The Influence of President Joko Widodo's Instagram Content on Beginner Voters Participation in the 2019 General Elections

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Abstract: *Instagram is a social media that is currently becoming a lifestyle trend and is in demand by the community. With the advantages of Instagram which are a photo and video posting service, Instagram is not only used for fun but also used as a source of political information. One of the uses of Instagram content as a source of political information was carried out by President Joko Widodo. In the 2019 elections, Jokowi again ran for the Republic of Indonesia presidential candidate along with Ma'ruf Amin. The use of Jokowi's Instagram is an effort in conveying his political message to attract the public, especially beginner voters, to re-vote. This study aims to determine whether there is an influence and how much influence Jokowi's Instagram content on the participation of beginner voters in the 2019 general elections. This research uses a quantitative method and 96 questionnaires distributed to followers of Jokowi's Instagram account. A hypothesis testing has been done by doing regression tests, coefficient of determination and f-test. The result of linear regression has been indicated by equation Y=10,764 + 1,353X, with the results of hypotheses testing stating that the variable of @jokowi Instagram content has a significant impact on the participation of beginner voters, with a contribution of 64,5%. It can be concluded that Joko Widodo's Instagram content has a significant impact on the participation of beginner voters in the 2019 general election.*

Keywords: *Instagram, content, participation, beginner voters*

INTRODUCTION

One of political agenda in a democratic country is the general election. A general election is considered as the most concrete form of public participation or participation in governance (Viani, 2017:2). According to Constitution of Republic of Indonesia (UU RI) No 7 2017 on general election chapter 1 article 1 paragraph 1, a general election is a means of people's sovereignty to elect members of the House of Representatives, members of the Regional Representatives Council, the President and Vice President, and to elect members of the Regional People's Representative Council, which implemented directly, publicly, freely, confidentially, honestly and fairly in the Unitary State of the Republic of

Indonesia based on the Pancasila and the 1945 Constitution of the Republic of Indonesia.

Based on the official website of the General Election Commission (KPU), there are three mandatory requirements for a citizen to be registered as voters. First, they must be Indonesian Citizen (WNI), second, age 17 or more when voting, third, married or had married. Citizens who in the next five years will become voters are referred to as pre-voters while for the first time participating in elections will be referred to as Beginner Voters (Rumah Pintar Pemilu, 2015: 2).

Beginner voters are those who are in the range of 17-21 years old who are on average undergoing tertiary education, young workers, and students who have

just graduated from high school. They will use their right to vote for the first time in a general election or local election (Manik et al, 2015: 17). The Ministry of Home Affairs (Kemendagri) noted 5,035,887 beginner voters would be 17 years old from January 1, 2018, to April 17, 2019 so that they could participate in the 2019 general elections (Andayani, 2018: 2).

The amount of beginner voters who will participate in every general election makes voter education necessary to instill the values related to the general election. In addition, an approach through communication is also needed so that beginner voters are interested and participate in political participation. In conducting political communication, a package of an attractive and effective message is needed by prospective leaders to provide information to the public (Romli, 2014: 7).

Along with the rapid development of communication technology in many fields such as entertainment, politic, even in education, causing the media to become an important aspect of gaining public interest and participation, especially among the beginner voters. The media in this case acts as a channel for political information. The media not only provides cognitive knowledge but also builds political reality through its reporting (Dewi, 2017:140)

Sutarso (in Viani, 2017:5) claims that in addition to communication, one important way that can be done is to create a comprehension towards voters by grouping them in certain clusters or called segmentation. By keeping abreast of the times, the most effective approach used to attract the interest of beginner voters is to use new media technology, one of them is Instagram which is popular and liked by teenagers.

Castells states that in a democratic society, the presence of media can support the occurrence of critical and inclusive public domain, in other words, media can be a vessel for information literate individuals to involve in public discussion (Putri, Nugraha, Kenawas & Sinulingga, 2014:15-16). This is in line with the assumption that social media can become a new pillar in democracy. This multimedia and interactivity from social media can spur democratic participation (Priyono in Andriardi, 2017).

