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The Influence of Political Messages in New Media to Political Awareness and Its Impact on the Political Participation of Millennial Generation

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Abstract

Today many political parties use new media, the internet, as their political communication channel. For young people, the internet serves as a dominant public space. Since young voters as millennial generation have great potential to increase votes, many political parties convey their political messages through new media used by millennial generation. This research is intended to see and study the influence of political messages in new media on political awareness and its impact on political participants of millennial generation. This research uses Stimulus Organism Response (S-O-R) theory as main theory, McQuail's mass communication theory, and theory or concept of political awareness, political participation and new media as well as millennial generation. This research uses quantitative approaches with a survey and questionnaire method as a means of collecting data. The millennial generation referred to in this research is younger generation aged between 17 and 37 years and lives in the Special Capital Province of Jakarta (DKI Jakarta). Based on the recapitulation of final voter lists for the 2018 general election, the number of voters aged between 17 and 37 years reaches about 2,885,000. The technique of determining the sample size uses Slovin's formula, with the margin of error reaching 5% so that the number of samples is 400. Meanwhile, the technique of sampling uses proportional sampling and data analysis technique uses path analysis. The results of the research show that political messages in new media have direct and indirect influences on the political participation of millennial generation.

Keywords: Political Message, New Media, Political Awareness, Political Participation, and Millennial.

Abstrak

Saat ini banyak partai politik menggunakan media baru sebagai saluran komunikasi politiknya. Bagi kalangan muda internet menjadi ruang publik yang dominan. Mengingat jumlah pemilih muda sebagai generasi milenial sangat potensial untuk mendulang dukungan, banyak partai politik menyampaikan pesan-pesan politik mereka melalui media baru yang digunakan oleh generasi milenial. Penelitian ini bertujuan untuk mengetahui dan mengkaji pengaruh pesan politik di media baru terhadap kesadaran politik dan dampaknya terhadap partisipasi politik generasi milenial. Penelitian ini menggunakan Teori S-O-R (*Stimulus Organism Respon*) sebagai teori utama, teori komunikasi massa dari McQuail, dan teori atau konsep tentang kesadaran politik, partisipasi politik

serta media baru dan generasi milenial. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei dan kuesioner sebagai instrumen pengumpulan data. Dalam penelitian ini, yang dimaksud generasi milenial adalah generasi muda yang berumur 17-37 tahun dan tinggal di DKI Jakarta. Berdasarkan rekapitulasi daftar pemilih tetap pemilihan umum tahun 2018, jumlah pemilih yang berusia 17-37 tahun sekitar 2.885.000 orang. Teknik penentuan ukuran sampel menggunakan rumus slovin dengan *margin error* sebesar 5 %, sehingga ditemukan jumlah sampel sebesar 400 orang. Adapun teknik pengambilan sampelnya menggunakan *proporsional sampling*. teknik analisis data menggunakan *path analysis*. Hasil penelitian menemukan, terdapat pengaruh langsung pesan politik di media baru terhadap partisipasi politik generasi milenial, terdapat pengaruh langsung pesan politik di media baru terhadap kesadaran politik generasi milenial, dan terdapat pengaruh tidak langsung pesan politik di media baru terhadap partisipasi politik generasi milenial.

Kata kunci: Pesan Politik, Media Baru, Kesadaran Politik, Partisipasi Politik, dan Generasi Milenial.

Introduction

New media as a means of conveying messages in mass communication is widely used by individuals or groups including political parties. Today many political parties use new media, namely the Internet, as their political communication channel. For young people, the Internet serves as a dominant public room. Young people as millennial generation are a potential group for political parties to get greater support. The number of young voters as millennial generation continues to increase in each general election. In 2010, their number stood at 40.7 million. The General Elections Commission (KPU) announced the number of young voters across Indonesia rose to 59.6 million in 2014 and further moved up to an estimated 60 million in 2019.

