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Role of Social Media in Shaping the Political Perception of Youth in Tanggikiki Urban Village During the 2024 General Election

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ABSTRACT

This study aims to understand the role of social media in shaping the political perception of youth in Tanggikiki Urban Village during the 2024 General Election. In the increasingly advanced digital era, platforms such as TikTok, Instagram, and Facebook serve not only as communication tools but also as instruments for political campaigns, spaces for political education, and platforms for expressing political views among young voters. This study uses a qualitative approach with a case study method. Data are collected through interviews, observations, and documentation from various informants, including young people, local officials, and members of the election supervisory committee. The findings reveal that social media plays an active role in shaping political opinions among the youth, encouraging participation in political discussions, and increasing awareness of electoral issues. However, negative impacts also arise, such as the spread of hoaxes, opinion polarization, and the creation of echo chambers that limit political perspectives. Therefore, digital literacy is essential for enabling youth to use social media critically and responsibly in support of a healthy democratic process.

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INTRODUCTION

Social media is an online platform that allows users to easily participate, share content, and create content that includes various forms such as blogs, social networks, wikis, forums, and virtual worlds. Blogs, social networks, and wikis are the most common types of social media used by the global community. There is another view that states that social media is a type of online media that supports social interaction, where web-based technology is the foundation that transforms the communication process into an interactive dialogue (Istiani & Islamy, 2020).

Law Number 11 of 2008 concerning Information and Electronic Transactions (ITE) is a law that regulates various aspects related to the use and transaction of electronic transactions, including social media. This law provides a legal basis for the enforcement of rules related to illegal content and behavior on social media. In addition, Government Regulation Number 71 of 2019 concerning the Implementation of Electronic Systems and Transactions (PPSE) provides more specific guidelines regarding procedures for the implementation of electronic systems and transactions, including social media. The PPSE also regulates various aspects related to security, data protection, and the obligations of electronic system operators, which are relevant in the context of social media.

In Indonesia itself, the use of social media in 2024 in January on average, the Indonesian population is recorded to use social media for 191 minutes (3 hours 11 minutes) per day. And Indonesia itself is in the top 9 countries with the most social media usage around the world, ranging from Facebook, Instagram, YouTube, Twitter, to TikTok. This shows that the role of social media in daily life, especially in Indonesia, is very large

and plays a very active role. No wonder we can see with our own eyes and also ourselves that social media is very much in demand among young children, adults and children under the age of 5 years.

The perception of the younger generation comes from two words, namely "perception" and "young generation". Leavit (1978) defines perception as a person's judgment or interpretation of how to perceive or interpret something captured by his sensory apparatus. In this context, the "younger generation" refers to a young age group, usually between 17 and 25 years old, who have distinctive characteristics and views. Thus, "perception of the younger generation" can be interpreted as the way of view, understanding, and interpretation that young people have towards various aspects of life and the world around them, influenced by the social, cultural, educational, technological, and environmental backgrounds in which they grow and develop. (Suliyanto et al., 2016)

Politics is a phenomenon that is closely related to human life in society. Naturally, humans are social creatures that are constantly living in dynamics and development. Therefore, politics is a manifestation of the process of human development itself. In this context, politics is not only a reflection of the interactions between individuals in society, but also a form of expression of the evolution and changes that occur in human social life. (Nambo & Puluhuluwa, 2005). According to Gabriel A. Almond and friends, politics is a series of activities that focus on controlling public decision-making in a certain society and region. This control process is supported by the use of instruments that have legitimate authority and coercive capabilities. The essence of politics lies in who reflects the dynamics of power and goals in a social system.

Politics itself includes several things and one of them concerns general elections. General elections are an institution that acts as a tool to channel the democratic rights of the community. The existence of electoral institutions is recognized by countries that base their principles on the sovereignty of the people. The core of the problems that arise in the general election is related to the two main problems that are always in the spotlight in the practice of national and state life, namely the concept of people's sovereignty and the principle of democracy. (Kartiko, 2009)

Apart from that, we need to know about the role taken by social media that makes the perception of the younger generation change in the world of politics. We know that social media and society are closely related to each other where social media helps or facilitates the daily lives carried out by the community. If we look at the role of social media in the general election, we see how legislative candidates from various parties who are competing make interesting things that are published on existing social media, to attract the attention of the younger generation so that the younger generation is confident to vote for the candidate.