Instagram is one of the most popular photos and videos online sharing platforms, because the users can upload photos and videos of various information and comment on it (Mattern, 2017: 6-7). Instagram content consists of 1) message inside photos; 2) captions or brief explanation about photos; 3) comment sections and 4) hashtags (Febbyana, 2018:6). Total Instagram users in the world have reached 800 million in January 2018 and Indonesia occupies the 3rd position after the United States and Brazil with Instagram user's as many as 53 million people (Katadada, 2018).

Hootsuite and We are Social surveys (2019) show that Instagram is the sixth-highest number of social media platforms in the world. Aside from being a social network for sharing photos and videos, Instagram is also used for business marketing, political campaigns, and creating communities.

Nowadays, the needs of social media accounts are raising, not only for young people but also for various groups such as entrepreneurs, community, activists, even country leaders. One of them is the President of Indonesia, Joko Widodo, or known as Jokowi. President Joko Widodo officially owns and using an Instagram account with his nickname which is @jokowi since January 2016 (Panji, 2016:1). During his administration, President Joko Widodo uses Instagram as media to upload the President's activities (FIGURE 1).

Today many world leaders use

FIGURE 1. Jokowi Instagram upload (source: Instagram @jokowi, 2018)

Instagram and packed their messages attractively and creatively, by utilizing features in social media such as the use of images or interesting picture explanations (Damar, 2017: 2). Accessed from Instagram on October 24, 2018, here are some examples of country leaders and their followers, including India's Prime Minister, Narendra Modi, with 14.9 million followers, United States' President, Donald Trump, with 10.3 million followers, DKI Jakarta Governor, Anies Baswedan, with 1.8 million followers, and DKI Jakarta Deputy Governor, Sandiaga Uno, with 2.3 million followers.

President Joko Widodo's active role in social media, especially on Instagram, has a significant influence. The @jokowi Instagram account gained a very fast growth of 673% followers one year after Jokowi made Instagram. In the 2016 "World Leaders on Instagram" study, @jokowi already had 3.7 million followers and based on data from May 7, 2019 the number of followers had increased by 19.9 million. That number puts President Joko Widodo in the fifth position as the world leader with the most followers on Instagram. In addition, Instagram @jokowi ranked fourth as the most interactive world leader with a total of 17,244,999 interactions and was also ranked seventh as the most effective world leader on Instagram with interactions of 3.68% or 59,058 interactions in each

upload of @jokowi (Damar, 2017: 1).

Seeing the magnitude response from Indonesia's number one person, it is known that communication in cyberspace can deliver creativity and show the personality of people, especially leaders or public figures in utilizing their Instagram account (Damar, 2017: 2). These positive conditions and responses are certainly very beneficial for President Joko Widodo during his reign, so that everyone, especially the younger generation, can see and know the activities carried out by their President. Let alone, Jokowi became a presidential candidate in the 2019 general elections.

Based on @jokowi, since officially becoming one of the presidential candidates in the 2019 general election, every Instagram upload from @jokowi has positive responses, although of course there are also negative responses. One example is the picture of Jokowi wishing a happy birthday to the other 2019 presidential candidate, Prabowo Subianto on October 17, 2018. That picture received 669,502 likes and 14,660 comments. Most comments of that photo were pro-President Joko Widodo's attitude, and many even said to elect Jokowi again. Especially in the context of the latest political issue is the 2019 presidential election which will be held in April 2019. The public increasingly expresses their opinions through Instagram, even creating discussions and

debates in the comments section of those 2019 presidential candidates.

Surely, this can be useful to develop positive views towards Instagram users which dominated by teenage generation or gen-Z. This shows Instagram's usefulness as visual content sharing media and also can add messages in writing along with uploaded visual content. This means the content can be a complete message. Instagram users can express their opinions about anything.

