

## ***Analysis Of The Influence Of Politics, Trust And Instagram Social Media Usage On The Political Habits Of Generation Z In Batam***

### **Analysis Of The Influence Of Politics, Trust And Instagram Social Media Usage On The Political Habits Of Generation Z In Batam**

**Eryc<sup>a</sup>, Calvin<sup>b\*</sup>, Indasari Deu<sup>c</sup>**

Universitas Internasional Batam<sup>a,b,c</sup>

<sup>a</sup>eryc@uib.ac.id, <sup>b\*</sup>2231087.calvin@uib.edu, <sup>c</sup>indasari.deu@uib.ac.id

#### **Abstract**

*The advancement of digital technology has made Instagram one of the media platforms with significant influence in the process of political communication, particularly among Generation Z. As a cohort born and raised in the digital era, Gen Z is highly engaged with political content through visual displays, interactive features, and internet-based social interactions, which indirectly shape their perspectives and political habits. This study aims to examine how political influence on Instagram, levels of trust, and social media usage contribute to the political habits of Generation Z as young voters in the Riau Islands region, particularly in Batam City. The study employs a quantitative method involving 146 respondents aged 18–25 who are active Instagram users. Data analysis was conducted using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) approach with the SmartPLS 4 application.*

**Kata Kunci:** *Quantitative Method; Analysis; Instagram; Politics Influence; Trust; Media Social; Generation Z; Habit; PLS-SEM*

#### **Abstrak**

Kemajuan teknologi digital telah menjadikan Instagram sebagai salah satu platform media yang memiliki pengaruh signifikan dalam proses komunikasi politik, khususnya di kalangan Generasi Z. Sebagai kelompok yang lahir dan tumbuh di era digital, Generasi Z sangat terlibat dengan konten politik melalui tampilan visual, fitur interaktif, dan interaksi sosial berbasis internet, yang secara tidak langsung membentuk perspektif dan kebiasaan politik mereka. Penelitian ini bertujuan untuk mengkaji bagaimana pengaruh politik di Instagram, tingkat kepercayaan, dan penggunaan media sosial berkontribusi terhadap kebiasaan politik Generasi Z sebagai pemilih muda di wilayah Kepulauan Riau, khususnya di Kota Batam. Penelitian ini menggunakan metode kuantitatif yang melibatkan 146 responden berusia 18–25 tahun yang merupakan pengguna aktif Instagram. Analisis data dilakukan menggunakan pendekatan Partial Least Squares–Structural Equation Modeling (PLS-SEM) dengan aplikasi SmartPLS 4.

**Kata Kunci:** *Metode Kuantitatif; Analisis; Instagram; Pengaruh Politik; Kepercayaan; Media Sosial; Generasi Z; Kebiasaan; PLS-SEM*

### **1. Pendahuluan**

In the current digital era, social media has become a primary medium for disseminating information and shaping public opinion, including in the political context. In people's daily lives, social media occupies a central position, while real-world interactions often take place behind the scenes [1]. Instagram, as one of the platforms most favored by Generation Z, now plays a significant role in influencing political preferences and the voting behavior of young people [2][16]. Generation Z, which has grown up in a digital environment, demonstrates patterns of political participation that differ from previous generations, relying more on visual content, interactive features, and being strongly influenced by the level of trust and authenticity of the political content they encounter [3][7][8]. The introduction should contain the background of the problem, the issues and the objectives of the research. This includes the positioning of the research against previous work, the novelty of the

research compared to what has already been done, and the literature review. A comprehensive literature study can be written as an effort to strengthen the urgency of the research. The length of the introduction page is between 10-15% of the overall length of a manuscript.

In regions such as the Riau Islands, which consist of archipelagic areas with varying levels of access to information and a continuously growing young population, social media serves as a primary tool for bridging geographical limitations in the dissemination of political information [2]. Batam City, as a center of economic growth and youth demographics in the Riau Islands, represents a clear example of how Instagram is utilized by first-time voters to obtain political information and to engage in online public discussions [2][16].

