The Effect of Trust in Government on Social Media X on *the Online* Participation of First-Time Voters

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Abstract

Political participation is important as a good citizen. Moreover, 2024 is a political year because in 2024 elections will be held to determine who will become president and leader of this country. In this election, for the first time Gen-Z participated in this election as a novice voter. This research departs from the researcher's curiosity about how social media influences their political participation in 2024, especially their political participation online on social media X. From there, the researcher formulated a new research. From there, the researcher formulated Research Objectives, namely this research focuses on factors such as political participation intentions, especially the political participation of novice voters who use social media X using quantitative research methods with a Likert scale as a benchmark. In addition, in its implementation, researchers used non-probability sampling techniques with convenience sampling. To calculate the sample, the sample was calculated with G-Power. Then the sample is calculated using SPSS. Because with this application we can test the validity of the data in terms of reliability, validity and internal consistency as measured by confirmatory factor analysis. We can determine the results we test using this Application to determine whether the information we provide is accurate.
Keywords: Political Participation, Social Media X, Trust in Agency, Pemilu 2024

INTRODUCTION

In today's digital era, the internet (WILUJENG, 2018) and social media (Winasty &; Daliman, 2021) have become one of the primary needs for most people. Based on data reported by wearesocial.com (2023), internet users in Indonesia reach 77% of the total population, which is 212 million people. Of the 212 million active internet users in Indonesia, 78% or equivalent to 167 million of them actively use social media. This happens because people have made sharing information via social media a habit, where indeed one of the practical benefits of social media is as a means of communication (Priyanto et al., 2021).

But it is undeniable that the usefulness of social media is not only limited to that, but many other activities. Unwittingly, using social media to get information can also be associated with political participation (Zúñiga et al., 2017). The development of democracy that occurs today (Kominfo, 2019) also bring a sign that it is time for mass media to become a discussion space for every citizen. This also has an influence on the function of social media which is often a means of conveying aspirations in the form of political participation (Salikin, 2022). Therefore, social media is considered to have an influence on the trend of participation in the community (Halpren &; Valenzuela, 2017).

LITERATURE REVIEW

This section presents relevant literature related to public confidence in government presence on social media X on online political participation of first-time voters.

Government Presence on Social Media X

One of the functions of social media is to make it easier for people to connect without being limited by space and time (Yohanna A., 2020), that is the reason why social media is one of the main needs of humans today (Winasty &; Daliman, 2021). Social media continues to grow rapidly in various fields, including politics (Abdillah, 2022). Slowly, government organizations have also begun to increase the use of social media platforms to interact and obtain information (Arshad &; Khurram, 2020). But besides that, they also use it to achieve other political goals such as increasing public trust in government, better public services (Stieglitz & Dang-Xuan, 2013), increasing citizen participation, openness, and government accountability that can help achieve the goal of an inclusive state and maintain the welfare of its people (Anggiawan, 2023).

Given the importance of the strategic role, all levels of government are trying to maximize use (Mergel &; Bretschneider, 2013) as well as properly regulate their social media communication (Al-Aufi et al., 2017). This optimization of social media is often seen in various developed countries, where their governments harness the collaborative and participatory power of social media (Mossberger et al., 2013) and establish policies, regulations, and strategies to utilize it as effectively as possible (Al-Aufi et al., 2017). Unlike in developing countries, social media is more used as a means of announcing and *updating* news, with little interest in interacting, cooperating, and participating in society (Al-Aufi et al., 2017). In most developing countries, government agencies and officials actively use social media accounts to participate online, but with no proper communication strategies in place. A study from Kuzma (2010) states that of the 50 Asian countries studied, only 30% of governments have social media, and even then do not have the approach and strategy to use it well.

Public Trust in Government

Social media has a fairly active and important role in various aspects of life, including the political world (Abdillah, 2022). Starting from campaign activities, to political education (Munzir et al., 2019) is one of the functions of social media in the political world. This is evidence that social media can influence people's attitudes and views on certain political issues. According to Husein (2020), social media is one of the providers and sources of political information for many people, therefore, they active users of social media certainly have their own trust in the information they receive from the government. This research aims to prove social media as a means that has an influence on public trust in the government may have an impact on the level of political participation of the community.