Indirectly the response in @jokowi confirms that many people are attracted to see or observe their presidential candidates. If every @jokowi posts always getting a certain response, it certainly can affect the public views especially to beginner voters which are teenagers. Moreover, in this general election Jokowi emphasizes the millennial generation as his main target to participate in the 2019 general elections. This realized or not is a form of political participation (Hutomo, 2017: 1). Forms of political participation are include: 1) occupying political or administrative positions, 2) seeking political or administrative positions, 3) becoming an active or passive member in a political organization, 4) becoming an active or passive member of a semi-political organization, 5) becoming participants in public meetings, demonstrations, etc. 6) becoming participants in informal political discussions, and 7) becoming participants in voting or elections (Althoff, 2012: 122).

Beginner voters participation in this research measured from 6 stages of hierarchy model effect, which are 1) awareness, describing that someone who has seen information will become aware of the offer or message in the information provided; 2) knowledge, relating to the addition of knowledge about information and ideas provided; 3) liking, i.e. there is a feeling of liking the information; 4)

preference, in the context of this research, it can be seen whether all messages given by the @jokowi Instagram account can make the audience to like it and influence them to participate in the 2019 general elections; 5) conviction, is the stage of the desire and feeling confident to consume or take action on products, services, or information offered or provided; 6) purchase, is the final stage of the behavior of the audience who get the effect after receiving a message or information through the @jokowi Instagram account (Belch & Belch, 2009: 156).

Based on the description above, the purpose of this study is to find out whether the contents of the @jokowi Instagram account can affect the interest of beginner voters or millennial generation who are the main target of Joko Widodo in the election to participate in the 2019 general elections.

METHOD

This research uses quantitative research methods and uses questionnaires as the main data collection technique. Quantitative methods can be interpreted as research methods based on the philosophy of positivism, used to examine populations or specific samples, collecting data using research instruments, statistical data analysis with the aim of testing hypotheses that have been established (Sugiyono, 2012: 8).

The sampling technique used is purposive sampling technique, which is a sampling technique but all members of the population may not necessarily have the same opportunity to be selected as a sample and only those selected as sample are based on certain criteria made by the researcher (Kriyantono, 2006: 317-318). The sample criteria in this study are beginner voters aged 17-21 years and for the first time participating in the 2019 general elections and becoming followers of the @jokowi Instagram

account. Based on the population-based on sample criteria that are not known with certainty, the sample calculation in this study uses the Cochran formula and obtained a sample of 96 beginner voters. By using this Cochran formula the determination of sample size involves the characteristics found in the population so that the minimum sample size will be able to reflect the actual population condition (Sarwono, 2011: 87).

The data obtained are analyzed using a simple linear regression test, which is an analysis that measures the effect of independent variable (X) with one dependent variable (Y) (Sugiyono, 2012:184). In addition to the linear regression test, the coefficient of determination test and F test is also used to test the hypothesis. This research was conducted from September 2018 to May 2019, located in Jakarta. The concept operationalization table can be seen in TABLE 1.

RESULTS AND DISCUSSIONS
Respondent Characteristics

Based on the results of the questionnaire regarding the characteristics of respondents, it can be identified the characteristics of respondents based on gender and age. This information is presented in the following diagram or image. FIGURE 2 can be seen that the

TABLE 1. Operating Concept

X Variable		Y Variable	
Instagram Content @Jokowi		Beginner Voters Participation	
DIMENSION	INDICATOR	DIMENSION	INDICATOR
Photo	Picture Quality Informative message through photo/video	Awareness	Aware of Instagram existence Aware of every upload
Caption	Contains certain messages Makes it easy to interpret uploaded images	Knowledge	Knowledge from upload Knowledge of current information
Comment	Interaction medium Form of response to upload Interaction medium	Preference	Options for all information Options for the latest news Option to know the response of the community
Hashtag	Simplify upload search	Conviction	Confidence to participate in elections Confidence to comment
		Purchase (Action)	Participation to becomes a voter Participation to invites others

Source: Febbyana, 2018 & Belch & Belch, 2009

majority of respondents who filled in the questionnaire are female, 62.5% from a total of 96 respondents. While 37.50% are male.

