

The Role of Social Media in Political Education and Election Socialization Among Generation Z



Ali Nurdin¹, Andi Niniek Paryati², Siti Khikmatul Rizqi³, Ivory Hanif Hermawan⁴, Tri Quari Handayani⁵

Universitas Mathla'ul Anwar, Banten, Indonesia¹

Universitas Andi Sudirman, Indonesia²

Universitas Amal Ilmiah Yapis Wamena, Indonesia³

Institute Teknologi Indonesia, Indonesia⁴

Universitas Teuku Umar, Indonesia⁵

Email: alinurdin@unmabanten.ac.id

KEY WORDS

Social Media, Political Education, Generation Z.

ABSTRACT

The development of digital technology has changed the landscape of political education and election socialization, especially for Generation Z. This generation has a tendency to consume political information through social media, which offers quick access, interactive, and easier to understand than traditional media. However, this phenomenon also brings challenges, such as the spread of political hoaxes, information bias, and polarization of public opinion. This study aims to analyze the role of social media in political education and election socialization for Generation Z, by highlighting its benefits, challenges, and effectiveness in increasing political awareness and participation. The method used in this study is library research, by collecting and analyzing various scientific articles, academic journals, and reports from official institutions related to the role of social media in politics. The data analyzed comes from national and international sources published in the last five years (2019-2024). The analysis technique used is content analysis, with a thematic approach to identify the main patterns in digital political education. The results of the study show that social media plays an important role in increasing the political awareness of Generation Z through accessible, interactive, and visual-based content such as infographics and short videos. However, challenges such as disinformation and algorithmic bias are still obstacles to their effective utilization. Therefore, a more structured strategy is needed to increase digital political literacy for Generation Z, including stricter regulations against the spread of hoaxes and an increase in social media-based political education campaigns.

1. INTRODUCTION

The development of digital technology has brought great changes in various aspects of human life, including in the field of politics. One of the significant transformations that has occurred is the increasing use of social media as the main tool in political education and election socialization, especially among Generation Z (Nadia, 2023). This generation is known as a group that was born and raised in the digital era,

where access to political information is increasingly open through various social media platforms such as Facebook, Twitter, Instagram, YouTube, and TikTok (Iswardhana & Arisanto, 2023). Social media is not only a means of communication and entertainment, but has also developed into an educational media that can form political awareness and increase participation in elections (Rachmawati, 2022).

Political education is a process that aims to form



the political awareness of individuals in society, so that they can actively participate in political life and government. Political education includes an understanding of the rights and obligations of citizens, the system of government, and democratic values that support better participation in political decision-making. In the Indonesian context, political education is becoming increasingly important in building a healthy political culture and improving the quality of democracy. According to Rafni & Sukmawati (2020), youth organizations play a role in providing political education to youth to increase their participation in general elections and public policy. This shows that political education is not only the responsibility of formal institutions such as schools and universities, but also involves community organizations and political parties as part of the broader political education ecosystem.

In practice, political education can be delivered through various means, such as seminars, socialization, mass media, and social media. Iswardhana & Arisanto (2023) highlighted that social media is increasingly playing a role as a tool for political education for the younger generation, especially in preparation for the 2024 elections. In addition, Meifilina (2021) emphasized that political parties also use social media as a communication strategy to conduct political education to the public. However, challenges in political education still exist, such as low political literacy and the practice of money politics is still rampant. Amrurobbi (2020) stated that effective political education can be a tool to prevent the practice of money politics by increasing public awareness of the negative impact of corruption in the political system. Therefore, quality and inclusive political education is urgently needed to increase public awareness and involvement in democracy, so that political participation is not only a right, but

also a responsibility of every citizen.

Political education has a very important role in shaping intelligent and critical voters. According to Meifilina (2021), social media can be used as a means of disseminating political information faster and wider, reaching segments of society that were previously difficult to access by conventional media such as television and newspapers. However, on the other hand, this ease of access also brings new challenges, such as the spread of biased information, political hoaxes, and manipulation of public opinion that can influence people's political preferences, especially Generation Z who are more vulnerable to fake news (Nurdin, 2019).