Since young voters as millennial generation have great potential to increase votes, many political parties send their political messages through new media used by young voters. The political messages are expected to grow political awareness on the part of the millennial generation. In addition, the millennial generation is also expected to have high political participation. But how far is the influence of the political messages in social media on political awareness and political participation of the millennial generation still has to be studied and researched further. Hence, this research aims to study the influence of the political messages in new media on political awareness and its impact on the political participation of the millennial generation.

Several researches on the role of mass media have been conducted by some researchers earlier, including Afdal Makkuraga Putra (2011) in his research titled "New Media and Phenomenon of Political Communication in Regional Head Election in Banten Province in 2011" published in *Ultima Comm Journal*, Vol. III, No. 2, December 2011. The result of a research conducted by Afdal shows that regional head candidates have social networking

such as *facebook* and *twitter*. However, they are less interactive (only one-way communication) so that they receive less responses from the general public. The research conducted by Afdal puts more emphasis on the political messages conveyed through mass media in the regional head election than on the impact of the political messages. This is different from this research which studies not only political messages but also the impact of the political messages in media on the political awareness and participation of millennial generation in particular.

Other research on the role of mass media has also been jointly conducted by Ike Atikah Ratnamulyani and Beddy Iriawan Maksudi (2018) in their research titled "The Role of Social Media in Increasing the Participation of First-Time Voters among Students in Bogor Regency" published in *Sosiohumaniora Journal*, Vol. 20(2). The result of the research conducted by Ike and Beddy is almost the same as that of the research conducted by Afdal that politicians are still unable to take advantage of Internet-based social media application to increase the participation of first-time voters among students in Bogor Regency. The research conducted by Ike and Beddy focuses more on the management of social media by politicians in conveying political messages. They do not study the impact of the political messages conveyed through mass media on the political awareness and participation of the general public, which becomes the objective of this research.

In the meantime, the result of other research shows that mass media have a significant role and influence on the behavior of the general public, including behavior in deciding political choices as Nugraha and his colleagues did in their research (2016). The result of their research titled "The Political Communication Behavior of First-Time Voters in the Regional Head Election in Bandung Regency" published in the *ISKI Communication*

Journal Vol. 01(02), 2016, shows that most of first-time voters decided their choices based on the preference of mass media and the result of interpersonal communication conducted by the campaign team of the regent and vice regent candidate pair as well as rational or critical, psychological and sociological considerations of the first-time voters. The research conducted by Nugraha et al focuses more on the behaviour of the general public, namely first-time voters in deciding their political choices based on the preference of mass media and interpersonal communication. The research conducted by Nugraha et al did not study how large is the influence of political messages in media on the awareness and participation of first-time voters, which becomes the target of this research.

A research on the political participation of first-time voters was once conducted by Hasanuddin et al (2015) in their research titled "The Role of Mass Media in Increasing the Participation of First-Time Voters in the Regional Head Election 2013 in Tempe Subdistrict, Wajo Regency" published in the *Otoritas Journal*, Vol. 5(1), 2015. Based on the result of their research, first-time voters can learn how to participate in regional head election in a right way through mass media. In addition, after learning from mass media, the first-time voters also have the courage to speak of political issues. The research conducted by Hasanuddin et al focuses on the participation of first-time voters based on the number of voters who came to polling stations and took part in campaigns but does not measure how large is the influence of political messages in mass media on the political awareness and participation of the first-time voters. This is different from this research which aims to see the extent to which political messages in social media influence political awareness and participation.

Another research on the political participation of first-time voters has also been conducted by Loina and Munawaroh (2018) in their research titled "The Political Participation of First-Time Voters in the Frame of Social Networking in Social Media" published by *Aspikom Journal*, Vol. 3(4), 2018. Their research shows that mass media only serves as a reference for first-time voters to see political information they will later discuss with their families or friends. What is interesting from their research is that the political participation of first-time voters is very low because they have no deep knowledge of politics. The research conducted by Loina and Munawaroh does not measure or study political

awareness that serves as one of essential variables in this research because political participation is actually not separated from political awareness.