Although Generation Z has broad access to political information, they are often overwhelmed by the abundance of information that is not necessarily accurate or neutral. In this context, trust becomes a crucial element in determining their political choices [4][14][15]. However, there is still limited research that specifically examines how political content on Instagram through visual presentation and social interactions can shape trust in political issues or figures, particularly in regions with local political dynamics such as the Riau Islands [8][16]. This study is important because it can provide deeper insights into how political influence through Instagram affects the behavior of Generation Z as prospective voters, as well as how trust in political actors is formed within the digital sphere [4][5].

Several previous studies indicate that social media has become a new space for digital political activity, particularly for young generations such as Generation Z, who tend to prefer more flexible and non-traditional forms of political participation through digital platforms like Instagram [3][7]. As a visually oriented platform, Instagram has significant power in shaping political opinions through content that is brief, emotionally engaging, and visually appealing [5][6].

Public figures and political influencers also play a significant role in building political influence and trust among Generation Z, particularly when they are able to present an authentic image and appear relatable to their followers [5][7]. Political trust itself is an important element in encouraging engagement, as content perceived as honest, transparent, and aligned with personal values is more effective in influencing the political views of Generation Z [4][14][15].

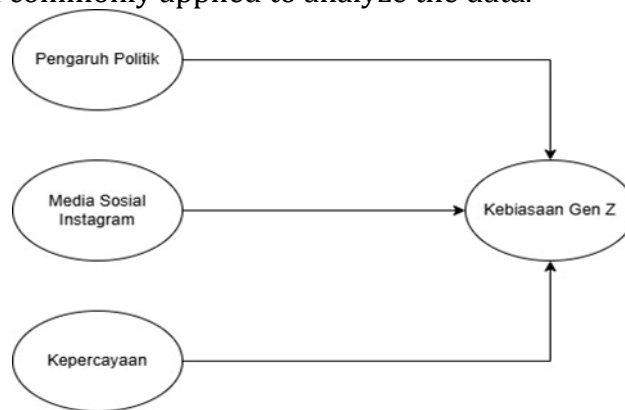
On the other hand, Instagram's algorithm also plays a role in shaping political perceptions by delivering content that reinforces existing views, thereby creating echo chambers that can either clarify or further complicate users' political preferences [6]. These findings emphasize the importance of understanding Generation Z's behavior in the digital sphere in order to design effective political communication strategies and to build trust through social media [7][8].

Previous studies indicate that Generation Z tends to prefer political candidates whom they perceive as "authentic" and "personally relatable," and they are also actively engaged with political content on social media [7][8]. Social media is not merely a platform for sharing information, but has become an important space for young people to form and express their political identities [3][7]. Nevertheless, research that specifically examines the relationship between political influence on Instagram, trust, and Generation Z's voting behavior remains limited and underexplored [2][16].

This study aims to analyze how political influence on Instagram shapes political trust among Generation Z voters [14][15][16]. The main focus of this research is to understand how political content, whether presented by public figures or institutions, can influence Generation Z's behavior through visual elements, social interactions, and perceptions of credibility. By examining these patterns, this study is expected to provide insights for designing more effective political communication strategies, particularly in reaching young voters whose role in the demographic landscape is becoming increasingly significant [2][16].

## 2. Metode

To investigate the relationships among variables in a measurable manner, this study employs a quantitative approach using a survey method. This approach allows the researcher to obtain data expressed in numerical form, which can be statistically analyzed to examine the effects of trust, Instagram social media usage, and political influence on the political behavior of Generation Z. Data analysis is conducted using SmartPLS software, with the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method commonly applied to analyze the data.



**Figure 1. Research Model**

In addition, this study is an explanatory research designed to explain the relationships and causal effects among variables formulated in the research hypotheses. Through this approach, the study focuses on testing a conceptual model based on empirical data.

