

INSTAGRAM AND POLITICAL LITERACY GENERATION Z

Alva Beriansyah¹, Mariatul Qibtiyah²

Program Studi Ilmu Pemerintahan Universitas Jambi

Program Studi Ilmu Pemerintahan UIN Sultan Thaha Saifuddin Jambi

email mariatulqibtiyah@uinjambi.ac.id

ABSTRAK

Perkembangan era digital saat ini ditandai dengan hadirnya media sosial sebagai alat komunikasi dan informasi yang efektif digunakan oleh masyarakat khususnya generasi Z atau gen z sebagai generasi yang lahir dari era digital ini. Salah satu ciri gen z adalah kedekatannya dengan penggunaan media sosial dalam kehidupan sehari-hari, bahkan media sosial menjadi referensi dan literasi bagi gen z ini. Keaktifan Gen Z dalam mengakses media sosial juga mempengaruhi partisipasi politik mereka karena Gen Z termasuk dalam kategori pemula dalam partisipasi politik. Penelitian ini menggunakan metode penelitian deskriptif kualitatif. Dengan menggunakan analisis literasi politik, diharapkan generasi z dapat memiliki pengetahuan politik yang baik yang juga secara signifikan lebih terlibat dalam kegiatan politik, baik konvensional maupun nonkonvensional, seperti mengikuti pemilihan umum, melakukan diskusi politik, melakukan protes, petisi, memboikot bahkan menyampaikan pendapatnya melalui media. Jelang pemilu 2024 mendatang, gen z diharapkan bisa ikut serta memberikan hak politiknya. Literasi politik yang dapat dibangun saat ini terhadap Gen Z yang bersifat instan adalah dengan memanfaatkan media sosial khususnya Instagram sebagai platform media sosial yang banyak digunakan oleh Gen Z untuk mengakses informasi, termasuk informasi tentang isu-isu sosial dan politik sehingga bahwa Gen Z diharapkan memiliki sikap kritis terhadap politik.

Kata kunci:

Instagram, Literasi Politik, Generasi Z

ABSTRACT

The development of the current digital era is marked by the presence of social media as an effective communication and information tool used by the public, especially generation Z or gen z as the generation born from this digital era. One of the characteristics of gen z is its proximity to the use of social media in everyday life, even social media has become a reference and literacy for this gene z. Gen z 's activeness in accessing social media also influences their political participation because gen z is included in the beginner category in political participation. This study uses a descriptive qualitative research method. By using political literacy analysis, it is hoped that gen z can have good political knowledge which will also be significantly more involved in political activities, both conventional and non-conventional, such as participating in general elections, conducting political discussions, conducting protests, petitions, boycotts and even expressing their opinions through the media. Ahead of the upcoming 2024 election, gen z is expected to be able to participate in granting their political rights. Political literacy that can be built at this time against Gen Z which has an instant character is by utilizing social media, especially Instagram as a social media platform that is widely used by Gen Z, to access information, including information about social and political issues so that Gen Z is expected to have critical attitude towards politics.

Keywords:

Instagram, Political Literacy, Gen Z

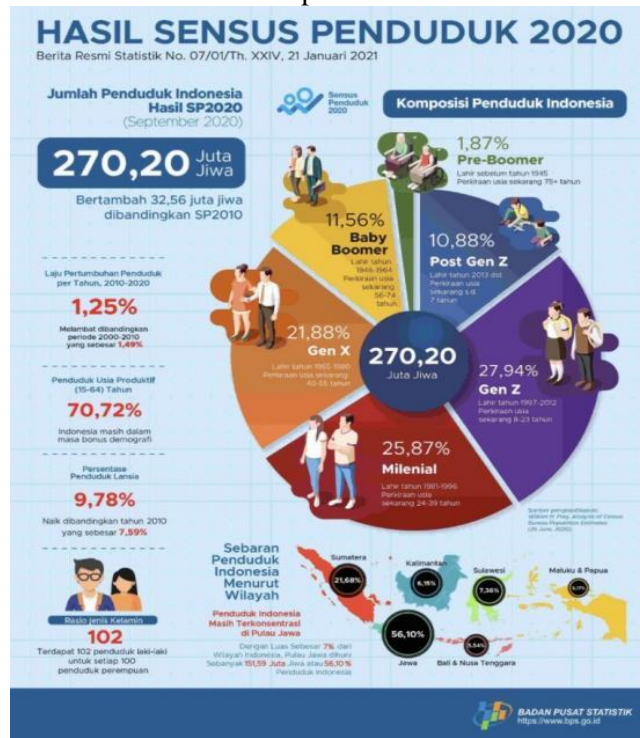
INTRODUCTION

The development of the internet as a *new media* (*the second media age*) marks a new period in which interactive technology and network communication, especially the virtual world, are able to change society. The internet makes it easy for users to access information with an *online system*. *This online system* can be accessed whenever and wherever the user is (Little John, 2009) . Of course, the process of learning democracy in our society in general has gone through a non-linear phase in relation to information and communication technology that continues to develop. The development of communication media also has a significant influence on a person's pattern or way of expressing communication and political participation. The existence of the internet which is used as a medium of information and communication becomes an alternative route for everyone who uses it. Even the invention of technology and communication has been able to give birth to a new generation with its own unique character.