Theoretical Framework

This research uses S-O-R (*Stimulus Organism Response*) theory created by Hovland, et. al in 1953 (Effendy, 2011). The basic assumption of S-O-R theory is that the cause of behaviour change depends on the quality of stimuli received by organism. Referred to as stimuli in this research are messages in political communication conveyed through new media. The messages are received by millennial generation as message recipients (organism). In this context, organism can receive or refuse messages conveyed by message senders.

Message is a communication content packed or constructed as information, news, issue and so on which contain politics in different form and transformed to the general public using media, either traditional media, mass media or internet-based social media.

Political message is one of the essential elements in political communication. Political communicators send political messages in order to persuade the general public or constituents. Hence, persuasion is very important for politics. There are 3 (three) types of persuasion in political communication (Nimmo, 1999), namely: (1) Propaganda. Jacques Ellul (Nimmo, 1999) defines propaganda as communication used by an organized group wishing to create active or passive participation in mass actions through psychological manipulation. Political propaganda is an effort made by government, party or influential group to achieve strategic and practical goals.

There are several types of propaganda in political communication (Nimmo, 1999), namely: intentional and unintentional propaganda, political and sociological propaganda, agitation and integration propaganda, as well as vertical and horizontal propaganda; (2) Political Climate. Basically, political climate almost has the same goal as commercial ads, namely introducing a political party or political party candidate with the aim of encouraging the general public or audience to believe in and vote for the party or candidate; (3) Rhetoric. Rhetoric in politics is a kind of two-way communication, be it interpersonal communication or group or even public communication, aimed at influencing interlocutor to have the same perception as political communicator.

New media is term used for all kinds of communication and information technology-based communication media. The term new media has been used since the 1960s and has covered a set of rapidly growing and varying exposure communication technologies (McQuail, 2011). New media may refer to “a wide range of changes in media production, distribution and use” (Lister, M., Dovey, J., Giddings, & Kelly, K., 2003:9). New media covers the emergence of digital technology, computer or information and communication technology network. Social media is online media where users can intercommunicate and interact. In addition, social media is a channel or facility for online social interaction through the Internet. According to Feri Sulianta (2015), there are several kinds of social media, namely *Facebook*, *Twitter*, *Youtube*, and *Instagram*. The result of a survey conducted by CSIS (Nabila, 2017) shows that 81.7% of millennial generation have *Facebook*, 70.3% have *Whatsapp*, and 54.7% have *Instagram*. Based on this data, new media referred to in this research is *Facebook social media*.

According to Bahasa Indonesia Dictionary, aware means the state of realizing, feeling, knowing and understanding. Awareness means the act of realizing and understanding. Political awareness means the awareness and knowledge of political strength in the community. According to Surbakti (2007: 144), political awareness is the awareness of the rights and obligations as a citizen. The level of political awareness means a sign that community members pay attention to state and/or development affairs (Budiardjo, 1985: 22) in Chandu (2012). There are four indicators of awareness (Soekanto, 1982), each of which constitutes a phase for subsequent phase and points to a certain level of awareness, ranging from the lowest to the highest, namely knowledge, understanding, stance, and behaviour (action) pattern.

Jeffrey M. Paige in Surbakti (2007: 144) stated that the aspects of an individual’s political awareness covers awareness of the rights and obligations as a citizen. For instance, the rights include political right, economic right and right to legal protection, and right to social security, while the obligations cover obligation in political system, obligation in social life and other obligations. The

individual’s political awareness can influence his/her activity and participation in political life.

Political participation is one of the essential aspects of democracy. Political participation is a typical characteristic of political modernization. Ramlan Surbakti, as quoted by Cholisin (2012:150), gives a brief definition of political participation as a form of ordinary citizen’s participation in making any decision related to or having an impact on his/her life. According to Miriam Budiardjo, (in Cholisin 2007:150) in general, political participation can be defined as the activity of an individual or a group of individuals to take an active part in political life by choosing a state leader that will directly or indirectly affect public policy. Meanwhile, Rahman H.I (2007: 288) stated that in general, the typology of political participation as an activity is distinguished into: active participation, passive participation and abstain.