From FIGURE 3 can be seen that the majority of respondents are 21 years old which is equal to 29.2%, with the age range of respondents between the ages of 17 to 21 years. This corresponds with the age range of beginner voters, namely the age range of 17-21 years (Manik et al, 2015: 17). Also in UU No. 10 of 2008 concerning general elections states that
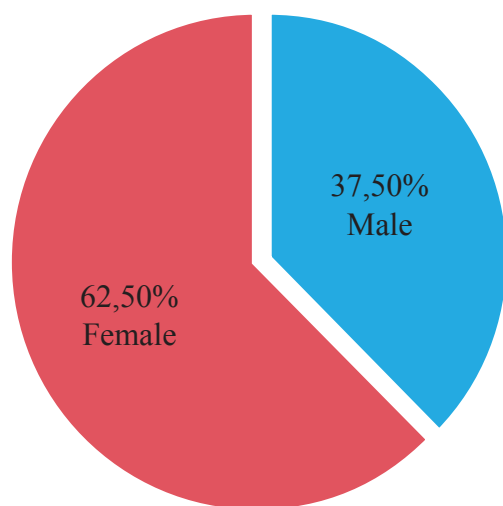

FIGURE 2. Gender.
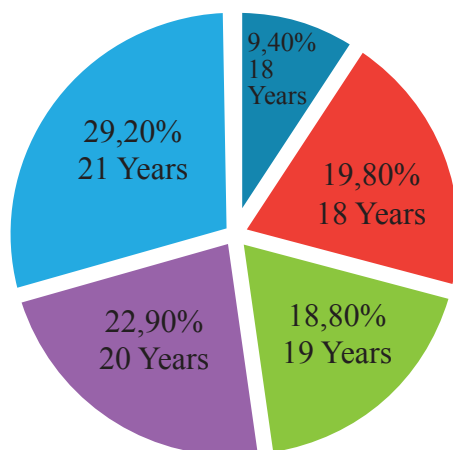(Source: results of data processing, 2019)

FIGURE 3. Ages.
(Source: Results of data processing, 2019)

those included in the beginner voters are those who use their right to vote for the first time in an election or local election or have been married.

Descriptive Analysis President Joko Widodo's Instagram content

Based on the data obtained from the research results of variable X, which is @jokowi Instagram content owned by President Joko Widodo, seen from the dimensions of the photo, caption, commentary section, and hashtag; it was found that the photos or videos uploaded were easy to remember, understood and conveyed informative messages about Jokowi's activities. Furthermore, the caption that is on every photo or video uploaded helps the public to understand the purpose of the photo or video. The comments section is used as a suggestion for interaction and the use of hashtags helps audiences search uploads on @ jokowi Instagram. This is seen in TABLE 2.

If viewed from average dimensions, the data shows that the majority of respondents (Mean=4.43) stated that the quality and photos and videos uploaded became one of the strongest elements or dimensions of @ jokowi. The uploaded photos or videos are easy to remember, easy to understand, and informative in presenting Jokowi's activities. The caption that is used to facilitate the audience to understand photos or videos uploaded to be the second strongest dimension with an average of 4.41. Also, the need to use hashtags to facilitate the search for each uploaded photo or video, with an average value of 3.57. Some of the hashtags that are commonly used on the @jokowi Instagram account include #JKWVLOG, #MenujuIndonesiaMaju and others. The comments section as a means of interaction becomes the last dimension with an average value of 3.48; where

there are not many respondents or are still hesitant to use this comment section on every photo or video upload.

