

Strategies for Strengthening Political Participation of First-Time Voters Through Social Media and Civic Education

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ABSTRACT

This study examines strategies to enhance political participation among young voters by integrating social media and civic education. This is done in response to the lack of political understanding and high levels of disinformation experienced by the younger generation. Using the Systematic Literature Review (SLR) method, this study examines 184 documents from various scientific sources published between 2019 and 2024 to identify effective strategies for encouraging political participation among young voters. The findings indicate that social media plays a significant role in disseminating political information quickly and engagingly. At the same time, civics education serves to shape character and foster critical and responsible political awareness. The collaboration between social media, civics education, and contributions from families, schools, and youth organizations is considered effective in increasing active, rational, and sustainable political participation. This study proposes enhancing digital political understanding, developing innovative political campaigns, and

systematically engaging various parties to cultivate a generation of intelligent and integrity-driven young voters for the future of Indonesian democracy.

1. INTRODUCTION

Political involvement is a crucial element for the sustainability of democracy. Citizens' active participation in politics demonstrates their awareness of the country's political issues and its future. New voters, comprising the younger generation that has recently gained the right to vote, play a crucial role in shaping the country's political direction. However, limited political knowledge and limited experience often make their participation disorganized and unfocused. Therefore, effective methods are needed to increase political engagement that aligns with the characteristics of the younger generation. This approach must foster political awareness from an early age, especially during crucial moments such as general elections. Civic education and social media platforms can be key tools in this effort (Samidi & Kusuma, 2024).

New voters are a demographic group that constitutes a large proportion of the electorate in Indonesia. Members of this group are generally high school/vocational school students and new university students who have reached the age of 17 or meet the eligibility criteria for voting. While they have a significant opportunity to become agents of political change, they are also vulnerable to the spread of misinformation and political propaganda. Lack of knowledge about their rights and obligations in politics makes them easily influenced by emotional and illogical issues. Therefore, planned and ongoing political education is crucial to ensure they acquire wise political knowledge and attitudes (Latif et al., 2025).

Social media platforms are now crucial to the lives of young people. Most communication, information, and entertainment for young voters occurs through digital applications such as Instagram, TikTok, YouTube, and Twitter. Information can spread quickly through social media, making it easy for young voters to access political information. However, this ease of access also brings serious challenges, such as fake news, hate speech, and political divisions that can undermine democracy. Therefore, the use of social media must be carried out wisely and strategically to encourage positive political participation among young voters (Pattipi & Pitono, 2024).

Amidst the rapid flow of digital information, civics education plays a crucial role in building political awareness. Through this education, young voters can understand the fundamental values of democracy, human rights, and how to participate in the political system. Civics education serves not only as a platform for transferring knowledge but also as a tool for developing responsible political character. By combining

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the judicious use of social media with civics education, it can be key to creating intelligent and integrity-driven first-time voters (Amalia, 2025).

Strategies to increase political participation among young voters are inextricably linked to the times. Today, the younger generation lives in a fast-paced and ever-changing digital era. Their thinking is more open, critical, and they value visual and interactive information. Therefore, traditional methods of political education must be adapted to the learning styles of this generation. Combining social media with civics education is essential for creating an effective and impactful strategy (Tamrin et al., 2024).

Civics education connected to social media makes political learning more engaging and relevant. Political material can be presented in a way that new voters easily understand through creative content such as short videos, infographics, and podcasts. Furthermore, online discussions on platforms such as Zoom, Google Meet, or Twitter can also be used to encourage active participation in political conversations. With this approach, political interest and awareness will grow slowly but steadily (Prasetyo et al., 2019).

Political communication strategies utilizing social media must be carefully planned to prevent the dissemination of biased information and harmful political propaganda. Collaboration among the government, educational institutions, and civil society organizations is essential for creating a balanced and effective political education campaign. In this context, social media can be utilized as a means to disseminate positive political narratives, foster constructive dialogue, and raise collective awareness of the importance of political engagement. In this way, social media serves not only as a communication channel but also as a tool for political change (Simatupang, 2025).

Ideal political participation is not just about participating in elections, but also encompasses critical awareness of current political issues. First-time voters should be encouraged to become wise, autonomous voters and be able to analyze various political offerings effectively. Within this framework, civic education can serve to instill principles of political ethics and a deep understanding of a healthy democratic system. A combination of formal and informal education, facilitated through social media, can help shape the character of more mature voters (Afiani et al., 2024).

A significant challenge in increasing political participation among first-time voters is the lack of digital and political knowledge among young people. Many of them cannot yet distinguish between accurate information and fake news, or between good political communication and hate speech. Therefore, strategies to encourage political participation should incorporate efforts to enhance comprehensive digital literacy. Materials on digital and political literacy must be presented in creative and relevant ways to make them more accessible to first-time voters (Wibowo et al., 2020).

Participation from schools, universities, and youth organizations is crucial in implementing this strategy. Through various activities, including political seminars, leadership training, and election simulations, first-time voters will gain real-life political experience. These activities can also help boost their confidence in actively participating in the democratic process. When combined with the use of social media for promotion and discussion, the impact of increasing political participation will be even more significant (Fadillah, 2024).