Kupperschmidt (2000) stated that generation is a group of individuals identifying their group based on similarities in their birth year, age, location and happenings in the life of the group of individuals that have a significance influence during their growth phase. Howe & Strauss (2000) divides generation based on similarities in birth year span and similarities in historical happenings. The characteristics of millennial are different from one to another based on territory and socio-economic condition, but in general, this generation is marked by the rising use of and familiarity with communication, media, and digital technology. In most part of the world, the influence is marked by rising political and economic liberation though the influence is still debatable.

Material and Methodology

This research uses positivist paradigm with quantitative approaches. The method used in this research is a survey method using questionnaires as a means of collecting data. The objective of this research is to get information from a number of millennials studying at institutes of higher learning in Jakarta. The millennials that become respondents in this research are considered to represent millennial generations studying at institutes of higher learning in Jakarta. Following is the operationalization of variables:

Table 1. Operationalization of Variables

Variables	Dimensions	Indicators
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Political messages in new media (Exogen)	Rhetoric	-Rational or logic -Ethics and moral values -Diction or selected words
	Political Ads	- Messages conveyed - Media used -Ads visualization -Frequency of ads screened
	Propaganda	- Sociological propaganda - Agitation propaganda - Integrated propaganda - Vertical propaganda - Horizontal propaganda
Political Awareness (Intervening)	Knowledge	- Know political messages - Understand political messages - Realize political messages - Comprehend political messages
	Understanding	-Understand political messages -Able to explain political messages -Able to interpret political messages
	Attitude	-Accept political messages -Respond to political messages -Believe in political messages
Political Participation (Endogen)	Active	- Active participation - Process-oriented - Output-oriented
	Passive	- Output-oriented - Comply with government regulation - Accept government decision - Implement government decision
	Abstain	- Apathetic - Not care - Personal interest-oriented

Population in this research is millennial generation aged between 17 and 37 years, having the right to vote in the presidential and legislative elections in 2019 and living in Jakarta.

Based on the recapitulation of final voter lists in the 2019 general election issued by the Jakarta Provincial General Election Commission on August

30, 2018, the number of eligible voters aged between 17 and 37 is approximately 2,885,000. Hence, the population in this research is 2,885,000.

To compute the number of samples from the population, the researcher uses Slovin formula as follows:

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

Notes :

n : Sample

N : Population

e : Margin of error or critical value

Samples are taken with the level of confidence at 95% or critical value at 5% so that the sample size can be computed as follows :

$$n = \frac{2,885,000}{1 + 2,885,000 (5\%)^2}$$

$$n = 399.9 = 400 \text{ (rounded up)}$$

Based on the above computation, the number of samples is 400 (rounded up). The distribution of samples in five administrative cities in the Special

Capital Province of Jakarta uses the following computation:

$$\text{Sample Size} = \frac{\text{Total Population}}{\text{Population}} \times \text{Population Samples}$$

Based on the computation the distribution of samples based on the territory of administrative

cities in the Special Capital Province of Jakarta is as follows :

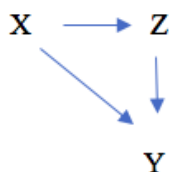
Table 2. Distribution of Samples

Administrative Cities	Total Population	Total Samples
South Jakarta	605,980	84
West Jakarta	629,320	88
North Jakarta	605,250	83
Central Jakarta	267,360	38
East Jakarta	771,058	106
Seribu Islands	6,966	1

In this research the researcher uses quantitative research data analysis technique using path analysis.

According to Kriyantono (2012: 129), in quantitative research there are several stages the researcher has to take to conduct data analysis,

Model of path:



Structure Similarity

Hypothesis:

namely *Data Coding, Data Entering, Data, Data Output, and Data Analyzing.*

This research belongs to parametric group so that data analysis technique to be used is as follows: (1) Descriptive analysis; (2) Validity and Reliability Test; (3) Path analysis.