Each generation group has its own characteristics and uniqueness. For example, the millennial generation who are generally technology literate, they will be familiar with the use of internet media, access to fast information technology, and the use of social media that encourages openness, dares to conquer challenges, Expressiveness and loudly voicing the truth are the main characteristics of the millennial generation. Millennials are witnesses to the history of the period where information communication technology and the internet rose so that millennials feel the changes from the era before and in the digital era. This is what distinguishes millennials from Gen Z, where Gen Z was born and grew up when the world has entered the digital era. These differences ultimately lead to differences in characteristics between generations. On the other hand, Gen Z who were born in 1997-2012, tend to be a generation that is innovative, *up to date*, and has good courage or fighting power and tends to have a career as an *entrepreneur*. In the view of William Strauss and Niel Howe (1991), the millennial generation is described as a prosperous generation because they were born and grew up when the economy was in good shape. Millennials are also considered as an educated generation, multi-ethnic, *tech-savvy*, team-oriented, have diverse *skills*, able to work under pressure, confident, optimistic and idealistic. Meanwhile, Generation Z or Gen Z is a virtual world generation that has the characteristics of liking social activities, preferring to work for *start-up companies*, having multitasking skills, enjoying information technology and being good at operating it, caring for the environment, and being realistic. In the 2024 election later, this group is a potential voter, because the age range is residents who fall into the category of permanent voters. So that the presence of this generation will clearly become a new supervisor and commentator as well as a driver of change in a social movement in the political field.

According to population projections, the Central Statistics Agency (BPS) noted that the population of Indonesia until 2020 is dominated by Generation Z or people born in the 1997-2012 period, and millennials, who were born in the 1981-1996 period. Based on the results of the 2020 Population Census conducted by BPS in February-September 2020 and based on William H. Frey's literature in classifying population groups, the number of generation Z reached 75.49 million people or equivalent to 27.94 percent of the total population of 270, 2 million people. Meanwhile, the millennial generation reached 69.90 million people or 25.87 percent. Followed by generation X who were born between 1965-1980 with a population of 21.88 percent. Meanwhile, the number of baby boomers born around 1946-1964 only reached 11.56 percent, while the Pre-Boomer generation or those born before 1945 reached 1.87 percent. Meanwhile, the Post-Gen Z generation or those born after 2013 reached 10.88 percent.

Picture 1. 2020 Population Census Results



In addition to the distribution of population data by generation in Indonesia, the distribution of population by age in Jambi City is still dominated by the younger generation. This is because the younger generation has a significant share of the number of voters in determining the political direction in Indonesia, especially in Jambi City which also has quite a lot of people who fall into the category of generation z . According to BPS data, the number of residents of Jambi City who are in the age classification of 15-24 years is 101,165 people and is the largest population compared to other age classifications in Jambi City. As seen below.

Table 1. Jambi City Population by Age in 2020

Kelompok Umur	Jenis Kelamin		
	Laki- Laki	Perempuan	Jumlah
(1)	(2)	(3)	(4)
0-4	27,925	26,777	54,702
5-9	26,545	25,333	51,878
10-14	25,450	23,855	49,305
15-19	25,416	24,279	49,695
20-24	25,952	25,518	51,470
25-29	26,414	25,615	52,029
30-34	25,101	24,214	49,315
35-39	23,138	23,808	46,946
40-44	22,521	22,766	45,287
45-49	20,523	20,932	41,455
50-54	17,528	17,851	35,379
55-59	14,494	14,327	28,821
60-64	10,565	10,313	20,878
65-69	7,183	7,521	14,704
70-74	3,557	3,772	7,329
75+	3,095	3,912	7,007
Kota Jambi	305,407	300,793	606,200

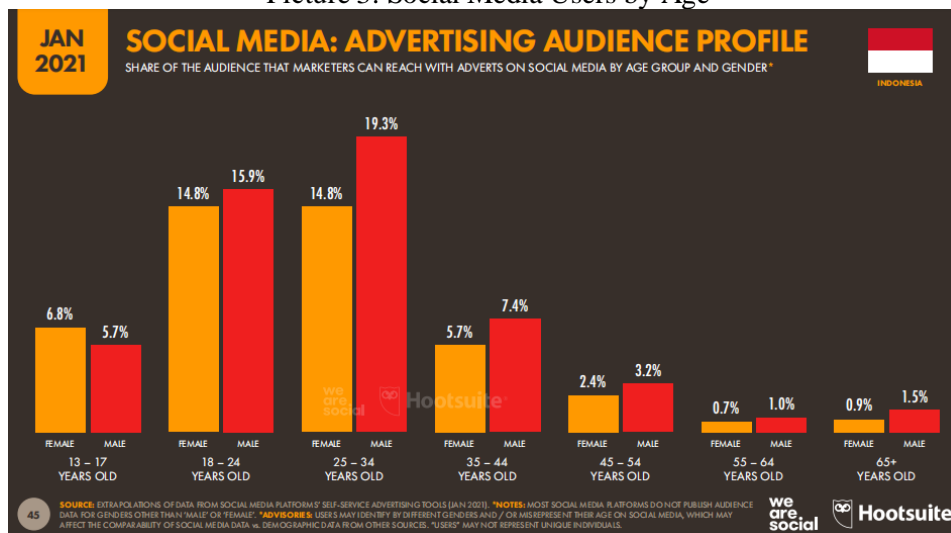
Regarding internet users in Indonesia, as released in *wearesocial* about the Global Digital Report 20 21 , there have been several increases in digital users in Indonesia. Of the total population of 2 74.9 million Indonesians, around 73.7 percent or 202.6 million of the population already use the internet in their daily activities. Meanwhile, in the same report, it is explained that of the hundreds of millions of internet users in Indonesia, 61.8 % have accessed social media.