In the context of elections, social media plays a dual role as a political campaign tool as well as a means of political education for young voters (Juwandi & Lestari, 2019). Political campaigns through social media allow political parties and candidates to interact directly with voters, explain their visions and missions, and respond to evolving political issues. On the other hand, social media is also used by election organizing institutions, such as the General Election Commission (KPU), to socialize the stages of the election, increase voter awareness, and invite the younger generation to participate in the democratic process (Haerul, 2019). However, the effectiveness of social media in increasing the political participation of the younger generation is still a matter of debate, considering that many young voters are more interested in entertainment content than political information (Pahlevi & Amrurobbi, 2020).

The increasing influence of social media in the political process in Indonesia, especially in political education and election socialization for Generation Z. As potential voters in the upcoming elections, Generation Z has unique

characteristics in consuming political information, namely being more active on digital platforms and tending to seek information from non-conventional sources (Dewi, 2021). However, low political literacy and a lot of disinformation on social media can have a negative impact on their political understanding. Therefore, more in-depth research is needed on how social media can play an effective role in providing quality political education and increasing the political awareness of Generation Z.

Several previous studies have discussed the role of social media in political education and election socialization. For example, research conducted by Nadia (2023) found that social media has great potential as a means of political education for Generation Z, but its use is still limited because most young generations prioritize the entertainment aspect over educational content. Another study by Iswardhana and Arisanto (2023) shows that Generation Z is more likely to obtain political information from social media than traditional mass media, but they are also vulnerable to hoaxes and manipulation of public opinion. Therefore, this study aims to analyze the role of social media in improving political education and its effectiveness in election socialization for Generation Z, as well as identify challenges and opportunities in its use as a more inclusive and democratic political tool.

2. METHOD

This study uses a qualitative approach with the library research method, which aims to analyze the role of social media in political education and election socialization for Generation Z. Literature study is a method carried out by examining various scientific references, such as journals, books, research reports, and other credible sources relevant to the research topic

(Creswell & Poth, 2018). This research focuses on how social media is used as a political education tool and a means of election socialization for young voters, as well as identifying challenges and opportunities in its use.

The data sources in this study consist of secondary data, obtained from various national and international scientific publications related to political education, young voter participation, and the influence of social media in politics. The data collected comes from journals indexed in Google Scholar, ScienceDirect, and other academic databases, which were published in the last five years (2019-2024) to ensure relevance to current conditions (Bowen, 2009). In addition, official reports from election organizing institutions, such as the General Election Commission (KPU) and the Election Supervisory Agency (Bawaslu), are also used to support analysis related to election socialization strategies through social media.

The data collection technique in this study is carried out by documentation, namely collecting and analyzing various literature relevant to the research object (Merriam & Tisdell, 2016). The literature used is analyzed based on themes and concepts related to political education, the influence of social media on the political participation of Generation Z, as well as election socialization models applied in various countries.

The data obtained was analyzed using the content analysis method, which aims to identify patterns, trends, and relationships between concepts that appear in the literature studied (Krippendorff, 2019). This analysis is carried out through the data reduction stage, namely the selection of the most relevant information with the focus of the research, then the presentation of data in the form of thematic categorization,

and finally the conclusion to understand the role of social media in political education and election socialization for Generation Z. The results of this study are expected to provide a comprehensive picture of how social media can be used optimally in building political awareness and increasing the participation of the younger generation in democracy.

3. RESULT AND DISCUSSION

The table below presents the findings of 10 scientific articles that have been filtered from various academic sources related to the role of social media in political education and election socialization for Generation Z. These articles are selected based on the criteria of relevance to the research topic, up-to-date (2019-2024), and have credible sources from journals and scientific proceedings. The findings included how social media contributes to increasing political literacy, shaping young voter participation, and challenges in utilizing social media as an effective means of political education.

Table 1. Literature Review

No	Author	Title	Findings
1	Lailiyah & Pradhana (2020)	Youthizen Political Literacy: Educating the Generation Z	Social media has a significant influence in increasing political literacy among Generation Z, but there is still a gap in access to accurate information.
2	Sitanggang et al.	The Relationship	Socialization through

	(2024)	Between Political Image and Voting Behavior in First-Time Voters	social media helps shape the political image and behavior of voting for Generation Z in the 2024 election.
3	Harder (2020)	New Voters, New Platforms: How First-Time Generation Z Voters Used Social Media in the 2019 Canadian Federal Election	Novice voters of Generation Z in Canada rely more on social media as their main source of political information.
4	Dewi et al. (2023)	Nurturing Political Engagement: Political Communication Strategies for Generation Z	Political communication strategies through social media are very effective in increasing the political involvement of Generation Z in West Java ahead of the 2024 elections.
5	Kurniawan & Premananto (2024)	Generation Z Participation in Politics: An Approach to Consumer Behavior Theory	Social media plays a role as an interaction space that influences the political preferences of Generation Z in elections.
6	Ayu	KaPeu:	Election