With a deeper understanding of the impact of social media on the political perceptions of younger generations during elections, my hope is that we can identify ways to minimize the spread of false or biased information, as well as promote healthy, fact-based discussions among citizens in support of a transparent democratic process.

As is happening today, we see how social media is very closely in people's lives and we also know that many people just believe what is published or people no longer trace or find out in advance about whether it is true or just a game of bad people.

For this, in one of the areas in Gorontalo province, Gorontalo City, more precisely in Tanggikiki Village, also knows social media in which there is a political context, especially the 2024 election. Many young people or novice voters are interested in choosing one of the figures with only a lot of looking at one of the social media platforms in which there is a face of the figure.

RESEARCH METHODS

This study uses a case study approach to understand more clearly the role of social media on the political perception of the people of Tanggikiki Village in the 2024 election. The location of this research is in Tanggikiki Village, Sipatana District, Gorontalo City. To get researched information. The time required for this research is planned to be 1 month and will be completed according to the needs of the research.

Data Analysis Techniques

According to Noeng Muhadjir (1998: 104), in (Ahmad & Muslimah, 2021) data analysis is an effort to identify and organize data obtained from interviews, observations, and other sources in a systematic manner. The goal is for researchers to understand the case being studied and present the findings for future research purposes. In an effort to improve the understanding of analysis, researchers need to continue to search for meaning from the data collected. This approach involves several stages, namely: 1) preparation before collecting data in the field, 2) systematic arrangement of the findings obtained, 3) presentation of the findings 4) and the search for meaning in an ongoing manner so as to avoid the existence of alternative meanings that can reduce the validity of the findings.

RESULTS OF RESEARCH AND DISCUSSION

The Role of Social Media in the Political Perception of the Young Generation in the 2024 Election

The 2024 election is an important momentum for the young generation in Tanggikiki in expressing their political views, and social media plays a key role in the process. Through various digital platforms, young people can more easily access information about legislative candidates, political parties, and policy issues of public concern. This rapid and widespread availability of information shapes their political opinions more dynamically than previous generations.

Apart from being a source of information, social media is also a space for the young generation of Tanggikiki to engage in interactive political conversations. They are not only consumers of information, but also producers of content that are able to influence the views of peers. Through online uploads, comments, and discussions, they helped build a political narrative that reflected the values and aspirations of their generation.

However, not all social media influences are positive. The sheer amount of information circulating, including biased or unverified content, can cause confusion and affect perceptions in an unobjective way. Therefore, it is important for the young generation of Tanggikiki to have good digital literacy in order to be able to sort information critically. That way, social media can be an effective tool in strengthening intelligent and responsible political participation.

The Role of Social Media as a Campaign Media

The use of social media as a campaign tool is very effective because of its ease of access and is also widely used by all circles of the teenagers to the elderly. With that, information about the Presidential and Vice Presidential candidates can be easily accessed. The political participation of the younger generation is now starting to be more open, because it is influenced by the social media used. The other cause is one of them is due to the increasing intensity of social media use as it is today. Their curiosity is getting higher and higher makes them want to know how political developments in Indonesia are today. Young voters use social media as an assessment and consideration to vote in the 2024 election. Political communication is currently starting to be targeted at social media users. With that, political communication is the most important part of the strategy to gain support to meet political needs. (Lestari et al., 2024)

In today's digital era, political campaigns are no longer limited to billboards, banners, or face-to-face meetings. Social media has become a very strategic new space for political actors to reach voters, especially the younger generation. This generation is known to be active and can hardly be separated from the use of social media in their daily lives. This makes social media a very potential and effective campaign field to convey political messages quickly, cheaply, and widely.