Beginner Voter *Online* Political Participation

Political participation involves interacting with political entities in an effort to influence policy decisions (Skoric et al., 2015), which can produce benefits such as maintaining openness and inclusion among fellow citizens in order to make better decisions (Michels & De Graaf, 2010). Citizens want to interact with the government in general in order to get accurate and up-to-date information, file complaints, provide *feedback* on government performance, and so on.

Without thinking, of course, people will choose a more practical way, in this context they will tend to choose to convey it via the internet. This technology has eliminated the distance so that people can interact with just *a *click, click**. The use of the internet in political participation has introduced a term known as e-democracy as a communication channel from

the bottom up, namely from the community to the government (Arshad &; Khurram, 2020). By participating in politics online, people can easily search for political information, sign online petitions, conduct political discussions on a blog, and various other online political participation activities (Arshad &; Khurram, 2020).

CONCEPTUAL MODEL

This study examines how the presence of the government will effectively affect in stimulating political participation of first-time voters who actively use social media X. This can also increase public trust in the government. Trust represents citizens' perception that the government has the expertise to make decisions, do work for the benefit of society, and fulfill its promises and commitments. Figure 1 below illustrates the conceptual model.
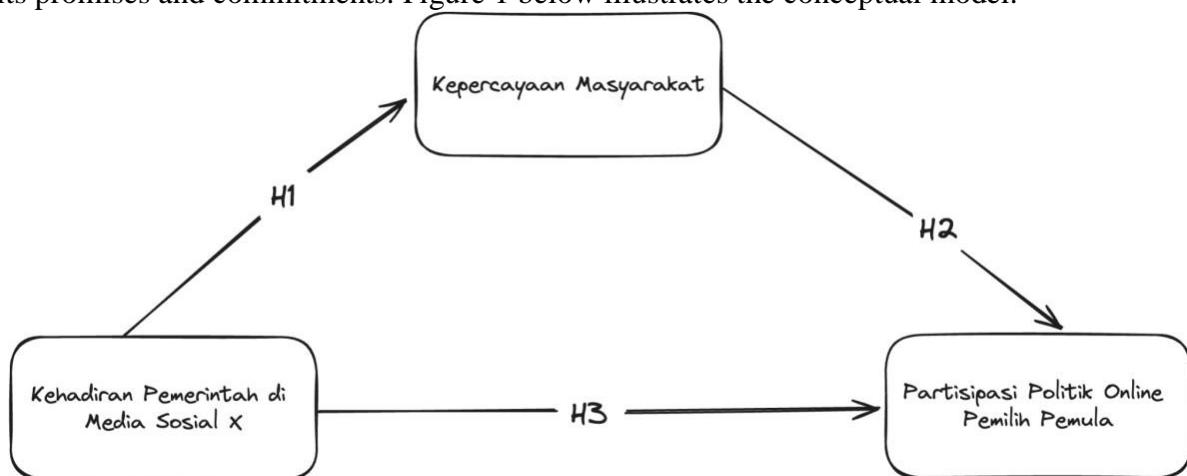

Figure I. Research Model.

Researchers formulate 5 (five) hypotheses as follows:
H0: There is no relationship between the three.
H1: Government Presence on Social Media X Affects Public Trust in Government.
H2: Public Trust in Government Affects Political Participation *Online* Novice Voter.
H3: Government Presence on Social Media X Affects Political Participation *Online* Novice Voter.
H4: Government Presence on Social Media X Affects Public Trust in Government Affects Online Political Participation *of* Novice Voters.

RESEARCH METHODS

This section outlines the research methods used, including details regarding sampling and data collection procedures, actions used in data collection, and analytical techniques used to obtain results.