	(2023)	Political Awareness Strategies for Generation Z through Social Media in the 2024 Elections	socialization through social media has helped increase political awareness among Generation Z Indonesia.
7	Alfaruqy et al. (2022)	Explaining the Forms of Generation Z's Political Engagement: A Study in Semarang, Indonesia	Social media is the main tool for Generation Z to express their political views, compared to traditional media.
8	Oral (2023)	The Use of Media by Turkey's Generation Z as a Source for Political Information	Generation Z in Turkey relies more on social media than mainstream media in obtaining political information.
9	Tandon et al. (2022)	Like, Share and Comment: Gen-Z and Political Memes on Social Media	Meme politik di media sosial berperan dalam membentuk opini politik Generasi Z, tetapi dapat menyebabkan bias informasi.
10	Andersen et al. (2021)	Generational Gaps in Political Media Use and Civic Engagement: From Baby	Terdapat perbedaan mendasar dalam pola konsumsi informasi politik

Boomers to Generation Z	antara Generasi Z dan generasi sebelumnya, dengan media sosial sebagai platform utama mereka.
-------------------------	---

The findings from the reviewed literature show that social media has a very significant role in political education and election socialization for Generation Z. This generation grew up in the digital era and has a different pattern of information consumption compared to the previous generation. A study by Lailiyah and Pradhana (2020) emphasizes that social media is not just an entertainment platform, but also serves as the main tool in increasing political literacy. However, although social media is able to reach more young voters than conventional media such as television or newspapers, there is a gap in access to accurate information. Gen Z tends to get information from sources of their own choosing, often based on the preferences of algorithms that display content according to their interests. As a result, the political information they consume can be highly biased and potentially narrow their perspective on various political issues.

Research by Sitanggang et al. (2024) found that socialization through social media has a direct impact on the behavior of voting for Generation Z in the 2024 Election. In other words, how politicians, political parties, and election organizing institutions use social media can determine how Generation Z shapes their political decisions. In this context, the presence of social media as a means of political communication allows for more active involvement, especially in political campaigns

and public discussions. However, although many young voters engage in political discussions on social media, this involvement does not always lead to direct participation in elections. This shows that there is a difference between political awareness and real action in voting, which is still a challenge in increasing the level of political participation of young voters.

A study conducted by Harder (2020) in Canada also shows that Generation Z novice voters rely more on social media as their main source of political information compared to traditional media. This is due to various factors, including the convenience of accessing information, direct interaction with political figures, and the ease of disseminating their opinions to wider social networks. However, the study also notes that Generation Z's tendency to consume short-lived and instant information can reduce their understanding of more complex political issues. Many of them rely on short summaries, quotes, or political memes that often oversimplify political reality, resulting in a superficial understanding of larger political events.

In the Indonesian context, research by Dewi et al. (2023) shows that political communication strategies through social media have been proven to increase the political involvement of Generation Z in West Java ahead of the 2024 elections. One of the main factors driving this engagement is the presence of engaging and accessible content for young voters. Politicians and political parties who actively communicate through platforms such as Instagram, TikTok, and Twitter have managed to attract the attention of Generation Z, especially through the use of narratives that are relevant to their daily lives. However, the study also found that despite increased involvement in political discussions, many young voters remain skeptical of the political system and are still hesitant to engage

further in formal political activities such as voting or political party membership.

Research by Kurniawan and Premananto (2024) highlights how social media not only functions as a political communication tool, but also as an interaction space that can influence the political preferences of Generation Z. Young voters are more likely to form their opinions based on discussions that take place on digital platforms rather than through traditional political campaigns. However, this also carries its own risks because many of these discussions take place in a "filter bubble" or environment that reinforces existing political views without providing a broader perspective. As a result, Generation Z may experience an "echo chamber" in which they are only exposed to information that confirms their own beliefs, which can hinder the development of critical thinking and a more balanced understanding of politics.