### Population and Research Sample

The population of this study consists of Generation Z residents of Batam City who frequently use Instagram. Generation Z includes individuals aged 18 to 25 years. This demographic was selected because it represents a group of young voters who are highly active on social media and capable of developing political behavior through online engagement, particularly on Instagram.

Purposive sampling was employed in this study. This process involves selecting individuals who meet specific criteria related to the research objectives, which helps determine who will be included in the research sample. The respondent criteria were as follows: (1) aged between 18 and 25 years; (2) domiciled in Batam City; (3) active Instagram users; and (4) not professionally involved in political activities. Based on these criteria, a total of 146 respondents met the requirements and were included as the research sample.

### Data Collection Techniques

This study employs a survey method for data collection, with the primary instrument being a questionnaire. The questionnaire was distributed via Google Forms to individuals who met the research criteria, namely Generation Z individuals aged between 18 and 25 years, residing in Batam City, and regularly using Instagram.

The research questionnaire was designed based on indicators for each variable, including political influence, the use of Instagram as a social media platform, attitudes, and behavioral patterns of Generation Z. Each statement was measured using a five-point Likert scale, ranging from strongly disagree to strongly agree. The security and confidentiality of respondents' data were ensured through data collection conducted within a specified period and the voluntary participation of respondents. Furthermore, the collected data were analyzed using standardized analytical methods.

The following is the table that will be used in the questionnaire:

Variabel	Kode	Pengukuran	Referensi
Pengaruh Politik	PP 1	Saya sering melihat konten politik di Instagram.	Karlina & Cindoswari (2024)
	PP 2	Instagram efektif dalam memengaruhi pandangan saya terhadap calon politik.	
	PP 3	Saya lebih mungkin mendukung tokoh politik yang sering muncul di feed Instagram saya.	
	PP 4	Unggahan politik di Instagram membuat saya lebih memperhatikan isu politik.	
	PP 5	Saya aktif menggunakan Instagram untuk mencari informasi calon saat pemilu.	
Penggunaan Media Sosial Instagram	SMI 1	Saya sering menggunakan fitur Stories di Instagram untuk melihat konten politik atau isu sosial.	Rahmawati, S. & Abdullah, M. (2023)
	SMI 2	Saya membuka Instagram setiap hari untuk melihat berbagai konten.	Cahyo, M. A., dkk. (2025).
	SMI 3	Saya mengikuti akun yang sering membahas isu sosial atau politik.	
	SMI 4	aya aktif memberikan like, komentar, atau membagikan unggahan politik di Instagram.	

	SMI 5	Saya merasa Instagram menjadi media utama saya untuk mendapatkan informasi terkini.	Karlina & Cindoswari (2024)
Kepercayaan	K 1	Saya percaya informasi politik yang saya lihat di Instagram jika sumbernya jelas.	
	K 2	Saya mempercayai tokoh publik atau influencer di Instagram yang saya anggap kredibel.	
	K 3	Instagram sebagai media pemberitaan memengaruhi tingkat kepercayaan saya terhadap informasi.	Nurmalinda (2022)
	K 4	Saya ragu terhadap informasi politik di Instagram yang tidak memiliki sumber resmi.	
	K 5	Konsistensi pesan dari akun politik/influencer membuat saya lebih memercayainya.	Edelman Trust Barometer (2022)
Kebiasaan Gen Z	KGZ 1	Saya secara rutin menggunakan Instagram untuk mencari informasi politik.	Karlina & Cindoswari (2024)
	KGZ 2	Mengikuti akun politik di Instagram merupakan bagian dari rutinitas saya.	
	KGZ 3	Membagikan konten politik dari Instagram kepada teman/keluarga sudah menjadi kebiasaan saya.	Cahyo, M. A., dkk. (2025).
	KGZ 4	Saya sering menggunakan Instagram sebagai rujukan sebelum mengambil keputusan politik.	
	KGZ 5	Saya cenderung memberi like secara otomatis pada konten politik di Instagram tanpa memperhatikan detail informasinya	Pranata, R. A., & Palupi, M. A. (2022)