Picture 2. The Development of Digital Use in Indonesia



Average use of the internet is dominated by Generation Z, which are users who carry out activities to socialize in cyberspace. It is proven by the large number of social media users in Indonesia, reaching 36.4% of users in the group aged 18-24 years. . In terms of the growth of social media users themselves, Indonesia is the third largest country with a growth rate of 23% or 24 million users in the past year. Regarding social media, Indonesia also occupies one of the largest countries that use one of the most popular social media in the world, namely Instagram. In this case, Indonesia ranks fourth in the world after India (180 million users), the United States (170 million users), Brazil (110 million users), and Indonesia with 93 million users. and Brazil.

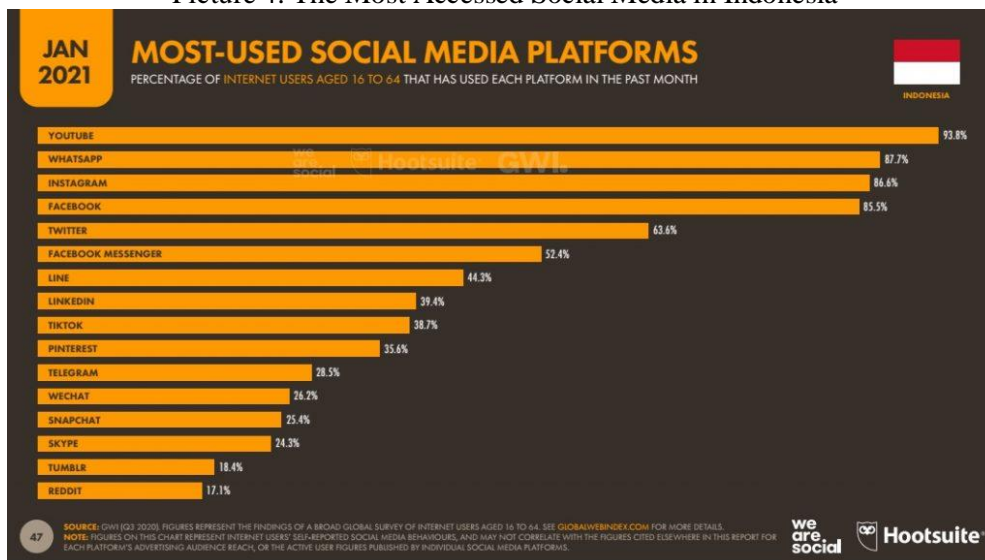
Picture 3. Social Media Users by Age



Social media has seen a pretty sharp rise in relation to its popularity among *gen z*. Social media has become a place where they can express their opinions and feelings openly. With the presence of the internet and *smartphones*, there has also been a new trend in socialization patterns. Many young people are more familiar with this new internet-based media. The time spent by *netizens* (a term for the younger generation of internet users) is mostly used to open *Twitter*, *Tiktok*, *Facebook*,

Instagram, Path, Youtube, Google, and others than to use mass media. The most widely used social media platforms in Indonesia are *YouTube* at 93.8%, followed by *WhatsApp* at 87.7%, *Instagram* at 86.6%, and *Facebook* at 85.5%. Even the intensity of time spent watching television began to decline, while the time spent being active on social media continued to increase. This *trend* will later bring extraordinary consequences. Internet *users* will increase rapidly along with the cheaper communication technology and the increasing welfare of people in various countries.

Picture 4. The Most Accessed Social Media in Indonesia



Instagram has become a very popular social media after youtube and whatsapp because this platform allows users to share photographic content and follow the lives of their favorite celebrities. Instagram revealed that their platform's active users in Indonesia are the most in Asia. This, according to Instagram, is because Indonesians are 'hypersocial'. The social media platform Instagram has 700 million users, with 400 million monthly active users. Interestingly, 80% of Instagram users are outside their homes in the United States. Indonesia itself is a country with the largest number of users in Asia. In fact, Jakarta is the location of the most 'tags' in the world. Indonesia has more than 45 million active users where these users produce '*insta stories*' which is twice as many as the global average. The position of Indonesian netizens as the most Instagram users in Asia is due to the basic character of Indonesian people who love to interact and share. The characteristics of 'hypersocial' who like to share, love to connect, and are able to build community, love to take pictures, like to make videos which then share them with others.

That is the development of digital media which is quite significant in Indonesia. All these media tendencies, of course, have significant meaning for the people who use them, especially young people. Young people who use social media have a new cultural tendency called *scroll culture* (Carr, 2010). Internet-based media have made major changes to the way *Gen Z* communicates. They change in the way they read, think, and remember. They want to be fast-paced and instant in all actions, especially communicating and seeking information. Most of the communication activities carried out are controlled by the *scrolling* of their fingers. In other words, the characteristics of the media affect the model of the pattern of using information seeking as well as socialization in the community. On the other hand, the character of the community also more or less affects the character of the media they use.