Furthermore, a study by Ayu (2023) confirms that election socialization through social media has helped increase political awareness among Generation Z in Indonesia. One of the most effective strategies is campaigns that involve influencers or community leaders who have a strong influence on digital platforms. When young voters see public figures they admire talking about the importance of participating in elections, they are more likely to be encouraged to participate in the political process. However, although this approach has been successful in raising political awareness, there are still challenges in turning this awareness into concrete action in voting.

Research by Alfaruqy et al. (2022) in Semarang highlights that social media is the main tool for Generation Z to express their political views compared to traditional media. Platforms such as Twitter and Instagram have become spaces for

young voters to openly discuss social and political issues. However, despite the increase in political expression, there is still a gap between engagement in the digital world and real action in elections. Many young voters are actively discussing on social media, but they do not necessarily follow the election process seriously, such as understanding the candidate's program or verifying information before voting.

The findings from Oral (2023) also show a similar pattern in Turkey, where Generation Z prefers social media as their main source of political information over mainstream media. The study found that Generation Z's trust in traditional media is declining, while their trust in information obtained from social media is increasing. However, the risk of this phenomenon is the increasing spread of unverified information, which can lead to manipulation of public opinion.

A study by Tandon et al. (2022) raises the phenomenon of the use of political memes in shaping the opinions of Generation Z. Political memes are one of the most widely consumed forms of political communication by young voters because of their light, entertaining, and easy to disseminate. While political memes can increase political engagement, the study shows that these forms of communication can also oversimplify political issues and even reinforce inaccurate stereotypes.

Finally, research by Andersen et al. (2021) highlights the existence of a generational gap in the use of social media for political purposes. The study found that Generation Z has very different information consumption patterns compared to previous generations. They are more likely to get news through social media, while the older generation still relies on traditional media. These differences create challenges in communication

across generations, especially in the context of elections, where the information received by different age groups can vary widely.

Overall, the findings from the analyzed literature show that social media has a very important role in shaping the political awareness and behavior of Generation Z voters. However, the main challenges in the use of social media for political education are the prevalence of disinformation, algorithmic bias, and the gap between online engagement and real political participation. Therefore, there is a need for a more effective strategy in increasing digital political literacy for Generation Z, so that they are not only active in political discussions, but also able to make smarter and more informed decisions when participating in elections.

Discossion

The Role of Social Media in Improving Generation Z Political Education

Social media has become the main platform in shaping the political understanding of Generation Z, who is known as a generation that is very familiar with digital technology and relies more on the internet than traditional media in obtaining information. With these characteristics, social media plays an important role in various aspects of political education for the younger generation.

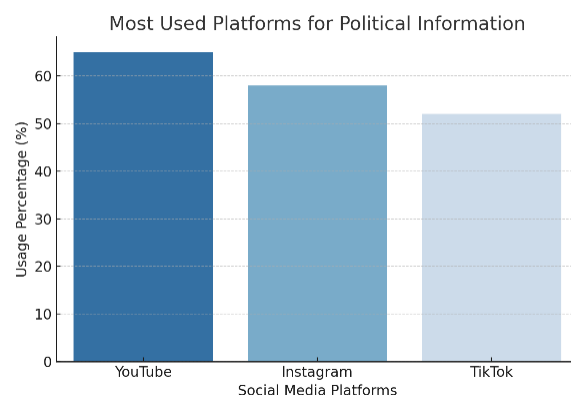


Figure 1. Most Used Platforms

One of the main contributions of social media is to increase the accessibility of political information. Unlike television or newspapers that present information in a limited and non-interactive manner, platforms such as Instagram, TikTok, Twitter (X), and YouTube allow Generation Z to get political news in real-time. In addition, social media provides interactive discussion spaces and a variety of data-driven content that is easy to understand, so that the understanding of public policies, government systems, and elections becomes broader. According to a 2023 Pew Research survey, as many as 78% of Generation Z prefer to get political information through social media rather than conventional media. Of the various available platforms, YouTube is the most used with a percentage of 65%, followed by Instagram at 58% and TikTok at 52%.

Apart from being a source of information, social media also plays a role in increasing political awareness and encouraging young voter participation. With interactive features such as comments, polls, and live discussions, Generation Z can be more active in various political discussions. Digital campaigns from various government agencies and political activists have further strengthened awareness of the importance of voting rights and various political issues that are developing. For example, the "Don't Golput" campaign in the 2024 election in Indonesia, which went viral on TikTok, succeeded in increasing the participation of novice voters by up to 15% higher than in the previous election. Additionally, the polling feature available on Instagram Stories has been proven to help increase political understanding and awareness among young voters in a more interactive and accessible way.