**Figure 2. Questioner Table**

### Data Analysis Techniques

This study employs the Partial Least Squares–Structural Equation Modeling (PLS-SEM) approach, supported by SmartPLS 4 software. This method was chosen because it performs well in predictive research, as it facilitates the examination of relationships among latent variables and does not require normally distributed data with medium sample sizes.

The analysis was conducted in two stages: evaluation of the measurement model (outer model) and the structural model (inner model). The measurement model was assessed by examining the validity and reliability of the instruments using indicators such as factor loadings, cross-loadings, Cronbach's alpha, and composite reliability. The structural model was then evaluated by reviewing the R-squared and f-squared values, while hypotheses were tested using t-statistics and p-values obtained through the bootstrapping procedure.

In addition, the predictive capability of the model was tested using the  $Q^2_{\text{predict}}$  value, where values greater than zero indicate that the model has predictive relevance. The results of this analysis were used to explain the relationships among trust, Instagram social media usage, and political influence on the behavioral patterns of Generation Z.

### 3. Hasil Dan Pembahasan

This section presents the results and discussion of the research that has been conducted.

#### Result

##### Outer Model

##### 1. Convergent Validity Testing

**Table 1. Convergent Validity Testing**

	K	KGZ	MSI	PP
K1	0.707			
K2	0.885			
K3	0.863			
K4	0.845			
K5	0.886			
KGZ1		0.699		
KGZ2		0.879		
KGZ3		0.841		
KGZ4		0.880		
KGZ5		0.874		
MSI1			0.789	
MSI2			0.819	
MSI3			0.855	
MSI4			0.886	
MSI5			0.864	
PP1				0.747
PP2				0.826
PP3				0.807
PP4				0.816

<b>PP5</b>	<b>0.852</b>
------------	--------------

The outer loading values of all questionnaire items were greater than 0.50 (>0.50), indicating that all items demonstrated adequate convergent validity.

## 2. Discriminant Validity Testing

**Table 2. Discriminant Validity Testing**

	<b>K</b>	<b>KGZ</b>	<b>MSI</b>	<b>PP</b>
<b>K1</b>	<b>0.707</b>	0.552	0.495	0.525
<b>K2</b>	<b>0.885</b>	0.718	0.678	0.615
<b>K3</b>	<b>0.863</b>	0.684	0.757	0.665
<b>K4</b>	<b>0.845</b>	0.624	0.699	0.602
<b>K5</b>	<b>0.886</b>	0.703	0.724	0.691
<b>KGZ1</b>	0.527	<b>0.699</b>	0.576	0.477
<b>KGZ2</b>	0.655	<b>0.879</b>	0.669	0.590
<b>KGZ3</b>	0.673	<b>0.841</b>	0.641	0.627
<b>KGZ4</b>	0.716	<b>0.880</b>	0.688	0.621
<b>KGZ5</b>	0.698	<b>0.874</b>	0.674	0.626
<b>MSI1</b>	0.653	0.628	<b>0.789</b>	0.609
<b>MSI2</b>	0.706	0.578	<b>0.819</b>	0.714
<b>MSI3</b>	0.680	0.668	<b>0.855</b>	0.697
<b>MSI4</b>	0.696	0.702	<b>0.886</b>	0.713
<b>MSI5</b>	0.660	0.690	<b>0.864</b>	0.690
<b>PP1</b>	0.513	0.454	0.563	<b>0.747</b>
<b>PP2</b>	0.594	0.548	0.609	<b>0.826</b>
<b>PP3</b>	0.603	0.576	0.665	<b>0.807</b>
<b>PP4</b>	0.623	0.609	0.735	<b>0.816</b>
<b>PP5</b>	0.651	0.646	0.697	<b>0.852</b>

The correlation values between each indicator and its respective construct were higher than their correlations with other constructs in different blocks, indicating that all measurement items met the criteria for discriminant validity.