Structure 1 : $Z = \rho_{zx} X + \varepsilon_1$
 Structure 2 : $Y = \rho_{yx} X + \rho_{yz} Z + \varepsilon_2$

Where :
 X = Variable of Political Messages in Social Media (*Independent*)
 Z = Variable of Political Awareness (*Intervening*)
 Y = Variable of Political Participation (*Dependent*)
 ρ = Path Coefficient
 ε = Error

Ha₁ : There is direct influence of political messages in new media on the political awareness of millennial generation

Ha₂ : There is direct influence of political messages in new media on the political participation of millennial generation

Ha₃ : There is indirect influence of political messages in new media through political awareness on the political participation of millennial generation .

Result and Discussion

1. Descriptive Analysis

Variable X (Political Messages in New Media)

Based on data obtained from the results of this research, political messages in new media,

particularly facebook, is agitation (emotional) propaganda and integration (doctrine). In addition, the vast majority of respondents also agree that political messages in facebook use good language as could be observed in table 3 as follows :

Table. 3 Descriptive Analysis of Variables X (Political Messages in Facebook)

No	Descriptions	TS	KS	S	SS
		%	%	%	%
1	Political messages conveyed in facebook are agitation propaganda	0	0.5	58.2	41.3
2	Political messages conveyed in facebook are integrated propaganda	0	2.3	47.3	50.4
3	Political messages conveyed in facebook are already correct	0	0.8	31.4	67.8
4	Political messages conveyed in facebook are already right	0	0.3	37.0	62.8
5	Political messages conveyed in facebook are already good	0	0.5	34.9	64.6
6	Political messages conveyed in facebook are rational and logical political rhetoric	0	0.8	40.5	58.7
7	Political messages conveyed in facebook are political rhetoric that has ethics	0	0.3	34.9	64.8
8	Political messages conveyed in facebook are political rhetoric that have moral values	0	0	40.3	59.7
9	Political messages conveyed in facebook are political rhetoric that contains diction	0	0	35.7	64.3
10	Political messages conveyed in facebook are political rhetoric that uses good language	0	0.3	38.0	61.8

Source : The result of data processing by the researcher

Variable Z (Political Awareness)

The results of this research show that the vast majority of respondents know that they have rights in the fields of politics, economy and law as well as right to social security. In addition, the vast majority

of respondents are also aware of their responsibilities for the obligation in political system in Indonesia and the obligation in social life in Indonesia as can be observed in table 4 as follows:

Table 4. Descriptive Analysis of Variables Z (Political Awareness)

No	Descriptions	STS	TS	S	SS
		%	%	%	%
1	Do you know that you have the political right?	0	1.0	40.8	58.2
2	Do you know that you have the right in the economic field?	0	3.5	50.1	46.3
3	Do you know that you have the right to legal protection?	0	2.0	34.7	63.3
4	Do you know that you have the right to social security?	0	3.0	40.8	56.2
5	Do you know that you have the obligation in the political system in Indonesia now?	0	5.6	51.4	43.0
6	Do you know that you have the obligation in the social life in Indonesia now?	0	3.3	50.9	45.8

7	Do you believe in your political right?	0	14.4	58.0	27.3
8	. Do you believe in your economic right?	0.3	19.0	58.7	22.3
9	Do you believe in your right to legal protection?	0	10.6	52.4	37.0
10	Do you believe in your right to social security	0	9.4	56.2	34.4
11	Do you believe in your obligation in political system in Indonesia?	0	12.9	60.5	26.6
12	Do you believe in your obligation in social life in Indonesia?	0	6.6	60.8	32.7
13	Do you take responsibility for your political right?	0	11.6	55.4	32.9
14	Do you take responsibility for your economic right?	0	11.6	59.5	28.9
15	Do you take responsibility for your right to legal protection?	0.3	5.6	55.4	38.7
16	Do you take responsibility for your right to social security?	0	7.1	58.0	34.9
17	Do you take responsibility for your obligation in political system in Indonesia?	0	11.9	58.5	29.6
18	Do you take responsibility for your obligation in social life in Indonesia?	0	7.1	58.7	34.2