Platforms such as Instagram, TikTok, Facebook, and YouTube allow legislative candidates and their successful teams to present content in various forms, from short videos, infographics, to live streaming. In contrast to conventional campaigns that tend to be one-way, campaigns through social media allow for two-way interaction between candidates and voters. This kind of interaction can foster emotional closeness and form a positive perception of a particular candidate. Young voters tend to feel more connected if the prospective leader looks "close" and active on social media.

As in election campaigns, this social media is used by politicians to create interesting content related to the implementation of campaigns. They make it as interesting as possible, with their political message. The political message contains such as vision, mission, and promises if they win in the implementation of the 2024 election. (Lestari et al., 2024).

The results of observations and interviews conducted by the researcher also show that many of the young generation of Tanggikiki know legislative candidates better from the content they see on social media than from direct campaigns. In fact, some young people admit that their decision to vote for someone is influenced by how the candidate performs and conveys his or her visions and missions on social media. Visual content such as short-form videos, political memes, and clips of a candidate's activities are often more attention-grabbing than long speeches on stage.

The use of social media in political campaigns has a positive influence on politics. People who use social media tools engage in political discussions, share political information, and participate in polls. By using Social Media as a way to express ideas and convey ideas, these people support and interact with others who have similar political interests. (Khatimah et al., 2024)

However, the ease of access to this information also has a negative side. The amount of campaign content on social media is not always accompanied by clarification or verification of information. Hoaxes, image manipulation, and provocative narratives are very likely to spread quickly and form false perceptions. Some of the younger generation who became informants stated that they felt confused about making choices because of the amount of conflicting information on social media.

The 2019 election in Indonesia is one interesting example of how social media plays a huge role in political campaigns. Social media such as Facebook, Instagram, Twitter, and YouTube are used as the main tools to disseminate information, mobilize the masses, and direct public opinion. (Khatimah et al., 2024)

On the other hand, the direct involvement of the younger generation in the digital campaign process is also increasing. They are not only the target of campaigns, but also active actors who participate in disseminating information, creating support content, and even becoming the social media team of certain candidates. This is clear evidence that social media has provided a wide space for participation, especially for young people who previously tended to be apathetic to politics.

Another interesting phenomenon is the emergence of the trend of "political influencers" at the local level. Some young people who have a large following on social media are often used by candidates as a bridge of communication with young voters. They promote certain candidates in a style that is relaxed, creative, and in line with the tastes of young people, so that political messages can be received more easily without the impression of patronizing. This strategy is considered more effective because the message is conveyed through figures who have been trusted by young people.

In the context of Tanggikiki, the campaign strategy through social media seems to be quite successful. Based on interviews with several informants, such as Agung Saputra Monoarfa and Mohamad Akbar, it can be concluded that the active participation of the younger generation in the discussion and distribution of campaign content shows that social media has become a new political space that cannot be ignored. Some informants even stated that if there was no social media, they might not know the candidates and not care much about the election.

But of course, the effectiveness of political campaigns on social media is highly dependent on the quality of the content and the ethics of political communication used. Candidates who only rely on gimmicks or empty promises can actually get a negative image from young voters who are increasingly critical. Therefore, there needs to be a balance between an attractive visual strategy and a message substance that truly reflects the real work program of the candidate.

From the results of these findings, it can be concluded that social media has become a very significant political campaign tool, especially in shaping the political perception of the younger generation. Digital campaigns are able to create a space for political participation that is inclusive, interactive, and more relevant to the times.

Nevertheless, digital literacy remains a major challenge that must be overcome so that young voters not only become consumers of information, but also able to filter and understand political messages wisely. With increasing digital literacy and the responsible use of social media, political campaigns in the digital era can run in a healthy manner and have a positive impact on improving the quality of democracy, especially in areas such as Tanggikiki Village.

It is undeniable that the appeal of social media as a means of campaigning lies in its ability to reach a wide audience with a fast time and relatively low cost. For legislative candidates, social media is a very efficient solution to introduce themselves, convey their vision and mission, and build closeness with constituents. Candidates no longer need to hold a massive campaign in the field, simply by maximizing attractive content strategies on social media to reach thousands or even millions of users.