The shifting of the function of social media as a means as well as an arena for political campaigns can actually also be understood as a consequence of a shift in the orientation and preferences of the media used by the public, especially Gen Z. As is well known, the political contestation for the 2019 presidential election last year, reunited the two candidates who had also competed for votes in the 2014 presidential election, Joko Widodo and Prabowo Subianto. Utilization of social media as a motor political communication mover, making the momentum of the 2019 presidential election the political momentum with the highest escalation of attention. The community uses social media as a medium for political participation by providing support and even commenting on the political contention that is occurring.

With many media platforms, it makes it easier for everyone to get information, even hoaxes. The hoax information consumed by the younger generation, especially gen z, can influence political attitudes and the direction of support for elections. Currently, there are many social media that provide information about social and political issues in different perspectives so that media literacy skills include the ability to access information through the media, the ability to analyze and evaluate messages conveyed through the media, the ability to create opinions on information conveyed through the media, the ability to reflect and the ability to take action based on the information contained in the media. This literacy ability possessed by gen z will have an influence on how to interact with matters related to politics. The activeness of *gen z* in accessing social media also influences their political participation. Generally, *gen z* is included in the category of beginners in political participation. The tendency of their interest in political information is considered important because the participation of these beginners also influences the existing political developments. *Gen z*'s interest can also be seen in their use of social media because this generation has characteristics that cannot be separated from *smartphones* and social media. Gen Z is the generation with the highest percentage, meaning that Gen Z is the support and foundation of the nation's future so that the success of their education at this time is a success for the nation in the future and this condition is an opportunity and a challenge because Gen Z currently has the opportunity to become main role in development that will determine the future of the nation.

In the context of the 2019 presidential election, voters who are in a category/group Generation Z tends to be contested by the two candidate pairs. It is based on the fact that the combined group of voters Millennials and Generation Z (young generation) actually dominates the total registered voters. It will be happened again, the democratic party that will be held in 2024 is expected to be dominated by younger generation voters, including generation z or gen z as novice voters. This generation has a lot of potential because it has its own characteristics and is influential in determining who will be the nation's leader. As emphasized in Law Number 40 of 2009 concerning youth, it is emphasized that the younger generation has a major position and role in realizing the life of a democratic Indonesian nation. The younger generation is a key actor in the agents of social, economic and even political change. If you use the definition in Law Number 40 of 2009 concerning Youth, the so-called youth are those aged 16 to 30 years. This means that individuals under the age of 16 cannot be referred to as youth, but are referred to as children and adolescents. Meanwhile, individuals over the age of 30 are no longer called youth, but adults or the older generation. The age range of 16 to 30 years is included in the Generation Z (Gen Z) and Millennial Generation groups. This is based on the classification of the population according to William H. Frey which classifies residents born in 1997-2012 as Generation Z and residents born between 1981-1996 as millennials. So some of the Z generation and some of the millennial generation can be categorized as youth who will continue the baton of development in the future. So that political literacy from an early age must be emphasized, especially by gen z which is the moral responsibility of the younger generation. In

addition, the noble values of the Indonesian people must be firmly planted to encourage the progress of our democracy.

Gen z who are generally categorized as novice voters are always the center of attention ahead of the general election. Besides, because they are a young generation who have unstable emotional characters, their experience in making political choices is something new. Because it is a new experience, many suspect that the political behavior of these young voters is not constant. This means that because it is based on socio-political ignorance, the choice depends on their environment.

With good political literacy, it is hoped that Gen Z can have good political knowledge which will also be significantly more actively involved in political activities, both conventional and non-conventional, such as participating in general elections, conducting political discussions, conducting protests, petitions, boycotts and even expressing their opinions through the media. Ahead of the upcoming 2024 election, gen z is expected to be able to participate in granting their political rights. However, this political participation requires awareness of political literacy so that the number of white groups can continue to be suppressed. Political literacy is an effort to understand about political issues and political literacy is the key for gen z to become politically literate by obtaining accurate political information so that gen z does not become the target of hoaxes and other interests. Political literacy is knowledge and understanding of political processes and political issues that enable people to carry out their roles actively and effectively as citizens (Denver and Hands, 2009). Political literacy is also an information dissemination activity accompanied by discussions on various issues related to politics to create politically literate individuals so that they become intelligent citizens because they are critical, mature, and constructive in their view of politics and power. Political literacy that can be built at this time towards Generation Z or Gen Z who have instant characters is to use social media, especially Instagram as a social media platform that is widely used by Gen Z, to access information, including information about social and political issues. Gen Z has a critical attitude in looking at politics.

There are several previous studies and studies related to political literacy, including Muhammad Ageza Pratama with his research entitled *Political Literacy in Social Media (Study of Phenomenology of Followers of the Instagram account @generationmelekpoltik in Political Literacy Framework)* which is a research at the Faculty of Social Sciences, State University of Jakarta, explaining that The purpose of this study is to obtain further studies on content presentation to activate political literacy activities within the framework of a political literacy approach through social media, especially on the @generationmelekpoltik Instagram account. This study uses a qualitative method with a phenomenological approach. The results of the study indicate that the @generationmelekpoltik instagram account has presented content that is appropriate to actions in the political literacy approach, namely information about politics; information search strategy; movement to publish information; and evaluate the product of the political end process. The presentation of information through the Instagram account @generationmelekpoltik is applicable so that the political literacy of followers of this account can be understood as an act of collaborating elements of knowledge, effectiveness, and participatory attitudes to take part in the political system so that the integration between content and activities will provide space for the application of political knowledge for Instagram users. This research is a thesis so that it only describes political literacy in social media by only looking at one account where the informant is a follower of that account. So that this research will be different from the research that the researcher will do because it is more in-depth into the analysis of generation z political literacy in the city of Palembang.