Source : The results of data processing by researchers

Variables Y (Political Participation)

Based on data obtained from the results of this research, the vast majority of respondents agree that they actively participate in various activities related to the Legislative and Presidential Elections

in 2019. In addition, they also actively keep abreast of the entire processes of the Legislative and Presidential Elections in 2019 as can be observed in table 5 as follows :

Table 5. Descriptive Analysis of Variables Y (Political Participatio)

No	Descriptions	STS	TS	S	SS
		%	%	%	%
1	Do you actively participate in various activities related to the Legislative Election 2019?	0	0.3	48.1	51.6
2	Do you actively participate in various activities related to the Presidential and Vice Presidential Election 2019?	0	0.3	50.6	49.1
3	Do you actively follow all process of the Legislative Election 2019 from the start to the end?	0	1.0	50.9	48.1
4	Do you actively follow all process of the Presidential and Vice Presidential Election 2019 from the start to the end?	0	1.3	51.1	47.6
5	Do you only actively follow the result of the Legislative Election 2019 without following its process from the beginning?	0	1.0	50.9	48.1
6	Do you only actively follow the result of the Presidential and Vice Presidential Election 2019 without following its process from the beginning?	0	11.6	55.4	32.9
7	Do you always comply with all regulations stipulated by the government?	0	0.3	54.9	44.8
8	Do you always accept all decisions taken by the government?	0	0	44.6	55.4
9	Do you always implement all decisions taken by the government?	0	0.3	53.9	45.8

Source : The result of data processing by the researcher

2. Validity Test

Variable X (Political Messages)

Political messages in social media as variables X (*independent*) are measured by the following dimensions :

Table 6. Validity Test of Variable X

No	Descriptions	r	Conclusion
1	Political messages conveyed in facebook are agitation propaganda	0.384	Valid
2	Political messages conveyed in facebook are integrated propaganda	0.338	Valid
3	Political messages conveyed in facebook are already correct	0.250	Valid
4	Political messages conveyed in facebook are already right	0.488	Valid
5	Political messages conveyed in facebook are already good	0.484	Valid
6	Political messages conveyed in facebook are rational and logical political rhetoric	0.335	Valid
7	Political messages conveyed in facebook are political rhetoric that has ethics	0.255	Valid
8	Political messages conveyed in facebook are political rhetoric that have moral values	0.416	Valid
9	Political messages conveyed in facebook are political rhetoric that contains diction	0.477	Valid
10	Political messages conveyed in facebook are political rhetoric that uses good language	0.404	Valid

Source : The result of data processing by the researcher (2019)

The result of the validity test proves that the indicators of variables X are valid. This means that indicators in the variables of political messages in social media are valid (reasonable) to serve as a means of measurement in this research.

Variable Z (Political Awareness) - Political awareness as Variables Z (*dependent*) is measured by indicators as follows:

Table 7. Validity Test of Variables Z

No	Descriptions	r	Conclusion
1	Do you know that you have the political right?	0.543	Valid
2	Do you know that you have the right in the economic field?	0.537	Valid
3	Do you know that you have the right to legal protection?	0.610	Valid
4	Do you know that you have the right to social security?	0.613	Valid
5	Do you know that you have the obligation in the political system in Indonesia?	0.623	Valid
6	Do you know that you have the obligation in the social life in Indonesia now?	0.678	Valid
7	Do you believe in your political right?	0.648	Valid
8	. Do you believe in your economic right?	0.619	Valid
9	Do you believe in your right to legal protection?	0.716	Valid
10	Do you believe in your right to social security	0.919	Valid
11	Do you believe in your obligation in political system in Indonesia?	0.677	Valid
12	Do you believe in your obligation in social life in Indonesia?	0.733	Valid
13	Do you take responsibility for your political right?	0.697	Valid
14	Do you take responsibility for your economic right?	0.722	Valid
15	Do you take responsibility for your right to legal protection?	0.700	Valid
16	Do you take responsibility for your right to social security?	0.726	Valid
17	Do you take responsibility for your obligation in political system in Indonesia?	0.749	Valid
18	Do you take responsibility for your obligation in social life in Indonesia?	0.761	Valid