This phenomenon is also seen in Tanggikiki Village. Some young citizens said that they first learned the name and face of the legislative candidate from short videos on TikTok and Instagram Reels. They admitted that it was easier to remember the campaign message that was conveyed in a light and attractive way, for example through comedy sketches, footage of social activities, or infographics containing visions and missions. This shows that a relaxed and contemporary style of political communication tends to be more accepted by the younger generation than rigid and formal political narratives.

The involvement of young people in digital campaigns has also created a kind of "digital volunteer movement", in which supporters of candidates voluntarily disseminate campaign content through their personal accounts. They feel that they have some kind of closeness or similarity in vision with a certain candidate, so they are motivated to disseminate political messages voluntarily. This engagement is often even more impactful because it's done in a more organic way, not as impressive as paid promotions. In some cases, campaigns like this are more effective in building public trust.

However, the biggest challenge of campaigning through social media is the potential for the dissemination of information that is manipulative in nature. Many successful candidates or teams use digital propaganda techniques, such as the use of bots, fake accounts, and the spread of provocative memes to bring down opponents. Unfortunately, the younger generation who do not have adequate digital literacy, are easily trapped in the flow of information and form a false perception of candidates that they do not actually know directly. This is very risky to the quality of fair and honest elections.

Additionally, social media algorithms tend to show content that matches the user's preferences, so users are constantly exposed to content that reinforces their pre-held views. Phenomenon

This is known as the echo chamber, which can close open spaces of dialogue and make differences of political views a source of division. Several younger generations of research informants admitted that they had been involved in heated debates with friends because of differences in political views triggered by campaign content on social media.

However, not all impacts are negative. Many young users also use social media as a means for political education. They create educational content that invites others to check the facts, get to know the candidates more objectively, and understand the election process as a whole. This kind of content usually comes from independent communities or initiatives that focus on digital political literacy.

In an interview with the Tanggikiki Village Head, Dona Wumu, he said that the role of social media not only accelerates the spread of campaign messages, but also opens up a wider space for political participation. Young people who were previously ignorant of politics are now starting to actively talk about social issues and even participate in public policy discussions, although still on a digital scale. According to him, this phenomenon is a positive thing, as long as the younger generation remains careful in absorbing information.

The role of social media as a campaign medium also makes the campaign process more transparent and open. The public can easily access candidates' activities, convey criticism and suggestions directly, and even compare one candidate with another through their social media accounts. This kind of transparency actually supports the principle of healthy democracy, where people can judge directly who they deserve to vote for without having to wait for information from traditional media or campaign leaflets.

From all the results of interviews and observations in the field, it can be concluded that social media plays a very large role in influencing the dynamics of political campaigns at the local level, including in Tanggikiki Village. Social media not only expands the reach of campaigns, but also creates a fresher and more inclusive space for dialogue, interaction, and political participation. However, for this role to really have a positive impact, there needs to be an increase in digital literacy among the younger generation, so that they can become intelligent and critical voters, not just followers of digital trends.

By understanding how social media works as a campaign tool, both in terms of its strength and risk, it is hoped that all parties involved in elections, including organizers, legislative candidates, and the public, can jointly create a healthy digital campaign ecosystem. Social media does offer great opportunities, but without collective awareness and responsibility, social media can also be a threat to democracy, especially if it is used to spread hatred, hoaxes, or take down opponents in unethical ways.

The Role of Social Media as a Tool for Developing Political Literacy

Political literacy is a psychological condition of students characterized by understanding, understanding, appreciating and practicing the life patterns of the nation and state based on Pancasila and the 1945 Constitution. A lifestyle that reflects political literacy can be seen from characteristics, disposition, and personality. This is what is used to measure the consciousness of a politically literate citizen. (Rahayu et al., 2018)

Social media today has evolved far from being just a means of entertainment or social interaction. In the digital era, social media has become a new public space that allows discussions, information exchanges, and political education to take place widely, quickly, and dynamically. In this context, social media

It plays an important role as a tool to increase political literacy among the public, especially the younger generation. This is also reflected in the social conditions in Tanggikiki Village, where the young generation actively uses social media to obtain information about elections, legislative candidates, policy issues, and the democratic process itself.