## 3. Reliability Test

**Table 3. Reability Test**

	Cronbach's alpha	Composite reliability (rho_c)
K	0.894	0.922
KGZ	0.892	0.921
MSI	0.898	0.925
PP	0.869	0.905

The Cronbach's alpha and composite reliability values for all variables exceeded 0.70, indicating that all variables met the reliability requirements.

## Inner Model

### 1. R-Square

**Table 4. R-Square**

	<b>R-square</b>	<b>R-square adjusted</b>
--	-----------------	--------------------------

<b>KGZ</b>	0.680	0.674
------------	-------	-------

The R-square value for the Generation Z Behavior (KGZ) variable was 0.680, indicating that the variables of Trust (K), Instagram Social Media Usage (MSI), and Political Influence (PP) were able to explain 60.8% of the variance in Generation Z Behavior (KGZ). Therefore, it can be concluded that the model is categorized as having a moderate explanatory power.

2. F-Square

**Table 5. F-Square**

	<b>K</b>	<b>KGZ</b>	<b>MSI</b>	<b>PP</b>
<b>K</b>		0.188		
<b>KGZ</b>				
<b>MSI</b>		0.094		
<b>PP</b>		0.012		

The effect of Trust (K) on Generation Z Behavior (KGZ) was 0.188 and is considered moderate, while the effect of Instagram Social Media Usage (MSI) on Generation Z Behavior (KGZ) was 0.094, which is also considered moderate. Meanwhile, the effect of Political Influence (PP) on Generation Z Behavior (KGZ) was 0.012 and is considered weak.

Goodness Of Fit (GOF)

The Q<sup>2</sup> value of 0.653 is greater than zero and falls into the strong category, indicating that the model has predictive relevance. This result shows that the independent variables—Trust (K), Instagram Social Media Usage (MSI), and Political Influence (PP)—perform well and are appropriate as independent variables in predicting the dependent variable, namely Generation Z Behavior (KGZ).

**Table 6. Goodness Of Fit**

	Q <sup>2</sup> predict
KGZ	0.653

**Discussion**

Data analysis was conducted using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) approach processed through SmartPLS 4 software. The analysis stages included testing the outer model, the inner model, and evaluating the predictive capability of the model using the PLSpredict method.

The results indicate that the instruments used in this study met the required standards of validity and reliability. The loading scores of all items exceeded 0.50, indicating satisfactory convergent validity. When examining the relationships between each item and different constructs, it was evident that each item was most strongly associated with the construct it was intended to measure, demonstrating good discriminant validity. In addition, Cronbach’s Alpha and Composite Reliability values for all constructs were above 0.70, indicating that the instruments were consistent and reliable.

The inner model analysis revealed that the Generation Z Behavior (KGZ) variable had an R-square value of 0.680, which falls into the moderate category. This indicates that Trust (K), Instagram Social Media Usage (MSI), and Political Influence (PP) jointly

explained 68% of the variance in Generation Z Behavior. Furthermore, the f-square results showed that Trust had a moderate effect on Generation Z Behavior (0.188), Instagram Social Media Usage also had a moderate effect (0.094), while Political Influence exerted a weak effect (0.012).

Hypothesis testing demonstrated that two out of the three hypotheses were supported. Trust (K) was found to have a significant effect on Generation Z Behavior ( $t = 3.488, p < 0.05$ ), as was Instagram Social Media Usage (MSI), which also showed a significant effect ( $t = 2.539, p < 0.05$ ). In contrast, Political Influence (PP) did not show a significant effect on Generation Z Behavior ( $t = 1.201, p > 0.05$ ); therefore, the third hypothesis was not supported by the data.