Beginner Voters Participation

In TABLE 3, the results of the variable Y research are described as: the participation of beginner voters as seen from the dimensions of awareness, knowledge, liking, preference, conviction, and purchase (action); it was found that

the knowledge stage became the strongest element or dimension compared to the other stages. With an average of 4.33, it was stated that uploading photos or videos in the @jokowi Instagram account provided knowledge and information related to President Joko Widodo's activities, work programs, and campaigns. Respondents, in this case, will participate as voters in the 2019 general election after seeing the content in Jokowi's Instagram

TABLE 2. Descriptive Analysis X Variable

No	Description	SS %	S %	N %	TS %	STS %	Mean
	Photo						
1	The quality of uploaded photo/video images are easy to remember	40.6	41.7	17.7	0	0	
2	Image/photo quality creates understanding for Instagram content	47.9	44.8	7.3	0	0	4.43
3	Photos/videos convey an informative message about Jokowi's activities	65.6	33.3	1.0	0	0	
	Caption						
4	Photo captions make it easy to understand the purpose of the uploaded photo	50	43.8	6.3	0	0	
5	Each caption uploaded has a message to be delivered to the public	47.9	41.7	10.4	0	0	4.41
	Comments						
6	The comment section that exists on each upload is a medium of interaction	26	41.7	29.2	3.1	0	
7	Always give an opinion in the comments section on every upload as a form of response to upload photos/videos	11.5	22.9	34.4	21.9	9.4	3.48
	Hashtag						
8	Hashtag makes it easy to search uploads on @jokowi IG	17.7	44.8	31.3	6.3	0	
9	The hashtag on the content creates interest to see @jokowi IG	18.8	34.4	33.3	10.4	3.1	3.57
10	Following @jokowi IG because of hashtags on @jokowi IG content	20.8	26.0	30.2	20.8	2.1	

Source: Febbyana, 2018 & Belch & Belch, 2009

TABLE 3. Descriptive Analysis X Variable

No	Description	SS %	S %	N %	TS %	STS %	Mean
	Awareness						
	Knowing @Jokowi account IG through photo/video upload	39.6	42.7	11.5	5.2	1.0	
	Aware of every upload by @jokowi IG	20.8	38.5	27.1	12.5	0	4
	Understand Jokowi activity through @ jokowi IG upload	31.3	56.3	12.5	0	0	
	Knowledge						
	@jokowi IG provides knowledge and information on Jokowi's activities, work programs and campaigns	47.9	45.8	5.2	1.0	0	
	Public opinion or response can be known through the comments section	49.0	46.9	4.2	0	0	4.33
	The latest information about Jokowi is obtained from photos or videos						
	Liking:						
	Always give a "like" to every upload	42.7	39.6	14.6	3.1	0	
	Liking any recent information uploaded	32.3	40.6	27.1	0	0	4.14
	Preference						
	@jokowi IG is the current news source about Jokowi	36.5	44.8	16.7	2.1	0	
	@jokowi IG becomes a reference to find out people's opinions / views about the 2019 general election	27.1	46.9	20.8	5.2	0	4.06
	Conviction:						
	Confident giving comments/opinions about Jokowi after seeing uploaded photos / videos on @jokowi IG	14.6	24	40.6	19.8	1.0	
	Confident giving comments/opinions about Jokowi after reading the caption in the IG @jokowi account upload	14.6	20.8	41.7	21.9	1.0	
	Interested in participating in the 2019 general election after seeing @jokowi IG content	41.7	34.4	19.8	4.2	0	3.29
	Assured will vote in the 2019 general election after seeing the @jokowi Instagram content	45.8	31.3	20.8	2.1	0	
	Purchase (Action):						
	Participate as a voter in the 2019 general election after seeing @jokowi IG content	47.9	32.3	15.6	4.2	0	
	Will invite friends/family to participate in the 2019 general election using their voting rights after seeing the @jokowi Instagram content	41.7	31.3	20.8	6.3	0	4.16

Source: Febbyana, 2018 & Belch & Belch, 2009

account and inviting friends or relatives to participate (mean = 4.33).