Political literacy can be interpreted as a form of public knowledge about politics. And this is the most important foundation in building a nation and state. It would be better if a nation was built and driven by all elements of society who were actively involved, rather than only being driven by a handful of certain groups. The political role of this community greatly determines where the direction of the sail and steering must be moved, either when the sea is calm, or perhaps it is turbulent. (Rahayu et al., 2018)

Political literacy refers to an individual's ability to understand, analyze, and respond to existing political dynamics. A person is said to be politically literate if he is able to follow the development of political issues, know political actors, know his political rights and obligations as a citizen, and actively participate in democratic life. In an interview with Mrs. Sri Dewi Panigoro, as the Election Supervisory Committee of Tanggikiki Village, it was stated that social media is now very helpful in distributing political information efficiently and interestingly, especially in visual content formats such as infographics, short videos, to live streaming.

Based on the results of observations and interviews with informants, social media such as Instagram, TikTok, and Twitter have become the main source of political information for the younger generation. Educational content about elections, voting rights, the importance of using votes, and how to register as an active voter are very often found on these various platforms. Content with an attractive visual style, relaxed language, and short duration is easier to understand and accepted by young people. This shows that social media has slowly encouraged the birth of a culture of political literacy that is more relevant and familiar with the lifestyle of the younger generation. regarding political literacy, Almond, Verba, & Simamora (1990) put forward two criteria to measure the dimension of political literacy, namely, first, following all government activities. Second, they follow reports on government activities through various media. These criteria

describe how the position and role of a citizen who has a level of political literacy will affect the running of a country's political system. (Pradana, 2017)

However, the influence of social media on the political literacy of the younger generation is not always automatically positive. There are still challenges such as low digital literacy, the tendency to consume information that is fleeting (superficial), and the dominance of entertainment content that makes political content often eliminated or considered boring. One of the informants, Nurfadilah Helingo (24 years old), said that she became interested in political issues because of content that discussed "light but important" topics such as budget transparency. However, he also regretted that there was still a lot of political content that was sarcastic or provocative.

In addition, social media provides a large space for anyone to share political knowledge, including election organizing institutions, activists, and community leaders. In Tanggikiki, for example, accounts belonging to local election committees began to actively disseminate information about the election stages, voters' rights, and socialization of the ban on out-of-schedule campaigns. In fact, several young generations who are active on social media help reshare the content through stories, reposts, or educational threads. This activity, although It looks simple, very effective in expanding the reach of political messages and gradually strengthening public understanding.

The role of social media in the development of political literacy is also seen in the way young people interact with socio-political issues. Public discussions now do not only take place in coffee shops, but also in the comment column, Twitter space, or Facebook forum. The younger generation is beginning to show the courage to voice their opinions regarding environmental issues, education, human rights, or the performance of local governments. This indicates an increase in political awareness and active participation, which cannot be separated from the role of social media as a new political expression space.

Even so, it is also important to note that many young generations are not used to verifying information before spreading political content. Some of them tend to spread political narratives without knowing the actual background or context. As a result, false or incomplete information actually worsens people's political understanding. This is where an important challenge arises: how to encourage the young generation to be not only active in quantity, but also quality in the consumption and dissemination of political information.

In the view of Aprilianto Tobu'u (a 22-year-old informant), political literacy is not only about knowing who to vote for, but also knowing why to vote and what the implications are for people's lives. He admitted that he often listened to content from political education accounts on Instagram that explained the differences in the election system, the role of the DPRD, and the importance of participation in election supervision. From this, it can be seen that with the right communication strategy, social media can be an effective and relevant political learning space for the younger generation.