Furthermore, there is research from Nora Eka Putri regarding the *Impact of Political Literacy on Voter Participation in Elections*. The results of his research indicate that the level of political literacy of the community affects political participation in elections. Political literacy is an effort to understand political issues, the beliefs of the contestants and how their tendencies affect themselves and others while political literacy is a compound of knowledge, skills and attitudes about politics including elections. There are several factors that influence the level of political literacy of the community, namely the need for political information, search strategies, the movement to communicate information, evaluate the product of the final political process. Furthermore, by looking at these factors it will be known the level of political literacy of the community and what policies will be formulated to increase the political literacy of the community. This study uses quantitative methods to determine the effect of political literacy and voter participation. While the research that the researcher will do will use qualitative methods by exploring more deeply about gen z political literacy in the city of Palembang.

Further research was carried out by Muhammad Ridha and Agus Riwanda with the title *Media Literacy, Political Literacy, and Citizenship Participation of Beginner Voters in the Digital Era*. This study is intended to determine the effect of media literacy and political literacy on citizenship participation of novice voters in the digital era by using a *non-experimental ex post facto quantitative research method* with 350 random samples using SPSS analysis. The results show that first, media literacy significantly influences the level of citizenship participation (0.567). Both political literacy also significantly influence the level of citizenship participation (0.664). Third, media literacy has a significant influence on political literacy (0.563). Fourth, simultaneously media literacy and political literacy affect citizenship participation (0.689). Fifth, political literacy was not proven to significantly moderate the relationship between media literacy and citizenship participation ($p=0.4590>0.05$). Media literacy and political literacy affect the citizenship participation of novice voters either partially or simultaneously. The level of media literacy for novice voters does not trigger a weak or strong relationship between political literacy and civic participation by novice voters. This research is different from the research that the researcher will do, namely regarding gen z political literacy in the city of Palembang. The research locus and different research methods are the specialties in the research to be carried out so that the results will be different.

In addition, there is also research conducted by Christiany Juditha and Josep Darmawan in their article entitled *Use of Digital Media and Political Participation of the Millennial Generation*. This article explains that the millennial generation is widely discussed because it is considered unique. This generation cannot be separated from communication and information technology, especially the internet. However, they are often considered as the generation that is least concerned with political issues and does not want to use their right to vote in elections. In fact, they have potential because of their large number and as the successor to the nation's leaders so that their political participation is very much needed. The purpose of this study was to determine the use of digital media and millennial generation's political participation. This study uses a survey method with a quantitative approach and questionnaires are distributed online. The results of the study concluded that one hundred percent of respondents are millennials (18-37 years) are internet users. Cellular phones are the most widely used media when connected to the internet with a duration of 5-10 hours/day to communicate and find information. Social media and online chat groups are also the most dominant digital media used. Meanwhile, the most frequently accessed digital content are movies, text messages and digital videos. The millennial generation considers political topics to be ordinary topics but still follows political news that is accessed from online media and television. The political participation of respondents also tends to be low. Especially to become members or active

supporters of political parties, participate in real demonstrations supporting/rejecting government policies, as well as contacting the government/politicians/officials to fight for the interests of the community. However, the majority of them will still vote in the 2019 Indonesian Legislative and Presidential Elections. This research has a difference from what the researchers did, which is related to gen z political literacy by using qualitative methods.

METHOD

This type of research is a research that combines quantitative research paradigms and qualitative research that is descriptive or called *mixed methods research*. Combination research method is a research method that combines quantitative and qualitative methods. Combination research is not carried out simultaneously between quantitative and qualitative but its use is different with the intention of complementing one another. The first stage carried out in this research is a quantitative method with a survey approach using simple random sampling technique. After taking quantitative data, the researcher conducted research using qualitative descriptive methods. The research locus was conducted in Jambi with the focus of the research being *the z gene* in Jambi. This is because the population of Jambi who are in the 15-24 year age classification is 101,165 people and is the largest population compared to other age classifications in Jambi. The *sample* was then focused again on the students of the Government Science Study Program of UIN Sultan Thaha Saifuddin Jambi and the students of the Government Science Study Program of Jambi University with the consideration that the students of the Government Science Study Program were representatives of *gen z* in Jambi who had *basic* knowledge of politics so that they could be seen as representing other respondents. The number of respondents who were used as samples in this study were 147 respondents. Research analysis in this study using content analysis studies is a method for researching and analyzing a communication content within a certain time and space, with the aim of knowing the tendency of messages conveyed, both visible and hidden. In this case, the content analysis used is social media that focuses on the Instagram application. This method is widely used to examine aspects of communication messages to determine *gen z* political literacy which can be identified by analyzing the status content and images *uploaded* by political account owners. as well as comments, likes *and* followings *made* by *gen z*.