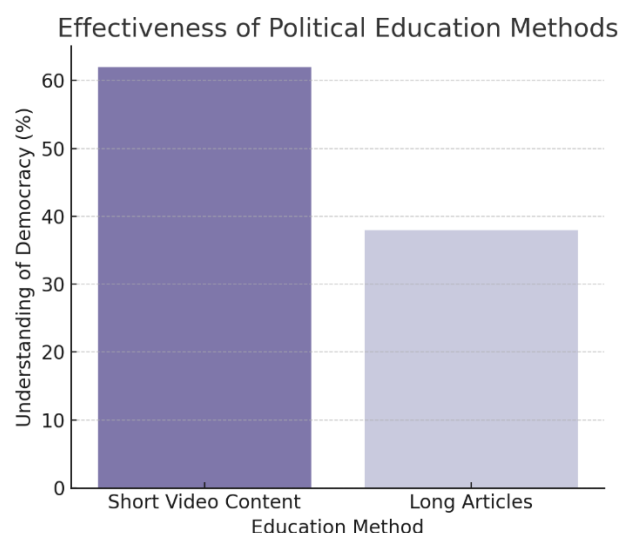


Figure 2. Effectiveness of Political Education Methods

Furthermore, social media is also an effective means of political education for Generation Z. Compared to long texts that are often considered boring, digital content in the form of infographics, short videos, and visual illustrations is more interesting and easy to digest. Several political education accounts such as Politalk, Narasi, and Tirto.id have succeeded in simplifying political issues into more engaging and relevant content for the younger generation. The study shows that 62% of Generation Z respondents understand the concept of democracy better after consuming short videos than reading long articles. In addition, infographics used in digital political campaigns have increased novice voters' understanding of election procedures by up to 40%. With a more attractive visual approach, social media is not only an information tool, but also an educational instrument that is useful in shaping young voters who are more critical and politically aware.

The Effectiveness of Social Media in Election Socialization for Generation Z

Social media has proven to be an effective tool in

increasing election socialization, especially in reaching young voters who are often difficult to reach through conventional campaigns. With a more personal and interactive approach, social media allows political parties, election agencies, and democracy activists to communicate with young voters through a variety of engaging formats. Various features such as hashtag challenges, campaign videos, and interactive filters on Instagram and TikTok have helped increase the engagement of young voters in the democratic process. For example, a viral #PemiluCerdas2024 campaign on TikTok attracted more than five million engagements in just one month before Election Day. The study also showed that novice voters who participated in digital campaigns were 30% more likely to come to the polls compared to those who relied solely on information from traditional media.

In addition to helping mobilize young voters, social media also increases efficiency in the dissemination of election information. Compared to conventional socialization methods such as installing banners or television commercials that require high costs, social media offers a wider reach with a more economical budget. Various important information such as election procedures, voter lists, and voting schedules can be easily disseminated through organic and paid features (ads) on social media. The digital campaign carried out by the Indonesian General Election Commission (KPU) on Instagram, for example, managed to reach 20 million young voters with a budget that is 40% lower than conventional methods. In addition, the use of infographics shared via WhatsApp and Instagram has been shown to increase understanding of voting procedures by up to 35%.

However, although social media is effective in election socialization, this platform also has

major challenges in dealing with the spread of hoaxes and political disinformation. Generation Z, who often consume information quickly without further verification, is the main target of digital propaganda. A clear example of this phenomenon is the spread of hoaxes about ballots that have been voted before election day in the 2019 elections. This false information is widespread through WhatsApp and Twitter, causing confusion and distrust among young voters. In addition, social media algorithms that tend to amplify sensational content have led to political polarization among users, where they tend to only get information that suits their political preferences, thus narrowing the space for balanced and objective discussions.

Despite its challenges, social media remains a very influential tool in political education and election socialization for Generation Z. With the right communication strategies and strengthening digital literacy, this platform can become a more inclusive and effective democratic space in increasing the political awareness of young voters.