The role of social media as a developer of political literacy is also reflected in the emergence of collective awareness to fight hoaxes and disinformation. Several young communities in Tanggikiki have begun to carry out simple fact-checking initiatives on the content they encounter on social media. Although not yet in an organized form, these small steps show the desire to create a healthier and more integrity digital political space.

Overall, the use of social media as a tool to increase political literacy has great potential in strengthening democracy, especially at the local level. For the young generation in Tanggikiki, social media opens access to information that was previously difficult to reach, provides a free and open discussion space, and creates opportunities for informal but meaningful political participation. The challenge now is to ensure that this development is accompanied by an improvement in the quality of digital and political literacy so that the young generation is not only active but also intelligent in responding to various political dynamics in the digital space.

Thus, social media is not only a communication tool, but has become an interactive and interesting political learning vehicle. If used optimally and responsibly, social media can be the main motor in building a young generation that is politically literate, critical, and participatory in maintaining the quality of democracy, both in Tanggikiki and in Indonesia in general.

The Impact of Social Media Use on the Political Perception of the Young Generation of Tanggikiki in the 2024 Election

In an increasingly connected digital era, social media has become the main medium for exchanging information, including in political contexts. The ability of platforms like Instagram, Twitter/X, TikTok, and Facebook to convey political messages quickly, broadly, and interactively has revolutionized the way young people interact with state issues. However, the ease of access to political information also holds dangers that cannot be ignored, one of which is political polarization. Polarization occurs when society is divided into two or more extremist camps that are ideologically and emotionally opposed to each other. In this context, the young generation is a very vulnerable group to be affected due to the high intensity of their social media use.

The Impact of Social Media Use on Political Polarization

Political polarization in the digital age is reinforced by the logic of social media algorithms. The algorithm is designed to retain the user's attention by presenting content that matches previous preferences. As a result, individuals are exposed to information that reinforces their own views more often and less often encounter different views. This phenomenon is known as an echo chamber and filter bubble, where the diversity of information is replaced by the repetition of uniform ideas. This theory is in line with that put forward by Zaky (2021) who states that social media algorithms have a significant role in narrowing the space for public dialogue and strengthening ideological segmentation. The younger generation, especially those aged 17–25, are in a strategic position as well as vulnerable.

On the one hand, they have the potential to become agents of change with a critical and participatory spirit. But on the other hand, the unbalanced pattern of information consumption makes them easily dragged into the dynamics of digital political conflicts. They prefer to follow politically aligned accounts, influencers, or groups, and tend to avoid open discussions with differing views. This condition has led to an increase in political intolerance, even in social spaces such as campuses, communities, and families.

In the results of interviews conducted with several informants from the younger generation in Tanggikiki Village, it was found that social media has become the main source of political information. One of the informants, VT (22 years old), revealed that, "I prefer to follow political accounts that have a clear position. If I have a different view, I usually block or unfollow." This statement reflects how the younger generation tends to self-censor the information consumed based on ideological convenience, rather than diversity of viewpoints.

Another informant, MK (24 years old), said that political debates on social media often made him reluctant to get involved. "On Twitter, many people are rude if our opinions are different. So it's better to be silent or follow one path," he said. This attitude shows that polarization not only creates division, but also silences moderate and rational voices. The younger generation has actually become passive in political discussions because they are worried about being targeted by digital bullying.

This condition is exacerbated by the large number of provocative content spread by partisan accounts or even political bots. They use the election moment to sway opinion with populist, emotional, and often factual narratives. The younger generation who do not have adequate digital literacy skills is an easy target for this kind of content. False, manipulative, and emotionally charged information has succeeded in strengthening the division of political identity among young people.

Based on the theory of digital political participation by Gibson & Cantijoch (2013), social media should be able to promote healthy political engagement through open and inclusive discussion spaces. But in reality, the conditions that occur are the opposite. The pattern of political participation that is formed is more symbolic and exclusive: they show support by liking, sharing, and commenting on certain figures or parties, but are not open to deeper ideological discussions.