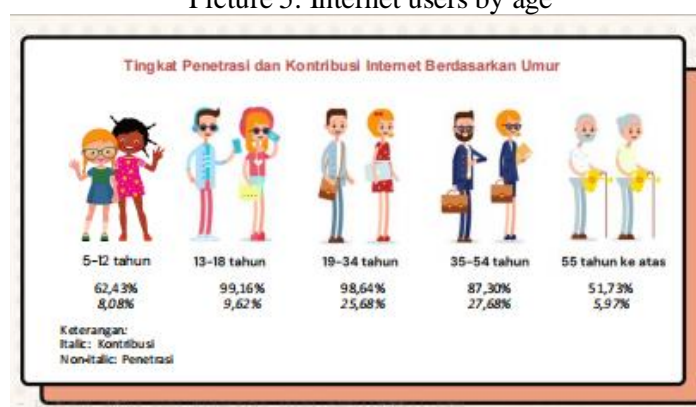
RESULTS AND DISCUSSION

The development of new media is also marked by the emergence of the phenomenon of *social networks* or *social media* (*social networks* or *social media*) in addition to being marked by the emergence of online news sites. *Social media* is a website-based feature that can form a network and allow people to interact in a community. It is called a social network because this media provides a communication medium that can not only be done in the real world (*real*), but can also be done in the virtual world (*unreal*). What will become the trend of this social networking media is 3S, namely *Social*, *Share*, and *Speed*. *Social* is how someone shares their experiences with others and share them with each other, *Share* is how someone shares their experiences with others through text, photos, or videos, while *Speed* is how social networks can provide information very quickly, exceeding the speed of journalists writing news. ¹The survey results in 2021 showed that *Facebook*, *Instagram*, *YouTube* are the most commonly used social media by people around the world, including in Indonesia. Through these media, the public can communicate, make comments, create statuses, share photos, videos, and others, including these

media which are very effectively used as communication tools, promotional tools, and socialization tools that can provide a wider space in the community. communicate.

APJII , as many as 80% of internet users in general are young people aged 25-29 years and those aged 15-19 years the percentage is 64%. As for ²*Instagram* social media users in Indonesia, according to international research institute Taylor Nelson Sofres Indonesia, the majority of *Instagram users* in Indonesia are 89% young people where these young people are *mobile-first users* with good financial capabilities and have a bachelor's degree. Based on TNS research, as many as 59% of active *Instagram users* are from 18-24 years old, 30% from 25-34 years old, and the rest from 34-44 years old. ³*Instagram* users who are between the ages of 18-24 years are generally referred to as generation Z (born 1995-2010) or also referred to as gen z who were born from generation X and generation Y. *Gen z* is a generation born and raised in the digital era with a variety of complete and sophisticated technologies, such as: computers/laptops, smartphones, internet and other electronic devices and since childhood they are familiar (perhaps even introduced) and familiar with various sophisticated *gadgets* , either directly or indirectly which then affect on the development of behavior and personality, including active users of social networks, and *Instagram* is one of them.

Picture 5. Internet users by age



According to Doris Graber - race, ethnicity, religion, gender, age, income, education, and city size - are variables that affect the habit of using social media. In this case, the age variable affects the habit of using social media. Gen Z is more likely to be active on social media than other generations. Based on the findings by TNS, as many as 69% of *Instagram users* have a bachelor's degree and admit that their household income is 1.5 times higher than that of *smartphone users* in general and 11 times more educated than *smartphone users* in general. ⁴This shows that Instagram users in Indonesia are educated and well-established young users. This educated young man (including the student category) has all the roles assigned to him, namely as an agent of change, *noblesse oblige* , the next generation of the nation, the elite of society and also as a *prophetic minority* or a small group who has a futuristic view before the public knows it. ⁵In Indonesia, the role of young people as intellectuals is clearly visible throughout the history of the republic's

journey, including what is currently being expressed through social media. However, based on the results of a survey conducted by the *Center for Strategic and International Studies*, it shows that the millennial generation or *Gen Z* prefers sports than politics.

Picture 6. Activities undertaken while using the internet



In the era of social media, political participation is growing. The public is not only a passive audience, but also often produces political messages. Using social media to express opinions and attitudes. Raising solidarity through petitions, support on social media to creating a social media agenda that can influence the conventional media agenda to the political agenda. The *civil society movement* has become fluid and widespread because of the *public sphere* on social media. Political campaigns, analysis, support-raising to opinion wars on social media become commonplace. Even participation among *gen z* this can lead to attacks on the internet of other countries, *hacking*, *cracking*, or *phishing* (usually this happens when their spirit of nationalism is disturbed by the actions of other countries, such as when news of Australian intelligence intercepts Indonesian leaders). That is *the* development of divided political participation carried out by *Gen Z*.

The role of the media in the political system is constantly evolving. Political leaders send thousands of messages to millions of people, who are followers or *followers* on Instagram. The messages through the images that are sent indicate how Instagram has influenced the way of campaigning, the way of governing, and the relationship between political leaders and their publics. A number of politicians interact with their followers to improve government services or share personal opinions (Parmalee & Bihard, 2012: 19-20). Political activity when connected to the internet will focus on the frequency with which respondents access political information, the type of media used to access information about politics and the type of political information they access.

Table 2. Gen z As Social Media Users

Social media	Man	Woman
Facebook	88	59
Instagram	84	58

In general, Gen z have more than one social media. However, for Gen z , the presence of Facebook is considered ancient and is only intended for generations X and Y. These contemporary children are more likely to be active on Instagram than Facebook and Facebook is only used as a link that connects posts on Instagram.