A good response towards every uploaded photo and video shown by respondents is by giving a like sign. This makes the liking dimension the third-ranked dimension with an average value of 4.14. Followed by the awareness stage, where respondents are aware of the existence of the @jokowi Instagram account and make that account as a reference for information about the 2019 general election. The last dimension is the conviction with an average value of 3.29; where the highest response stated that respondents were sure to participate as voters in the 2019 general election after seeing the content of President Joko Widodo's Instagram account.

Hypothesis Test Results of the Influence of President Joko Widodo's Instagram Content on Beginner Voters Participation in 2019 General Elections

This study examines the hypothesis to see whether there is an influence on President Joko Widodo's Instagram account content on the participation of beginner voters in the 2019 general elections with regression analysis.

Based on TABLE 4, the result of the linear regression test shows the equation of $Y=10,764 + 1,353X$. It can be interpreted that if the dependent variable (X) which is President Joko Widodo Instagram content is considered non-existent (X=0), twhen the value of the dependent variable (Y), which is the participation of beginner voters is 10.764. If the value of President Joko Widodo's Instagram content strength increases by one unit, the participation of beginner voters will increase by 1,353 units. On the contrary, if a unit of X value decreases, the Y value will decrease by 1.353 units. The coefficient symbol of variable regression shows positive marks, which means that the higher exposure to President Joko Widodo's Instagram content consists of photos or videos, captions, comments, and hashtags; the higher the participation of beginner voters. Vice versa, if the exposure of President Joko Widodo's Instagram content is lower, voter participation in the 2019 general elections will also be lower.

Through TABLE 5, an R Square value or the coefficient of determination (KD) of 0.645 is obtained. It shows that the exposure of President Joko Widodo's (X) Instagram content towards the participation of beginner voters

TABLE 4. Regression Test Coefficients

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	10.764	4.151		2.593	.011
Content Instagram Jokowi (X)	1.353	.104	.803	13.077	.000
a. Dependent Variable: Partisipasi Pemillih Pemula (Y)					

Source: results of data processing, 2019

TABLE 5. Determinant Coefficient Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.803[a]	.645	.642	5.246	1.751

a. Predictors: (Constant), Jokowi Instagram Content (X)

b. Dependent Variable: Beginner Voters Participation (Y)

Source: results of data processing, 2019

(Y) is 64.5%. While the remaining 35.5% is influenced by other factors not included in this study such as reference group communications, conventional media such as newspapers, magazines, television, radio, and so on.

To test the hypothesis, the F test and the sig value are used nnamely to determine the effect of the independent variables on the dependent variable. The hypotheses in this study are as follows

H_0: There is no influence on President Joko Widodo's Instagram content for novice voter participation in the 2019 general election.

H_a: There is an influence on President Joko Widodo's Instagram content for novice voter participation in the 2019 general election.

Based on TABLE 6, it is known that the calculated F value is 171.002 with a sig value. 0,000. Which means that sig. 0,000 <0.05, so Ho is rejected and Ha is accepted (Ghozali, 2013: 70). Hypothesis testing is done by using a significance test where if the significance value of the table <0.05 then the alternative hypothesis is accepted and Ho is rejected, whereas if the significance value of the table> 0.05 then Ho is accepted and Ha is rejected. However, based on the results of the study it can be concluded that Ha is accepted, which means, there is an influence of Jokowi's Instagram content variable (X) on the participation of beginner voters (Y) and the regression model can be used to predict the influence of President Joko Widodo's Instagram content power on the

TABEL 6: F-Anova Test

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4706.173	1	4706.173	171.002	.000[b]
	Residual	2586.983	94	27.521		
	Total	7293.156	95			

a. Dependent Variable: Beginner Voters Participation (Y)

b. Predictors: (Constant), Jokowi Instagram Content (X)

Source: results of data processing, 2019

participation of beginner voters in general elections 2019.