In this context, the echo chamber theory developed by Sunstein (2001) also becomes relevant. According to him, when individuals only interact with those who agree with them, the ability to think critically and accept differences will decrease drastically. This is what happened to some of the younger generation in Indonesia, especially Tanggikiki ahead of the 2024 elections, where healthy political debate was replaced by emotional narrative battles and pseudo-imagery.

On the other hand, the younger generation also has a potential role to break the chain of polarization. With high digital capabilities, they can be directed to become pioneers of political literacy and agents of moderation of public opinion. Several communities and digital movements initiated by young people, such as neutral discussion forums, anti-hoax movements, and ethics campaigns, argue that there is still room for optimism in overcoming the negative impact of social media on political polarization.

Political polarization exacerbated by the use of social media cannot be taken lightly. If left unchecked, this can damage social cohesion and the quality of democracy. In the long run, the young generation that should be the nation's hope actually grows up in a political culture that is intolerant, exclusive, and not open to differences.

For this reason, concrete efforts are needed from various parties, both the government, educational institutions, and the digital community, to improve political literacy and digital ethics among the younger generation. This literacy includes not only the ability to distinguish false information, but also the skills of healthy dialogue and respect for diversity of views. Digital citizenship education needs to be integrated into school and campus curricula to form a rational, critical, and open character of young voters. In addition, social media must also take a role by improving algorithms that are too biased towards emotional engagement alone, as well as facilitating healthy discussion spaces.

The use of social media has a major contribution to strengthening political polarization among the younger generation. Through algorithmic mechanisms and exclusive information consumption, social media forms unhealthy patterns of interaction and narrows the space for dialogue. Education and technology-based interventions are needed to encourage more inclusive and tolerant political engagement in the future.

The Impact of Social Media Use on the Spread of Hoax News

The advancement of information technology has brought about a major transformation in people's communication patterns, including in the political space. Social media, as one of the results of technological developments, has become a major platform for the exchange of public information. Platforms such as Facebook, Instagram, Twitter/X, TikTok, and WhatsApp allow for the quick, wide, and easy dissemination of information. However, behind all its convenience, social media also has a significant negative impact, one of which is the spread of hoax news. Hoaxes or false information have become a very prominent phenomenon during election times, where the public tends to easily trust and share information without first verifying. In this context, the young generation is a very important group to pay attention to, because they are the main users of social media and have a strategic role in determining the direction of democracy going forward.

According to Zaky (2021), social media allows anyone to become a producer as well as a consumer of information. There is no strict editorial control like in conventional media, so the content that spreads on social media is highly dependent on algorithms and user interaction. Content that is emotional, sensational, and provocative goes viral faster than content that is informative but neutral. This is one of the main reasons why political hoaxes are easy to spread, especially during election campaigns. The younger generation, which is generally do not yet have a mature digital and political literacy capacity, becoming a vulnerable group to trust and even disseminate inaccurate information.

Youth Eneration today lives in a highly dynamic digital environment. They grew up with social media and made it a major source of information, including for political issues. However, their proximity to technology is not always accompanied by a critical ability to analyze information. Most of them consume political information in the form of short video clips, infographics, memes, and quotes, which have often been distorted in meaning from their original context.

In interviews conducted with several young generations in Tanggikiki Village, it was found that the majority of them obtained political information for the first time through social media. One of the informants, GM (22 years old), said, "If there is political news, I usually find out from TikTok or Instagram. Sometimes I immediately share if the information is interesting or surprising." This statement shows how dominant social media is as an information channel for young people, but at the same time also emphasizes the lack of information verification processes.

Another phenomenon is over-reliance on influencers or large accounts that are considered role models or representations of public opinion. Many younger generations make these kinds of accounts the main source of political information, without checking the credibility of the content. Another informant, MY (22 years old), said, "I follow the views of one of the political YouTubers because the explanation is delicious. But after checking with friends, it turned out that some of the information was wrong." This case shows that the personal appeal of the conveyer of the information can be stronger than the truth of the content itself.