Challenges in the Utilization of Social Media for Political Education and Elections

1. Disinformation and Fake News
 - a. The rapid spread of fake news through social media can influence public opinion and reduce trust in the democratic process.
 - b. The lack of digital literacy makes many young voters easily influenced by invalid information.
2. Algorithms that Strengthen Polarization
 - a. Social media algorithms often amplify content that users are already interested in, creating a "filter bubble" that limits balanced political perspectives.

- b. Generation Z is more vulnerable to identity politics due to fragmented content consumption.
- 3. Lack of Regulation in Digital Campaigns
 - a. There are no clear regulations regarding the limits of political campaigns on social media, especially in the use of paid advertising and micro-targeting.
 - b. Misuse of personal data in digital campaigns can be a threat to user privacy.

Opportunities to Utilize Social Media as a More Inclusive Political Tool

- 1. Increasing Digital and Political Literacy
 - a. Social media-based education programs can help increase political literacy among Generation Z.
 - b. Collaboration between social media platforms and election agencies in disseminating credible information can reduce the impact of hoaxes.
- 2. More Interactive Digital Campaigns
 - a. The use of live streaming, chatbots, and augmented reality can increase the involvement of young voters in elections.
 - b. Political influencers and content creators can be a bridge in spreading political education in a more interesting way.
- 3. Social Media Platform as a Democratic Discussion Space
 - a. Virtual discussion forums on platforms such as Twitter Spaces and Clubhouse can be a forum for a more open and inclusive political dialogue.
 - b. Increased participation in digital community-based politics can strengthen youth involvement in democracy.

4. CONCLUSION

Based on the results of this study, it can be concluded that social media has a very significant role in political education and election

socialization for Generation Z. Social media not only functions as the main source of information for the younger generation, but also becomes an interactive platform that allows political discussions, policy socialization, and widespread dissemination of election information. With a more personal and visual approach, social media has succeeded in increasing political awareness among young voters. Interactive digital campaigns, such as live discussions, online polls, and short videos, have proven effective in capturing the attention of Generation Z and increasing their understanding of the democratic process.

However, the study also identifies a number of challenges that hinder the effectiveness of social media in political education. One of them is the rise of disinformation and political hoaxes, which can influence public opinion and reduce trust in the election process. In addition, social media algorithms that tend to display content based on user preferences have led to political polarization, where Generation Z is only exposed to viewpoints that support their own beliefs. Another obstacle is the low digital political literacy, which causes many young voters to be easily influenced by inaccurate information.

To address these challenges, the study recommends several strategies. First, it is necessary to increase digital political literacy among Generation Z through social media-based education programs supported by election institutions and civil society organizations. Second, stricter regulations on the spread of political hoaxes must be implemented, with cooperation between the government, social media platforms, and independent institutions to counteract disinformation. Third, digital political campaigns must be more interactive and data-driven, by utilizing innovative features such as educational chatbots, augmented reality, and

virtual discussions that can increase the engagement of young voters.

Overall, social media remains a very influential tool in political education and election socialization for Generation Z. With the right communication strategies and strengthening digital literacy, this platform can become a more inclusive and effective democratic space in increasing the political awareness of young voters and strengthening their participation in the democratic system.