The role of the family cannot be overlooked in increasing the political participation of young voters. A family atmosphere that supports political discussions can be an important foundation for fostering political interest among the younger generation. Parents who are sensitive to political issues can serve as role models for their children, helping them understand the value of voting rights and their responsibilities as citizens. The collaboration between formal education, the role of the family, and social media platforms is expected to increase political participation among first-time voters significantly (Manggasing et al., 2023).

Furthermore, the government has a responsibility to create regulations and policies that support increased political participation among young people. Programs such as democracy schools, first-time voter campaigns, and digital literacy initiatives must continue to be developed and expanded. Furthermore, the government needs to collaborate with social media platforms to combat the spread of misinformation and ensure that digital spaces are safe for constructive political discussion. This approach will enable strategies to increase the political participation of first-time voters to be more planned and measurable (Ramadhan et al., 2024).

Direct youth involvement in politics is crucial and an investment in the future of sustainable democracy. Well-educated new voters will become future leaders who uphold integrity, possess extensive political knowledge, and are committed to democratic principles. Therefore, measures to increase the political participation of new voters through social media platforms and civic education are crucial to achieving this goal (Nahar Surur, 2024).

Taking various factors into account, this study aims to develop an effective strategy to enhance the political participation of new voters by integrating social media and civic education. This research will examine the opportunities, challenges, and potential collaborations among various stakeholders, including

the government, educational institutions, and the community. With a comprehensive strategy, it is hoped that the results obtained will have a positive impact on improving the quality of democracy in Indonesia, particularly in fostering a young generation with political awareness, digital skills, and active involvement (Armadina, 2024).

2. METHOD

The research method employed in this study is a Systematic Literature Review (SLR). This research approach involves systematically examining various sources related to enhancing political participation among first-time voters through social media and civic education. To search for literature, researchers accessed several scientific databases, including Google Scholar and ResearchGate, using the keywords "political participation," "first-time voters," "social media," and "civic education" for the period from 2019 to 2025. The literature selection process was based on relevance to the topic, article quality, and full access to relevant documents. Each selected source was then analyzed using qualitative methods to uncover the strategies, barriers, and effectiveness of social media and civic education in encouraging political participation among first-time voters. The results of this literature review were then compiled into comprehensive and implementable strategic recommendations (Wulandari, 2024)

3. RESULT AND DISCUSSION

1. Generative Data Selection Results

The search results in the index database revealed 282 data sources, of which 229 were open-access, and the remainder were closed-access. Of these 229 data points, 207 are articles, and 60 are books and proceedings. Therefore, 184 data points will be analyzed in the next stage. The distribution of these data points is shown in Figure 1.

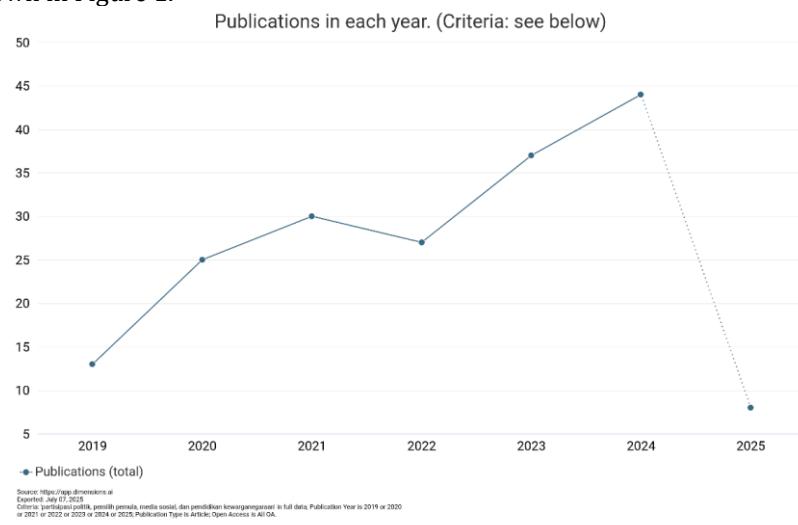


Figure 1. Distribution of the numbers of data over the last five years

The figure above illustrates the trend in the number of publications on the topic of "political participation, first-time voters, social media, and civic education" from 2019 to 2025, as sourced from Dimensions.ai. There has been a significant increase in the number of publications between 2019 and 2024. In 2019, the number of publications remained relatively low, at approximately 13 articles. However, this trend has shown a steady increase, peaking in 2024 with a total of around 44 publications. This suggests that there has been a growing interest in political participation among first-time voters, particularly through social media and civic education, in recent years.

However, in 2025, there was a significant decrease in the number of publications. This is due to incomplete data, as the year is still ongoing. In the 2025 graph, the dotted line indicates that the information for that year is preliminary and should not be considered final. This decrease does not indicate a decrease in interest, but rather a result of the limited timeframe in which data was collected at the time of this graph's creation. Overall, this graph indicates that this theme remains a crucial focus, particularly in the context of the digital era and ongoing political developments, necessitating ongoing research (Farikiansyah et al., 2024).