The result shows that exposure to @Jokowi Instagram account content in the form of photos, captions, comments, and hashtags was able to encourage the participation of beginner voters in the 2019 general election. Instagram as a social media that is often used today with 19,9 million followers based on data from May 7, 2019, and a total upload of 1,316 in the form of photos or videos. It has been considered suitable to be chosen as President Joko Widodo's political communication media to attract the participation of beginner voters. Compared to other social media used by President Joko Widodo such as Twitter, Facebook, and YouTube, based on data collected by researchers on May 7, 2019 the number of Twitter followers was 11.3 million, Facebook was 9.5 million while YouTube was 1.2 million people. It corresponds with research conducted by Iskandar and Isnaeni (2019: 57) which states that Instagram and Facebook are the two social media platforms that are most frequently used and accessed by respondents. According to Yudhianto (2017: 5) internet users in Indonesia are dominated by the millennial generation and generation Z. Besides, referring to Zhan and Lin's research (2014: 34) that social media is also used in China as a channel for individuals to express political concerns and as a new form to maintain state legitimacy.

Instagram's main strengths are photos or videos. Photos or videos uploaded on @jokowi Instagram account based on data dated May 7, 2019, amounted to 1,316, and they have a strong and interesting visual message; for example, the first photo uploaded on @jokowi Instagram account was when the president nationally launched 4G LTE which took place in December 2015. President Joko Widodo uses photo captions "the 4G launch nationally for speed of information. The 'digital revolution' revolutionized the Indonesian economy". There is also Jokowi's Instagram upload while onboard a power plant that can supply the electricity needs for residents in the islands (Fajrina, 2016: 3-5). Another photo is when President Joko Widodo campaigned on April 13, 2019. On the @jokowi Instagram account on April 13, 2019, there is a photo of President Joko Widodo standing with a crowd of his supporters as the background.

There are also a lot of photos and videos of President Joko Widodo's activities, such as meetings with online taxi bikes, traveling with family, and so on. According to Severin (in Febbyana, 2018: 6), photos also play a role as a medium for delivering messages that have cognitive and affective effects. Cognitive changes are thoughts, ideas, and knowledge of the recipient of the message, while affective changes are conditions when photos can provide stimulus-response to individual attitudes to like or dislike and stimulation which will then be followed up by an individual. In this case the attitude of beginner voters to want to participate in the 2019 general elections.

Photos or videos that are uploaded certainly need to be supported by the use of attractive captions. Photo captions are used as tools to deliver messages to other people who see the photos or videos and also facilitate the purpose of those photos or videos. An example of a caption from an upload of President Joko Widodo's photo on April 10, 2019, which was standing among his supporters: "I didn't come from an elite environment, let alone political elite. I come from a village. It was only because of the will of Allah SWT that I could become a city mayor, and then become a governor, and now President. Political logic may not enter, but who can oppose the will of Allah

SWT?"

Of course, a caption must also have quality information to its viewers. The importance of quality information makes the dissemination of information through the @jokowi Instagram account regarding its activities can increase knowledge or reduce uncertainty for beginner voters in the decision-making process related to political participation.

In addition to Instagram content in the form of photos or videos and captions, the use of hashtags also plays a key role to make it easier for users, namely beginner voters to quickly find information related to President Joko Widodo's activities. Based on data obtained from the @jokowi Instagram account some hashtags are used such as #mulaidaridesa, #menindonesiamaju, #balanceforbetter, and so forth.

For every photo or video uploaded and caption written, surely we want to know how the reaction or responses from viewers or @jokowi Instagram account followers. To see how the response or interaction that occurs in each of it, the comment section feature has an important role. Through the comments section feature, the social media team and President Joko Widodo can see the positive or negative responses given and interact with followers on the Instagram account.