Source : The result of data processing by the researcher (2019)

The result of the validity test proves that the indicators found in Table 7 are valid. This means that indicators in the variables of political awareness among the millennial generation are valid (reasonable) to serve as a means of measurement in this research

Variables Y (Political Participation) - The political participation of millennial generation in the Legislative and Presidential Elections in 2019 as variables Y (*dependent*) is measured by indicators as follows :

Table 8. Validity Test of Variables Y

No	Descriptions	r	Conclusion
1	Do you actively participate in various activities related to the Legislative Election 2019?	0.392	Valid
2	Do you actively participate in various activities related to the Presidential and Vice Presidential Election 2019?	0.390	Valid
3	Do you actively follow all process of the Legislative Election 2019 from the start to the end?	0.308	Valid
4	Do you actively follow all process of the Presidential and Vice Presidential Election 2019 from the start to the end?	0.296	Valid
5	Do you only actively follow the result of the Legislative Election 2019 without following its process from the beginning?	0.349	Valid
6	Do you only actively follow the result of the Presidential and Vice Presidential Election 2019 without following its process from the beginning?	0.427	Valid
7	Do you always comply with all regulations stipulated by the government?	0.403	Valid
8	Do you always accept all decisions taken by the government?	0.374	Valid
9	Do you always implement all decisions taken by the government?	0.433	Valid

Source : The result of data processing by the researcher (2019)

The validity test proves that the indicators found in table 8 are valid. This means that the indicators found in the variables of the political participation of millennial generation in the Legislative and Presidential Elections in 2019 are

valid (reasonable) to serve as a means of measurement in this research. .

3. Reliability Test

The result of reliability test on the three variables can be observed in table 9 as follows :

Table 9. Reliability Test

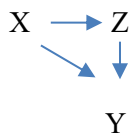
No	Variables	Crombach's alfa	Conclusion
1	Political messages	0.670	Reliable
2	Political awareness	0.928	Reliable
3	Political participation	0.615	Reliable

Source : The result of data processing by the researcher (2019)

The data found in table 9 shows that all respondents in this research are reliable in answering the three variables, namely : political messages in social media *facebook*, political awareness, and political participation of millennial generation

4. Path Analysis

Path Model



Structure Similarity

Structure 1 : $Z = \rho_{Y1X} X + \epsilon_1$

Structure 2 : $Y = \rho_{Y2X} X + \rho_{Y2Y1} Z + \epsilon_2$

Result

- Structure 1 :

- $Z = 0.792X$

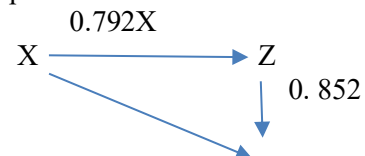
$$\epsilon_1 = \sqrt{1 - R^2} = \sqrt{1 - 0.627} = \sqrt{0.373} = 0.61$$

- Structure 2 :

- $Y = 0.824X + 0.852Y$

$$\epsilon_1 = \sqrt{1 - R^2} = \sqrt{1 - 0.389} = \sqrt{0.611} = 0.78$$

- Complete Structure :



0.824X Y

The result of path analysis test shows that :

