasa ignited an opinion war on social media against supporters of rivals Joko Widodo - Jusuf Kalla. Tyson and Purnomo Claimed that "the 2014 presidential election was become the worst since the falling of Suharto's Regime in 1988[2]. Consequently, many netizens had to deal with law enforcers because they uploaded political opinions that are considered illegal under Indonesia's Electronic Information and Transactions Law. A 16 year old was indicted for spreading contempt through[3]. Besides common netizen, a political activist Ratna Sarumpaet was arrested by law enforcement since she was considered to spread false information[4]. This could have been prevented had the users been 'social media-literate', especially when it comes to political behavior. On the other side, attention was given to the level of first time voters. Enticement and accusation for fraud on the 2019 election made first-time voters considering to skip voting altogether.

However, another research[5] concluded the indication that smear campaign were delivering significant contribution toward political participation of social media users during the 2014 presidential election. Despite that, according to Denny A.J., from a survey organization Lingkaran Survey Indonesia, the number of non-voters di 2019 was the lowest compare to previous elections[6]. Another research suggested that the younger generation(in Indonesia) has a high interest in politics, and they need to be considered in order to become the subject of Public Participation Literacy[7]. Looking at the issue above, in 2018, research team conducted a 2-year research funded by government (Kemenristekdikti). The research aims to create media literacy with guidance for first-time voters to express their political attitude using social media in time for the 2019 presidential election. After the first year, the research produced website product prototype generaksi.org alongside the content delivery style using style comic[8]. The web prototype generaksi,org is displayed in figure 1.

Fig 1. Front page of web prorotype generaksi.org.

During the second year, research team will create contents for the web portal with media literacy regarding relevant issues as the expression for political attitude in social media especially for first-time voters. Thus, the objective of this study is to determine the role of social media for first-time voters in determining and expressing political attitudes toward Indonesia's presidential election 2019. A survey was conducted on 100 Tanjung Pandan Belitung High School students aged 16-18 years who had the right to vote at the 2019 presidential election. The research area is limited by the production process of content web generaksi.org as literacy media instrument regarding the expression of political attitude in social media for first-time voters before and after 2019 presidential election. The survey

method is used to attain various information as the content for media literacy on web generaksi.org

2 Method

This research adopts product prototype and quantitative approach. Quantitative approach with descriptive data analysis used to analyse statistical data by describing or depicting collected data [9]. Descriptive data analysis is simply basic data accumulation in descriptive forms and is not seeking or explaining correlation or testing hypothesis. Method used is survey in order to gain general view or the view of the society regarding certain contemporary issues. In this research survey is required to know ways that voters express political attitude in the social media, including their ways or responding to political news in their line of social media. According to Soehartono[10] survey aims to provide a picture or explanation on certain things or for the purpose of analysis. Survey that gives a picture or explanation is called descriptive survey. The survey used in this research using Cross Sectional Survey to understand issues that are temporary or when data collection is only conducted one time [11]. The finding of this survey will be analysed and become a reference to create media literacy content regarding expressing political attitude guidance in social media for first-time voters prior to the 2019 Indonesian presidential election. The content will be uploaded on web generaksi.org. A survey was conducted on 100 Tanjung Pandan Belitung High School students aged 16-18 years who had the right to vote at the 2019 presidential election.

Dan Nimmo claimed the types political campaign[12], which are (1) Product Oriented Campaigns, (2) Candidate Oriented Campaigns; (3) Ideologically or cause oriented campaigns; (4) Attacking campaign. During presidential election 2019, political information in media social are considered as a political campaign. Respondents were asked to filled out instruction and questions on various issues related to the usage of social media to express political attitude(campaign).

3 Result and Discussion

As described in the Methodology section, the goal of this survey is to obtain descriptive data from first-time voters in expressing their political attitude in the social media, especially nearing the 2019 Indonesian presidential election. The data will be processed and being implemented as media literacy content that will be uploaded in web generaksi.org. Results and discussions from the survey is as follow:

The survey functions as a filter that aims to ensure that respondents have interest to participate in the 2019 presidential election, and has reached the age to vote. The majority of respondents age 17 and 18 (53% and 2%), on the election day 17 April 2019 has reached the minimum age of 17 which means, they will meet the requirement to participate in the election and have voting rights[13]. The rest 45% will become 17 on the election day if it is assumed that they are all born before 17 April 2002.

To the question"If you have voting rights, will you participate in the 2019 presidential election?", 97% respondent stated they are willing to participate in the election. This shows that more respondents are willing to to participate is far more that those who reject to participate (abstain). The implementation of both findings for the development of media literacy content, first-time voters will be given information that every Indonesian citizen that

reached 17 years of age or married, will have voting rights and are allowed to participate in the presidential election. The finding that 97% respondents are willing to participate in the election, will become an instrument to persuade the first time voters, that those who are willing to participate far outnumbered those who are not willing.

3.1 Respondents reference source of information

This survey aims to know the political news source that is used as respondents reference in determining their political attitude. The result from the question "Where do you obtain political news?" we know that the rank of sources of information and political news that are used by respondents is as follow: 1. Parents (family), 2. School environment, 3. Sosial media, 4.Television, 5. Others (newspaper, magazine). This data shows that respondents prefers information from social media compare to information from conventional media. This finding is different from the 2013 published research by S. Kunto Adi Wibowo and Ira Mirawati[14]. With respondent of college students from Institute Teknologi Bandung, S. Kunto Adi Wibowo and Ira Mirawati conclude that Indonesian society view of Indonesian political conditions remains to be influenced by conventional media (radio, television, and newspaper).