Based on the description above, it can be concluded that the content of the @jokowi Instagram account in the form of photos, captions, commentary sections, and hashtags can encourage participation from beginner voters in the 2019 general election. The intended participation here is political participation in the form of being a participant in a vote or general election. Political Participation is the activity of a person or group of people to participate actively in political life, namely by choosing the leader of the state and directly or indirectly and influencing

public policy (Budiarjo, 2008: 159). This is followed by the statement of Althoff (2012: 122) which states that one form of one's political participation is to be a participant in a vote or general election, which in the context of this study is the participation of beginner voters.

Based on research conducted by Halim and Jauhari (2019: 57), states that media exposure makes a significant contribution to increasing the level of political participation. Also, the results of the study state that online media, social media, and chat applications are indeed more often used as sources of political information than print media such as radio or magazines. Although the role of radio in a building a spirit of democratic and inviting listeners to participate and interact also cannot be underestimated. By research conducted by Tobroni (2018: 140) which states that radio also plays a role in building public participation and as an active source of information.

The results obtained are also similar to the effect hierarchy model by Blech & Blech (2009: 156), namely there are six stages in the Hierarchy of Effect Model to determine a person's behavior, which is awareness, knowledge, liking, preference, conviction, and purchase. The six stages describe the process of a person's thoughts before taking action. In the first stage, the respondent is aware of the @jokowi Instagram account and is aware of every upload of the account in the form of photos or videos. @jokowi's Instagram content, which is in the form of a photo or video, provides knowledge and information to respondents about the activities, work programs and campaigns of President Joko Widodo and also about the 2019 general election. This is in line with research conducted by Hafiizh (2015: 350) which the research respondents are beginner voters in the city of Semarang that uses social media as a medium to increase knowledge about presidential

candidates.

In the third stage, liking is based on the results of the study that has shown by giving a like sign for each information and uploads that the viewers like, which is on Instagram @jokowi. The fourth step, preference, shows that @jokowi Instagram is used as a reference to get information about the 2019 general elections and the activities of President Joko Widodo. This is in line with research conducted by Salman and Saad (2015: 88) that social media is widely used as a means to convey information or political messages and is used as a reference in making decisions.

In the fifth stage, conviction, this fifth stage needs to know the confidence of the respondents regarding the information provided, even in this stage it is hoped that there will be confident to participate in this 2019 general election. In the last stage, purchase, which in this study was defined as action, the results of the study showed that the majority of respondents, 80.2% who agreed and strongly agreed, after going through the stages above, they were willing to act directly to participate in the 2019 general election as voters.

In general, the results of this study support the hypothesis that the content of the @jokowi Instagram account owned by President Joko Widodo contributes to the participation of beginner voters in the 2019 general elections. In this case the beginner voters become the strategic goals to be addressed because they are citizens who are voting for the first time so they need proper political communication through interesting and effective messages packing from potential leaders or political actors by using the right medium.

CONCLUSION

Content variable @jokowi Instagram account has a significant influence on the participation of beginner voters in the 2019 general elections. The results of the analysis show an effect of 64.5%, while the rest of 35.5% is influenced by other factors not included in this study such as reference group communication, offline media, and so on. Then it can be concluded that the content posted in President Joko Widodo's Instagram account used in the 2019 presidential and vice-presidential election campaign period can make a significant contribution or influence on the participation of beginner voters. As for the recommendations that can be given to further maximize the use of this Instagram as a medium of political information, it is necessary to increase the use of the comments and hashtag sections. It is expected that hashtags can be used in every photo or video upload so that more people can reach the contents of President Joko Widodo's Instagram. While the comments section is expected not only to be a place to interact but can also be used for discussion space and as feedback from the community. Moreover, it is expected that the use of Instagram in the political world must always be able to work together and in harmony with the overall campaign strategy that has been prepared. It is hoped that further research can be conducted on public trust in the accounts of political figures or parties in social media, so that research on the use of social media in the political sphere can continue to develop.

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