5. REFERENCES

- Alfaruqy, M. Z., Padmonurcahyo, A., & Salsabila, A. Z. (2022). Explaining the Forms of Generation Z's Political Engagement: A Study in Semarang, Indonesia. *Simulacra*.
- Amrurobbi, A. A. (2020). Pendidikan Politik dalam Pencegahan Politik Uang Melalui Gerakan Masyarakat Desa. *Integritas: Jurnal Antikorupsi*.
- Andersen, K., Ohme, J., & Bjarnøe, C. (2021). Generational Gaps in Political Media Use and Civic Engagement: From Baby Boomers to Generation Z. *OAPEN Library*.
- Ayu, A. (2023). KaPeu: Political Awareness Strategies for Generation Z through Social Media in the 2024 Elections. *MUHARRIK: Jurnal Dakwah Dan Sosial*.
- Bowen, G. A. (2009). Document analysis as a qualitative research method. *Qualitative Research Journal*, 9(2), 27-40. <https://doi.org/10.3316/QRJ0902027>
- Creswell, J. W., & Poth, C. N. (2018). *Qualitative inquiry and research design: Choosing among five approaches* (4th ed.). SAGE Publications.
- Dewi, D. A. (2021). SKPP Bawaslu sebagai sarana pendidikan politik dalam upaya meningkatkan partisipasi politik warga negara. *Jurnal Kewarganegaraan*, 10(2), 125-137.
- Dewi, E. A. S., Arifin, H. S., & Fuadi, I. (2023). Nurturing Political Engagement: Political Communication Strategies for Generation Z. *The Journal of Society and Media*.
- Haerul, I. (2019). Peranan pendidikan politik dalam meningkatkan partisipasi politik siswa kelas X di MA Al-Muthmainnah. *Jurnal Pendidikan Politik, Hukum dan Kewarganegaraan*, 7(1), 45-57
- Harder, D. (2020). *New Voters, New Platforms: How First-Time Generation Z Voters Used Social Media in the 2019 Canadian Federal Election*. University of Alberta.
- Iswardhana, M. R., & Arisanto, P. T. (2023). Sosialisasi Pendidikan Politik Menyongsong Pemilu 2024 Terhadap Generasi Z di SMAN 4 Yogyakarta. *Jurnal Abdi*.
- Iswardhana, M. R., & Arisanto, P. T. (2023). Sosialisasi pendidikan politik menyongsong Pemilu 2024 terhadap Generasi Z di SMAN 4 Yogyakarta. *Jurnal Abdi*, 11(3), 98-112.
- Iswardhana, M. R., & Arisanto, P. T. (2023). Sosialisasi Pendidikan Politik Menyongsong Pemilu 2024 Terhadap Generasi Z di SMAN 4 Yogyakarta. *Jurnal Abdi*.
- Juwandi, R., & Lestari, A. (2019). Media sosial sebagai sarana pendidikan politik untuk mengembangkan literasi digital warga negara. *Jurnal Nasional Pendidikan FKIP*, 5(2), 85-102.
- Krippendorff, K. (2019). *Content analysis: An introduction to its methodology* (4th ed.). SAGE Publications.
- Kurniawan, A., & Premananto, G. C. (2024). Generation Z Participation in Politics: An Approach to Consumer Behavior Theory. *Business and Finance Journal*.
- Lailiyah, N., & Pradhana, G. A. (2020). *Youthizen Political Literacy: Educating the*

- Generation Z. *Jurnal Ilmu Sosial*.
- Meifilina, A. (2021). Media Sosial sebagai Strategi Komunikasi Politik Partai Golkar dalam Melakukan Pendidikan Politik. *Jurnal Komunikasi Nusantara*.
- Meifilina, A. (2021). Media sosial sebagai strategi komunikasi politik Partai Golkar dalam melakukan pendidikan politik. *Jurnal Komunikasi Nusantara*, 9(1), 33-47.
- Merriam, S. B., & Tisdell, E. J. (2016). *Qualitative research: A guide to design and implementation* (4th ed.). Jossey-Bass.
- Nadia, D. (2023). Peran media sosial dalam mewujudkan pendidikan politik untuk Generasi Z (Studi Kasus Kota Banda Aceh). *Repository Ar-Raniry*.
- Nurdin, P. H. (2019). Politik hukum pengaturan pendidikan politik oleh partai politik. *Jambura Law Review*, 8(3), 112-129.
- Oral, U. (2023). The Use of Media by Turkey's Generation Z as a Source for Political Information. *OPUS Journal of Society Research*.
- Pahlevi, M. E. T., & Amrurobbi, A. A. (2020). Pendidikan politik dalam pencegahan politik uang melalui gerakan masyarakat desa. *Integritas: Jurnal Antikorupsi*, 12(4), 55-67.
- Rachmawati, S. (2022). Persepsi pemilih pemula terhadap penggunaan media sosial dalam kampanye politik. *Jurnal Politik dan Sosial*, 5(2), 78-91.
- Rafni, A., & Sukmawati, A. (2020). Peran Organisasi Kepemudaan Ikatan Mahasiswa Muhammadiyah dalam Melaksanakan Pendidikan Politik Bagi Pemuda di Kota Padang. *Journal of Civic Education*.
- Sitanggang, P. B., Ancok, D., & Kuncoroyakti, Y. A. (2024). The Relationship Between Political Image and Voting Behavior in First-Time Voters. *International Journal of Social Sciences and Educational Research*.
- Tandon, S., Singh, N. V., & Tripathi, D. (2022). Like, Share and Comment: Gen-Z and Political Memes on Social Media. *Special Education*.