The implementation of this finding for the development of media literacy content, first-time voters will be given guidance to avoid slanders in stating their political attitude. "Parent and family" is the second choice for respondents to obtain information and political news. Thus, parents and family also need to be equipped with the media literacy content that are described above. According to Tifatul Sembiring (Information ministry in year 2013), internet access has reached all parts of Indonesia[15]. Nonetheless, there are still many parents who do not have the skills to access the technology. The survey conducted by Kapersky, stated that 25% millenial generation are reluctant to teach the technology to parents who are not adept to it[16]. To anticipate this situation, researcher will develop media literacy content in the print form to be dedicated to those with limited access to online media.

3.2 Social Media Platform

100% respondents answered "yes" to the question "Are you using social media?" And the answer to the prompt "List favorite social media that you use the most!", we know that there are 93 respondents (from 100) that selected Instagram as favorite social media platform. And from the number, 51 respondents placed Instragram as number one. From the number, we can tell that 94 respondents chose to use whatsapp, yet in ranking, only 18 respondents placed whatsapp as the first favorite media. This finding is slightly different from report by Hootsuite.com collaborating with We Are Social(British media organization), that said three large media social platform in Indonesia at the beginning of 2018 are 1.Youtube, 2.Facebook, 3.Whatsapp, while Instagram ranked number 4[17].

3.3 Social media influence toward respondents political view

To know the media social influence toward respondents' political view, they are given two statement, 1. "Political news in social media influence my political view" and 2 "I verify the validity of the political news from other source." The result is shown in Table 1.

Table 1. Social media Influence toward Respondents' Political View

	Agree	Neutral	Disagree	Total
Political news in social media influence my political view	43	50	7	100
I verify the validity of the political news from other source	64	31	5	100

From the data above, we know that there are 43% respondents answered that political news in social media influence their political view. The implementation of this finding for media literacy content development, fist time voters will be given guidance to ensure that the news that influence their political view come from credible sources. 50% respondents chose neutral and 7% respondesnts who disagree stated that they do not always believe the news available on social media, thus the news do not influence them. The data above also shows that 64% of respondents will verify the truth and validity of the news they get on social media. The implementation of these findings for the development of media literacy content is, the fact that the attitude of 64% of first-time voters to check the truth of news on social media must be maintained. While 31% of respondents who answered neutral or 7% who answered disagreed, indicating that they felt that not all news should be checked for truth. First-time voters of this type will be persuaded to be more critical towards the exposure of the news from all media. This is relevant to a study [18] which states that the exposure to political party campaigns in online media positively influences to those who are exposed.

3.4 Response toward the exposure of political news on social media

Social media allows the users to express their political attitude through its features, namely: "status" (video, image, texts), "comment", "response"(like, angry, sad, etc) and "share". The ease of these social media feature("status update", "comment" and "share") as a tool to response political news, makes them vulnerable to hoaxes and hate speech. This survey aims to determine the response of respondents to political news on social media. The results can be seen in table 1.2. below. From the above data it can be seen that 35% of respondents agreed that they respond to news with the response feature to political news that appears on social media. Based on this finding, when developing media literacy content, new voters can use this feature as a means of controlling news. Thus, for new voters who agree with 49% of respondents who answered neutral, or 16% who disagreed, it would be advisable to play a role as social controller of viral news on social media.

Table 2. Social media Influence toward Respondents' Political View

	Agree	Neutral	Disagree	Total
I give a response according to my attitude (like, dislike, angry, etc) toward the political news that appear on social media.	35	49	16	100
I write a comment toward the political news on social media.	18	48	34	100
I repost political news on social media that I consider important.	20	31	49	100

Regarding the statement "I wrote a response about political news on social media according to my political views", it can be seen that 18% of respondents respond to political news through features that can accommodate text, namely "comment" and "status update". Based on this finding, when developing media literacy content, new voters will be encouraged to always be ethical and courteous when choosing words, given that written responses are very

vulnerable to hate speech. New voters will also be encouraged to argue fairly, smartly and use the basics of argumentation from credible sources. If this is followed, then political discussion on the "comment" feature on social media would be a quality-learning discussion. On the other hand, the 48% of respondents who are neutral and 34% who do not respond using the "comment" feature will be encouraged to remain bold in their opinions but still be ethical and in accordance with the rules that apply. According to the Director of Information and Communication of the State Intelligence Agency (BIN) Wawan Purwanto, 60% of the content circulating on social media is hoax[19].

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According to the Director of Information and Communication of the State Intelligence Agency (BIN) Wawan Purwanto, 60% of the content circulating on social media is hoax [B4]. Regarding the statement "I repost political news on social media that I consider important", 20% of respondents agreed, whereas 31% of respondents answered neutral, and 49% disagreed. This shows that although most respondents chose not to repost news on social media, there were still 20% of respondents who reposted the political news, because they considered them important. This finding is relevant to the conclusions of a study conducted by Dedi Rianto Rahadi [20] which states that users of social media who are exposed to hoax news tend to have a critical attitude. However, this attitude must be improved by equipping them with media literacy to address hoax news on the Internet.

4 Conclusion

Social media serves as the main source of information used as a reference by new voters at SMAN 1 Tanjung Pandan to determine their political attitudes. Their favorite social media platform is Instagram. Exposure to political news on social media affects political views for some first-time voters (45%), but the numbers of new voters who are alert or unaffected are still greater. Most beginner voters (64%) who are exposed to political news on social media are willing to check the truth of the news. However, this still needs to be maintained and improved by providing social media literacy, especially related to political issues. The number of new voters who respond to political news through the "comment", "response", "status update", "comment" or "share" features is not high compared to those who are neutral. This is a positive result because it shows that they are more likely to choose to be neutral towards a political news rather than responding directly with various comments.

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