1. Influence X → Y
 $KD = 0.824^2 = 0.6789 \times 100\% = 67.89\%$
 This means that political messages in social media *facebook* influence directly and significantly the political participation of millennial generation in the Legislative and Presidential Elections in 2019 at 67.89%, while 32.11% is influenced by other factors other than political messages in social media *facebook*.
2. Influence X → Z
 $KD = 0.792^2 = 0.6272 \times 100\% = 62.72\%$
 This means that political messages in social media *facebook* influence directly and significantly the political awareness of millennial generation in the Legislative and Presidential Elections in 2019 at 62.72%, while 37.28% is influenced by factors other than political messages in social media.
3. Influence X → Z → Y
 $KD = 0.852^2 = 0.7259 \times 100\% = 72.59\%$

This means that political messages in social media *facebook* influence indirectly the political participation of millennial generation in the Legislative and Presidential Elections in 2019 through political awareness at r 72.59%, while 27.41% are influenced by other factors.

The results of this research show political message exposure in social media *facebook* has a direct and significant influence on the political participation of millennial generation in the Legislative and Presidential Elections in 2019, which determination coefficient value at 67.89%. This means that almost 70% of the political participation of millennial generation in the Legislative and Presidential Elections in 2019 is influenced by political messages in social media *facebook*, while the remaining 30% is influenced by other factors that are not measured in this research.

The result of data analysis shows that political messages in social media *facebook* have a direct and significant influence on the political awareness of millennial generation in the Legislative and Presidential Elections in 2019 as indicated by determination coefficient value at 62.72%. This means that more than 60% of the political awareness of millennial generation in the Legislative and Presidential Elections in 2019 is influenced by political message exposure in social media *facebook*, while the remaining 40% is influenced by other factors that are not measured in this research.

The result of this research shows that political messages in social media *facebook* have an indirect influence on the political participation of millennial generation in the Legislative and Presidential Elections 2019 through political awareness at 72.59%. This means that more than 70% of the political participation of millennial generation in the Legislative and Presidential Elections in 2019 is influenced by political awareness, while the remaining 30% is influenced by other factors that are not measured in this research.

The result of data analysis proves that political message exposure in social media *facebook* has a direct influence on the political participation of millennial generation in the Legislative and Presidential Elections in 2019. In the meantime, political message exposure in social media *facebook* also has an indirect influence on the political participation of millennial generation through political awareness. This suggests that the theory put forward by McQuail on the impact of the media on the general public, either cognitively (perception) or affectively (attitude) is still relevant and has been tested.

The strong influence of information exposure in the mass media on the perception of the general public is proven not only in this research but also in the earlier research conducted by Afdal Makkuraga Putra (2011) in his research titled “New Media and Phenomenon of Political Communication in Regional Head Election in Banten Province 2011”. The result of the research conducted by Afdal shows that all candidates in the Regional Head Election in Banten Province have official website and even take advantage of social networking sites such as *facebook* and *twitter*. Unfortunately, even though they have interactive facilities, almost all the sites are less interactive.

The research conducted by Irwansyah (2016) also finds similar thing related to information exposure in the mass media. The result of the research conducted in West Java also shows that the more frequent the respondents view ads, the better their knowledge of family planning program. In addition, the result of the research shows that the exposure of family planning ads on the television shows an effect at the level of knowledge that can be measured from memory of the messages delivered. Hence, family planning ads serve as a stimulator of family planning ideas that must be responded to positively to lead to the acceptance of programs.

Conclusion

Based on the result of data analysis conducted in this research, several conclusions can be drawn from this research; (1) There is a direct influence of political messages in social media *facebook* on the political participation of millennial generation in the Legislative and Presidential Elections in 2019, with strong and significant influence; (2) There is a direct influence of political messages in social media on the political awareness of millennial generation in the Legislative and Presidential Elections in 2019, with significant and strong influence; and (3) There is an indirect influence of political messages in social media *facebook* on the political participation of millennial generation in the Legislative and Presidential Elections in 2019 through the political awareness of millennial generation, with significant and strong influence.

Based on the finds and results of this research, the researcher suggests several things, namely political actors would better care more about contents in social media, particularly those found in social media *facebook*.

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