Table 3. Frequency of Gen Z Using Instagram

Respondent	Very often		Often		Seldom		Very rarely		Never		Total	
	f	%	f	%	f	%	f	%	f	%	f	%
Man	43	30.28	28	19.71	10	7.04	1	0.70	2	1.40	84	59.15
Woman	46	32.39	7	4.92	3	2.11	0	0	2	1.40	58	40.84
Amount	89	62.67	35	24.64	13	9.15	1	0.70	4	2.81	142	100

The table above shows that of the 142 respondents who have Instagram accounts, there are 4 respondents who never again access their Instagram accounts or there are 138 respondents who still access their Instagram accounts. The four respondents who never accessed Instagram again consisted of 2 male respondents and 2 female respondents. The reason given by the respondents was that the existing Instagram content was boring and Instagram was deemed unattractive.

Based on the table above, it can also be seen that, of the 138 respondents who still access Instagram accounts, there are 89 or 62, 67% of respondents who still access Instagram accounts very often, consisting of 43 men and 46 women. The table above also shows that there are 35 or 24, 64% of respondents categorized as frequent consisting of 28 men or 19.71% and 7 women or 4.92%. The table above also shows that there are 13 or 9.15% of respondents who very rarely access Instagram which consists of 10 men or 7.04% and 3 women or 2.11%. Both male and female respondents were found to access Instagram very often, even though it was just reading, looking around, liking posts uploaded by several accounts.

Social media has a huge influence in all sectors of life, including in politics. Social media can be used as a forum for campaigning, conveying information and even doing propaganda. The presence of political information on social media also received sympathy from Gen z although not all Gen z access information containing political elements. The following data shows that Gen z is still reluctant to seek information about politics and public issues. This reluctance is even greater in number. Furthermore, respondents were asked to rank which content was most frequently visited to be accessed related to obtaining information about politics, namely on general information accounts, political news, political parties, political figures, and state institutions.

Table 4. Gen Z Activity and Political Literature

No	Indicator	Respondent's Gender				Number of Respondents	
		Man		Woman		Σ	%
		Σ	%	Σ	%		
1.	Reading Posts						
	1) General Information Account	80	57.97	56	40.57	136	98.55
	2) Political News Account	47	34.05	16	11.59	63	45.65
	3) Political Figures Account	76	55.07	55	39.85	131	94.92
	4) Government Agency Account	47	34.05	21	15.21	68	49.27
	5) Political Party Account	13	9.42	2	1.44	15	10.86
2.	Follow						
	1) General Information Account	80	57.97	52	37.68	132	95.65
	2) Political News Account	45	32.60	12	8.69	57	41.30
	3) Political Figures Account	73	52.89	51	36.95	124	89.85
	4) Government Agency Account	41	29.71	15	10.86	56	40.57
	5) Political Party Account	11	7.97	2	1.44	13	9.42
3.	Like Posts						
	1) General Information Account	59	42.75	37	26.81	96	69.56
	2) Political News Account	7	5.07	1	0.72	8	5.79
	3) Political Figures Account	31	22.46	17	12.31	48	34.78
	4) Government Agency Account	24	17.39	7	5.07	38	27.53
	5) Political Party Account	4	2.89	1	0.72	5	3.62
4.	Commenting Posts						
	1) General Information Account	9	6.52	3	2.17	12	8.69
	2) Political News Account	4	2.89	0	0	4	2.89
	3) Political Figures Account	20	14.49	2	1.44	22	15.94
	4) Government Agency Account	9	6.52	1	0.72	10	7.24
	5) Political Party Account	2	1.44	0	0	2	1.44

For a table with an indicator for reading posts, it is a table that is responded to by Gen z . In this indicator, Gen z does not have to follow the account, is not required to give *likes* or comments. Gen z respondents can directly search and read the post from the *searching homepage*. This shows that respondents are passive users because they do not *follow*, like , or comment. The table shows that general information accounts are the accounts that Gen Z is most interested in accessing, which is 98.55%. This is because the account contains information that is up to date, including sometimes discussing political issues that are currently being discussed by the public. Followed by accounts from political figures who are interested in reading, which is 94.92%. The account of this political figure is considered to provide motivation and inspiration for Gen Z. Followed by state agency accounts at 49.27% and political news accounts at 45.65%. Only a few Gen Z respondents read posts from political party accounts, which is 10.86%. This is due to the lack of interest in Gen Z and the assumption that political parties are only for cadres.

Furthermore, the percentage of Gen Z to *follow* several accounts can be seen at 95.65% following general information accounts (such as @wowfact , @infodunia.id, @indo_psikologi, @detikcom, @hariankompas, @ Kabarjambi.id , @jambisharing , and others), following political news accounts by 41.30 % (such as @pinterpolitik, @asumsico, @generationmelekpolitik , and others), political figures accounts by 89.85% (such as accounts @jokowi,@fahrihamzah , @smindrawati, @fadlizon, @aniesbaswedan, @ridwankamil state agency accounts 40.57% (such as

@dpr_ri, @kpu_ri, @official.kpk, @kemenkupr, @sekretariat.kabinet, @polri.id and others), and political party accounts of 9.42% (such as @pdiperjuangan, @pdemokrat, @gerindra, @partai.golkar, @pkb_muda_indonesia, etc.). This trend explains that gen z 's interest in politics is still very minimal. Active participation of genes z in *following* or following accounts that convey specific information about politics is still very lacking. Moreover, to be interested in following political party accounts, for some Gen z who *follow political party accounts* , generally they are cadres of the party or are only interested in the candidates promoted by the party and do not see the ideological background of the party. Gen z prefers to *follow* the accounts of inspiring political figures and general information accounts that do not only provide information about politics and state activities.