Data Collection and *Sampling*

The model of research is empirical by using a quantitative survey design that researchers consider appropriate enough to obtain data within the scope of behavior, opinions, and attitudes of society towards a subject without manipulation, intervention, or bias from researchers (Kelley et al., 2003). When researching, population is included as one component that must be clear so that it is illustrated between which population is included in the criteria and not. The population selected in this study is active social media user X who will actively participate for the first time in the 2024 election. This population was chosen by researchers

because in the 2024 election, Gen Z will have quite a lot of voting rights with the Millennial Generation as much as 56% (General Election Commission, 2023). In addition, social media X is also one of the most widely used social media applications by government staff (Emeraldien et al., 2019). That is the basis for choosing the population in this study.
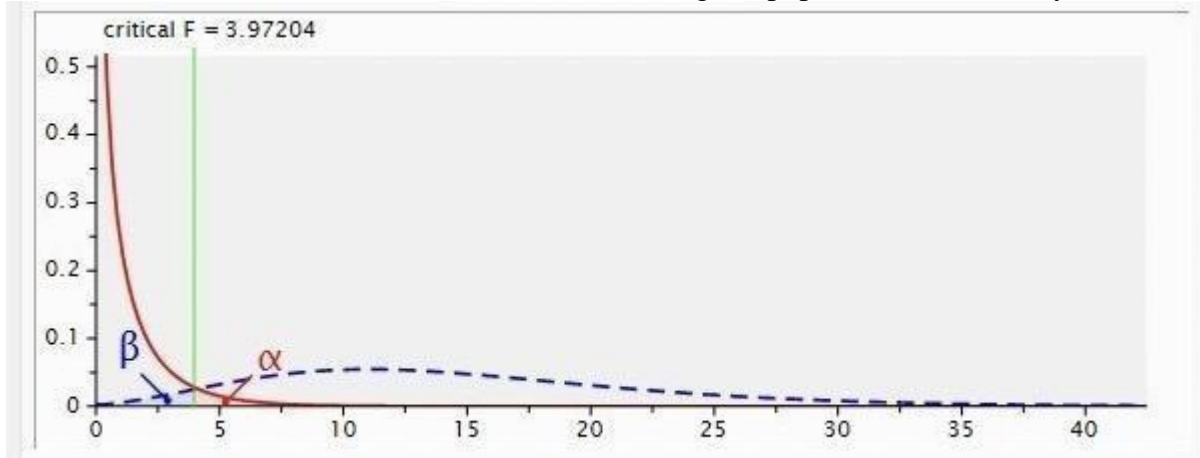

Figure 2. Sampling With G*Power

Researchers used sampling techniques through the *G*Power* application with *an effect size* value of f2 of 0.18 with *an alpha error probability* of 0.05, *beta error probability* of 0.95, and *a number of predictors* of 1. Figure 2 shows that from the sampling carried out, a sample of 75 respondents was found. The number obtained was the minimum number of samples, and researchers managed to get a total of 98 respondents. After the data was successfully obtained from all respondents, researchers processed it and conducted statistical analysis with the Statistical program of Social Science (SPSS) application. At the beginning, researchers conducted correlation tests, reality tests, and validity tests. Next, researchers tested statistical analysis of the data using multiple linear regression methods.

Measurement

The questionnaire used to collect responses consisted of 18 items. All items are measured on a 5-point Likert scale. Government presence on social media X was measured by taking from seven items used by Park et al. (2015) who asked respondents whether government agencies provided diverse, sufficient, accurate, and timely information. Public trust in the government is measured through four items that have previously been used also by Park et al. (2015) where respondents were asked whether or not they trust the government and the content it presents on social media X. Online political participation of novice voters is measured from the results of adaptation of eleven instruments that have been used by Alathur, Vigneswara Ilavarasan, and Gupta (2014), Where respondents were asked if they had ever written a blog, spoken in various discussion forums, signed online petitions, emailed government representatives, provided *online feedback* to the government, or contacted government officials or politicians via the internet.