Political influence does not directly lead to the formation of political habits, as habits are developed through consistent and repeated behaviors. On Instagram, the diversity of political content that does not always align with users' interests results in passive exposure that is less capable of creating automatic behavioral patterns, particularly because the algorithm emphasizes personalization. Consequently, political influence may affect habits indirectly through mediating variables, such as trust or engagement with specific political issues.

The Goodness of Fit evaluation using PLS predict showed that the KGZ construct had a  $Q^2_{\text{predict}}$  value of 0.653, which falls into the strong category. This confirms that the research model has excellent predictive capability. Thus, the developed model not only demonstrates significant structural relationships but also provides accurate predictions of the dependent variable. Overall, the analysis in this chapter confirms that the research model meets all evaluation criteria within the PLS-SEM framework. In addition, the findings reveal that Trust and Instagram Social Media Usage have a significant influence on Generation Z Behavior. These results provide an important foundation for further discussion in the following chapter.

Mayer et al.'s theory aligns with the findings of this study, suggesting that when a source is perceived as trustworthy, it encourages repeated interactions that eventually form habits. Meanwhile, contemporary habit theory emphasizes that habits are more strongly influenced by the frequency of behavior and the stability of the context in which it occurs, rather than merely by exposure to a particular topic.

The moderate effect found for the trust variable indicates that source credibility plays an important role in shaping Generation Z's routines of political information seeking. Meanwhile, the weak effect of Instagram usage suggests that although access frequency contributes to habit formation, the quality of interaction remains a necessary condition for habits to develop. The very weak effect of political exposure further emphasizes that merely increasing the amount of political content is insufficient to encourage the emergence of repetitive behavioral patterns among users.

#### **4. Simpulan**

This study examines the relationship between political influence on Instagram, trust, and social media usage with Generation Z's political habits in the Riau Islands, particularly Batam City. Using PLS-SEM analysis with SmartPLS 4, the findings show that trust and the intensity of Instagram use significantly influence Generation Z's political habits, while political exposure on Instagram has no significant effect. These results indicate that Generation Z's political engagement is shaped more by the quality and credibility of information and their platform activity than by the volume of

political content. The research model demonstrates strong predictive performance, with an R-square value of 0.680 and a  $Q^2_{\text{predict}}$  value of 0.653.

Based on these findings, several recommendations can be proposed. First, political actors, campaign teams, and government institutions should deliver more accurate, credible, and transparent political information on Instagram to enhance user trust. Second, optimizing interactive features such as Reels, Stories, live streaming, and comment sections is essential to attract attention and encourage Generation Z's political participation. Third, strengthening digital literacy among young voters is crucial to help them identify valid political information and avoid misleading content.

This study has several limitations. The limited number of respondents and the focus on Batam City reduce the generalizability of the findings to other regions. In addition, the study only examines Instagram, while Generation Z also actively uses platforms such as TikTok, YouTube, and X, which may have different political influences. The research variables are also limited, excluding factors such as social environment, political knowledge, and issue interest. Future studies are therefore encouraged to use larger samples, include broader variables, and compare multiple social media platforms to provide a more comprehensive understanding of Generation Z's political behavior.