There are several factors that cause Gen Z to have an apathetic attitude towards politics , including seeing unclear political news, riots that occur in an area due to political activities, being disappointed with political actors who are considered not in line with expectations, Gen Z 's mindset that are not yet established and think that the political elite is always fooling the public, there is no trust in Gen Z in political developments, the bad *image* of political parties, political actors and even politics in the eyes of Gen Z , and the low knowledge of Gen Z about politics, and they still think that politics is only for people who are more mature than them and it's not the time to understand politics.

Instagram as a social media can be literate for gen z through accounts that share information about political news to add insight into gen z's politics. Political literacy is knowledge and understanding of political processes and political issues that enable people to carry out their roles actively and effectively as citizens (Denver and Hands, 2009). Political literacy is also an information dissemination activity accompanied by discussions on various issues related to politics to create politically literate individuals so that they become intelligent citizens because they are critical, mature, and constructive in their view of politics and power.

CONCLUSION

Based on this explanation, it can be concluded that *Gen Z* is a generation born from the era of digital technology development. In general, this generation has a distinctive character, including being technologically literate or accustomed to using *gadgets*, including accessing social media *Instagram* as a social media that is being loved and considered current among the younger generation. Gen Z as a novice participant in the world of politics is a potential for political development so that political literacy for Gen Z is something that Gen Z must have. Political literacy can be accessed through accounts that post about political news so that this can be seen from their participation in following , giving *likes*, or providing comments on general information accounts that contain political elements as well as political news accounts, political party accounts. , accounts of political figures, and accounts of state institutions. With political literacy through social media *Instagram*, it is hoped that Gen Z has good political knowledge, especially since Indonesia will carry out a democratic party in 2024 so that with good political literacy, Gen Z as a novice voter, can decide on political rights properly, not just from voting. so that Indonesia can be better.

REFERENCES

- Asep Syamsul M Romli. 2012. *Online Journalism. Bandung: Scholarly Feel*
- Don Tapscott. 2013. *Grown Up Digital: Young People Changing the World*. Jakarta: Gramedia Pustaka Utama.
- Doris Graber. 2002. "Mass Media and American Politics, in A Division of Congressional Quarterly, 6th edition. Washington DC
- Hasbi Wahyudi, et al. "The Role of Political Trust and Democratic Satisfaction on Student Political Participation. *Journal of Psychology*, Volume 9 Number 2, December 2013. <https://media.neliti.com/media/publications/126783-ID-peran-kebelian-politik-dan-kepuasan-d.pdf>
- Henry Subiakto and Rachmah Ida. 2012. "Political Communication, Media, and Democracy". Jakarta: Prenadamedia Group.
- Howe, N. & Nadler, R. (2012). *WHY GENERATIONS MATTER: Ten Findings from LifeCourse Research on the Workforce*. Retrieved January 28, 2016, from <https://www.lifecourse.com/assets/files/Why%20Generations%20Matter%20LifeCourse%20Associates%20Feb%202012.pdf>
- Howe, N. & Strauss, W. (1991). *Generations: The History of America's Future, 1584 to 2069*. William Morrow Paperbacks: New York City,
- _____. *The LifeCourse Method*. Retrieved January 28, 2016, from <https://www.lifecourse.com/about/method/>
- _____. *Turning in History*. Retrieved 28 January 2016, from [https://www.lifecourse.com/assets/files/turnings_in_history\(1\).pdf](https://www.lifecourse.com/assets/files/turnings_in_history(1).pdf)
- _____. (1997). *The Fourth Turning: An American Prophecy – What the Cycles of History Tell Us About America's Next Rendezvous with Destiny*. Broadway Books: New York City.
- LifeCourse. *Generations in History*. Retrieved 28 January 2016, from [https://www.lifecourse.com/assets/files/gens_in_history\(1\).pdf](https://www.lifecourse.com/assets/files/gens_in_history(1).pdf)
- Gibson, JJ 1970. *The Perception of the Visual World*. Boston: Houghton Mifflin.
- Joyo Nur Suryanto. "Political Knowledge and Political Attitudes of Students in the 1992 General Election: The Influence of Communication and Non-Communication Factors on Political Knowledge and Political Attitudes towards Selected OPP in Islamic and Catholic/Christian PTS Students in Yogyakarta. <http://lib.ui.ac.id/opac/themes/libri2/detail.jsp?id=81653&location=lokal>
- Stephen W. Littlejohn and Karen A. Foss. 2009. *Communication Theory – Theory of Human Communication* (Mohammad Yusuf Hamdan. Translation). Jakarta: Salemba Humanika, p. 413.
- Sugiyono. 2012. *Statistics for Research*, 21st edition, Bandung: Alfabeta.

Internet Resources

- ejournal.unp.ac.id/students/index.php/ian/article/download/38/27
- <http://lib.ui.ac.id/opac/ui/detail.jsp?id=20287157&location=lokal>
- <http://www.antaraneews.com/berita/642774/user-instagram-di-indonesia-reach-45-juta>
- <https://national.tempo.co/read/736014/user-instagram-di-indonesia-anak-muda-mapan-terpelajar>
- https://www.apjii.or.id/survei20_21
- <https://www.voice.com/tekno/2017/08/24/190602/user-instagram-di-indonesia-terbanyak-di-asia-ini-caused>