Analysis Techniques

To assess the research model, researchers used a structural equation model (SEM). The measured construct validity is tested with convergent and discriminant validity through confirmatory factor analysis (CFA). This is done in accordance with the recommendations of Arshad & Khurram (2020) to validate customized instruments. In this research model, there are many complicated causal relationships that occur in more than one layer (e.g., a dependent variable becomes an independent variable at a later stage). Therefore, SEM is effective in this regard because it allows to test all complex relationships in path analysis in one process.

RESULT AND DISCUSSION

This section outlines the results of the study, including details of measurement models, structural models as well as hypothesis testing.

Measurement Model

The study adopted a two-step approach proposed by Anderson and Arshad & Khurram. The evaluation of the relationship begins with an assessment of the suitability and validity of the measurement model, where the first step is the identification and elimination of 11 items that show poor factor loading (<0.6) against their latent constructs. Improved model suitability is also carried out by checking the modification index, in particular against significant covariance.

After achieving model conformity, construct validity evaluations are performed taking into account the reliability of the composite (CR) for all constructs that are expected to have values higher than the threshold of 0.70 as well as ensuring the average the extracted variance (AVE) was higher than 0.5, except on the online political participation construct (AVE = 0.44). Fornell and Larcker's (1981) theory proposes that convergent validity is acceptable if the construct's AVE value is less than 0.5 but the construct's CR value is greater than 0.6, as seen in Table 1.

Table 1. Measurement Model

Variable	Indicator	Factor Loading	α	CR	BIRD
Presence	A1	0.779	0.841	0.854	0.416
Government in Social Media	A2	0.761			
	A3	0.686			
X	A4	0.491			
	A5	0.568			
	A6	0.652			
	A7	0.691			
Belief	B1	0.716	0.813	0.813	0.413
Community towards	B2	0.758			
	B3	0.743			
Government	B4	0.675			
Participation	C1	0.801	0.942	0.942	0.514
Online Politics	C2	0.699			

Elector

	C3	0.827
Beginner	C4	0.848
	C5	0.915
	C6	0.878
	C7	0.874

Model Struktural

Before going to hypothesis testing, a multicollinearity test between predictor variables is performed first (Hair et al., 2017). Table 2 does not show indications of multicollinearity because for each of the VIF predictors are quite below the cut-off value of 5 with a tolerance level greater than the cut-off value of 0.20 (Hair et al., 2010).

Table 2. Molkolinearity Test

Variable		Tolerance	BRIGHT
1. Presence	on Social	0.39	2.523
Government		6	
Media X			
2. Public Trust in		0.39	2.523
Government		6	

Tolerance greater than > 0.10 then there is no VIF multicollinearity smaller than < 10.00 then

multicollinearity does not occur

Hypothesis Testing

Table 3 shows a summary of the direct and indirect relationships used as hypotheses. For mediation analysis, this study uses a modern approach in estimating indirect paths by calculating the product of path coefficients and making conclusions based on the confidence limit generated by *bias-corrected bootstrapping* with a confidence interval (BCCI) of 95% with a *bootstrap* sample of 2000 (Tofighi &; Kelley, 2019).

Research shows that there is an influence between the presence of government on social media X on public trust in the government, which means H1 is accepted (p values = 0.000). The study also confirmed that the government's presence on social media X had an influence on the online political participation of first-time voters (H2) (p values = 0.000). Meanwhile, the results showed that public trust in the government had no influence on the online political participation of novice voters, H3 was not accepted (p values = 0.065).

Table 3. Test the hypothesis

HIPOTESIS	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
A -> B	0,758	0,755	0,066	11,501	**0,000**
A -> C	0,466	0,466	0,122	3,833	**0,000**
B -> C	0,239	0,249	0,129	1,850	**0,065**

CONCLUSION

From this study, it can be concluded that the presence of the government on social media X has an influence on public trust in the government, as well as on the online political participation of novice voters. Researchers strongly recommend future studies to select populations and samples that are more conical so that the results obtained will be more valid and clear.

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