## 5. Daftar Pustaka

- [1] Eryc, E. (2023). Analisa Pemanfaatan Instagram Dalam Mempengaruhi Motivasi Dan Intensi Green Consumption. *Jurnal Ilmiah Ilmu Komputer Fakultas Ilmu Komputer Universitas Al Asyariah Mandar*, 9(1), 63–72.
- [2] Karlina, I. W., & Cindoswari, A. R. (2024). Pengaruh Penggunaan Instagram terhadap Persepsi Pemilih Pemula dalam Pilkada Kepri 2024 (Studi pada Remaja Kota Batam). *Scientia Journal: Jurnal Ilmiah Mahasiswa*, 6(4), 86–95.
- [3] Boulianne, S. (2015). Social media use and participation: A meta-analysis of current research. *Information, Communication & Society*, 18(5), 524–538.
- [4] Hetherington, M. J. (2005). *Why trust matters: Declining political trust and the demise of American liberalism*. Princeton University Press.
- [5] Abidin, C. (2016). Visibility labour: Engaging with Influencers' fashion brands and #OOTD advertorial campaigns on Instagram. *Media International Australia*, 161(1), 86–100
- [6] Tufekci, Z. (2015). Algorithmic harms beyond Facebook and Google: Emergent challenges of computational agency. *Colo. Tech. LJ*, 13, 203.
- [7] McGregor, S. (2020). Social media activism and youth political engagement. *Journal of Youth Studies*, 23(4), 551–567
- [8] Xenos, A. (2014). "the Networked Young Citizen: Social Media. Political Participation and Civic Engagement" *Information, Communication and Society*, 17(2).
- [9] Eryc, E. (2023). Analisa strategi digitalisasi UMKM food and beverage selama pandemi Covid-19 di kota Batam. *Jurnal Teknologi Dan Sistem Informasi Bisnis*, 5(4), 384-390.
- [10] Eryc, E. (2023). ADOPTION OF ECO-INNOVATION AND DIGITALIZATION INFLUENCE ON THE BUSINESS PERFORMANCE OF UMKM IN BATAM CITY. (2023). *JURNAL TEKNOLOGI INFORMASI DAN KOMUNIKASI*, 14(1), 67-77. <https://doi.org/10.51903/jtikp.v14i1.468>

- [11] Eryc, E., & Indasari Deu. (2024). INTEGRASI TEKNOLOGI DIGITAL DAN AI DALAM MEMPERKUAT AKUNTABILITAS PADA OPERASI MANAJEMEN RANTAI PASOKAN: ANALISIS LITERATUR SISTEMATIS. *TEKNIMEDIA: Teknologi Informasi Dan Multimedia*, 5(2), 200 -. <https://doi.org/10.46764/teknimedia.v5i2.219>
- [12] Eryc, E., & Indasari Deu. (2024). INTEGRASI TEKNOLOGI DIGITAL DAN AI DALAM MEMPERKUAT AKUNTABILITAS PADA OPERASI MANAJEMEN RANTAI PASOKAN: ANALISIS LITERATUR SISTEMATIS. *TEKNIMEDIA: Teknologi Informasi Dan Multimedia*, 5(2), 200 -. <https://doi.org/10.46764/teknimedia.v5i2.219>
- [13] Anbarwati, A. I., & Eryc, E. (2025). PENGARUH FITUR SISTEM INFORMASI SMARTPHONE DAN INSTAGRAM TERHADAP PERILAKU PENGGUNA: STUDI KASUS PERILAKU ALTRUISTIK DI KOTA BATAM. *Djtechno: Jurnal Teknologi Informasi*, 6(1), 19-34.
- [14] Suhariyanto, D., & Rozak, A. (2025). Political Participation, Civic Education, and Social Media on Generation Z's Political Engagement. *The Eastasouth Journal of Social Science and Humanities*, 2(02), 161– 170. <https://doi.org/10.58812/esssh.v2i02.455>
- [15] Sadikin, K. R. (2025). The Influence of Social Media Use on the Political Participation of Generation Z. *De Cive : Jurnal Penelitian Pendidikan Pancasila Dan Kewarganegaraan*, 5(2), 52–61. <https://doi.org/10.56393/decive.v5i2.2499>
- [16] Rini Rahyuni, & Indra Lestari. (2026). Pengaruh Konten Media Instagram @tempodotco terhadap Partisipasi Politik Digital Gen Z di Indonesia. *Jurnal Ilmiah Teknik Informatika Dan Komunikasi*, 6(1), 176–186. <https://doi.org/10.55606/juitik.v6i1.2007>