When associated with agenda setting theory (McCombs & Shaw, 1972), the media has the power to determine what issues are considered important by the public. In social media, this agenda is determined not by the editorial, but by the algorithm and the intensity of the interaction. This means that the most talked about and liked issues will get a larger portion of exposure. This can backfire when the viral is actually false or misleading information. For the younger generation, constant exposure to this misinformation will shape a political perception that distorts from reality.

Furthermore, the spiral theory of silence (Noelle-Neumann) is also relevant to see how public opinion is formed in the digital space. The younger generation tends to follow the majority opinion flow on social media because they are afraid of being attacked or ostracized if they express different views. As a result, they not only become victims of hoaxes, but also play a role in preserving the hoax because they are afraid to speak out or question distorted information.

In many cases, the courage to refute false information on social media is minimal, and this becomes a fertile ground for propaganda that wants to divide society. On the other hand, low digital literacy and political literacy are the main factors that aggravate the spread of hoaxes. Digital literacy is not just the ability to use technology, but also includes the ability to assess the truth of information, recognize the motives behind the content, and understand the dynamics of social media algorithms. Meanwhile, political literacy includes an understanding of political systems, parties, public policies, and the ability to judge information based on data and facts, rather than emotions or subjective opinions.

The spread of hoaxes among the younger generation has a very wide impact, not only on the election process, but also on the life of the nation and state in the long term. When young voters make decisions based on false information, the election results do not reflect the rational will of the people.

Furthermore, the younger generation who are accustomed to manipulative information will grow up to be easily provoked, uncritical, and apathetic to real national issues. This condition is certainly a serious challenge for the future of democracy. A healthy democratic system requires conscious, critical, and fact-based public participation. If the young generation is not equipped with these abilities, democracy will be fragile and easily shaken by the interests of certain groups. Social and political polarization triggered by hoaxes can also damage the unity of the nation and create horizontal conflicts.

The spread of hoaxes on social media is one of the biggest challenges in today's digital democracy, especially for the younger generation. Their reliance on social media as the main source of political information, coupled with low digital literacy, makes them vulnerable to exposure and spreading fake news. This condition not only has an impact on the quality of elections, but also on the future of democracy as a whole. Therefore, there is a need for systematic and collaborative steps to build a young generation that is critical, digitally literate, and responsible in managing information.

CONCLUSION

Based on the results of the research, it can be concluded that the role of social media in shaping the political perception of the young generation in Tanggikiki Village in the 2024 election is very significant. Social media plays a role as an effective political campaign tool and a means of political education for the younger generation. Platforms such as TikTok, Instagram, and Facebook are actively used by the younger generation to get to know legislative candidates, understand political issues, and express their political views. The younger generation is also involved in disseminating campaign information through creative content that they create themselves. This shows that social media is not only a communication tool, but also an active and dynamic political participatory space.

The impact of the use of social media on the political perception of the young generation of Tanggikiki. The use of social media in a political context has a significant impact on the formation of polarization among the public, especially the younger generation, and accelerates the spread of hoax news that is difficult to verify the truth. Polarization arises because social media algorithms tend to reinforce one-way views and limit exposure to different perspectives, thus triggering an exclusive and intolerant attitude towards other political views. On the other hand, the massive and unstoppable spread of hoaxes worsens the situation by creating confusion, reinforcing prejudice, and lowering public trust in the democratic process. Therefore, it is important to strengthen digital literacy for the younger generation to build a critical attitude and prevent the negative impact of social media on political life.

SUGGESTION

For the Tanggikiki Youth Generation, the friends of the younger generation in Tanggikiki Village must be more active in terms of participating in activities shared by the Tanggikiki Village government so that the young generation in Tanggikiki Village plays a more active role than the more mature community. And also suggestions for the young generation of Tanggikiki to share positive content on social media about the election so that what is shared can provide understanding to people who do not know the information.

For other researchers, this research is expected to help other researchers, it is also expected to use this research as best as possible and it is hoped that this research will be a relevant reference for other researchers.

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