Bibliometric Mapping of Research on Strategies for Strengthening Political Participation of First-Time Voters Through SocialMedia and Civic Education

Based on research conducted on the Publish or Perish website (PoP8Setup-Shortcut), 212 journal articles related to Strategies for Strengthening Political Participation of First-Time Voters Through Social Media and Civic Education were found. These articles were then downloaded in Research Information Systems (RIS) format. The RIS files were then entered into the VOSViewer software for analysis. The following are the results of the analysis:

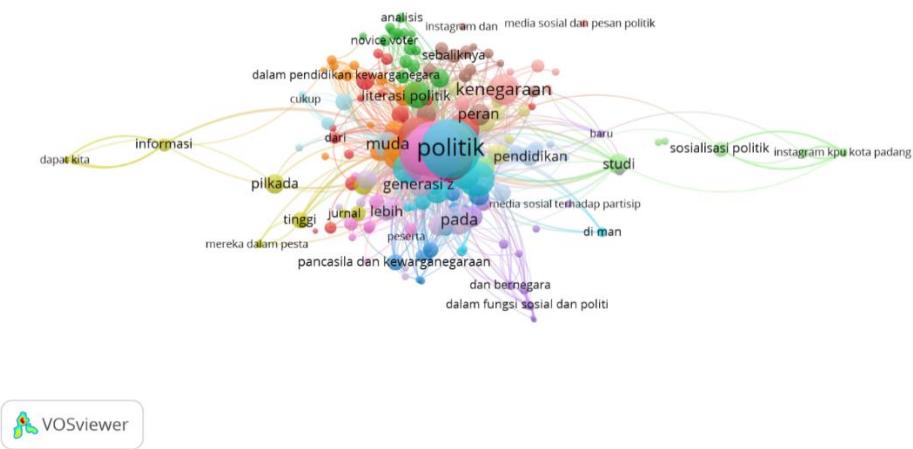


Figure 2. Bibliometric Visualization of Network Map Regarding Strategies for Strengthening Political Participation of First-Time Voters Through SocialMedia and Civic Education

Source: Data processed using VOSViewer 1.6.20 software.

The image above displays a bibliometric map visualization created with VOSviewer, illustrating the relationships between keywords in studies on political participation, new voters, social media, and civic education. Keywords such as "politics," "youth," "education," "citizenship," and "Generation Z" are clearly more prominent in this map, as evidenced by the large circles. These themes are most frequently encountered and closely related across studies. Furthermore, other keywords, such as "political literacy," "role," and "political socialization," are directly linked to the central theme, highlighting the importance of political literacy and the role of social media in enhancing the political participation of new voters (Yuliandari et al., 2023).

Each color on the map represents a thematically related group of keywords. For example, the green color emphasizes the theme "political socialization," which is linked to social media platforms such as "Instagram" and "Padang City Election Commission." Conversely, the yellow cluster connects the keywords "information," "regional elections," and "high," indicating the link between the dissemination of political information in regional elections. This map demonstrates that research in this area is quite complex and multidimensional, encompassing issues of civic education, social media, political literacy, and the dynamics of young people's political participation. This visualization is handy for understanding the direction and primary focus of research related to this topic (Putra et al., 2024).

Strategies for Strengthening Political Participation

The political participation of first-time voters is crucial for the development of democracy today. This group, including the younger generation, constitutes a significant portion of the population. However, their limited political knowledge and lack of experience make them vulnerable to negative influences, such as political apathy, misinformation, and identity-based politicization. Therefore, strategies to increase the political participation of young voters must be adapted to the current context and developments. The focus of these efforts is not only on increasing turnout but also on improving its quality, namely, becoming logical, critical, and responsible voters (Laila & Purba, 2024).

One strategic approach that has proven successful is utilizing social media. Younger generations, who frequently use digital media, tend to seek political information through platforms like Instagram, TikTok, Twitter, and YouTube. By utilizing social media effectively, political information can be conveyed in an engaging and easy-to-understand manner. Content such as educational videos, informational graphics, and

online discussions has the potential to increase political knowledge and awareness among first-time voters. However, their success depends heavily on the quality and reliability of the information presented (Dotutinggi et al., 2023).

Beyond social media platforms, civics education plays a vital role in developing character and fostering political awareness among the younger generation. It not only provides theoretical insights into the rights and obligations of citizens, but also instills values such as democracy, tolerance, and active participation. In this regard, a relevant curriculum and interactive learning methods will facilitate students' understanding of political dynamics more concretely. Furthermore, this education can create opportunities for dialogue and election simulations, which will enhance practical understanding of democracy (Setiawan et al., 2025).

The combination of civics education and social media is a promising approach to addressing the lack of political participation among new voters. When classroom learning materials are supplemented with relevant digital content, political messages are more easily understood by the younger generation. For example, material on the electoral system and the role of citizens can be presented in creative videos shared through the official social media accounts of educational institutions or the General Elections Commission (KPU). This collaboration also provides opportunities for two-way interaction that can enhance information comprehension and shape constructive political views (Yasa et al., 2025).

However, this strategy faces various obstacles, including the spread of fake news and hate speech, which is prevalent on social media. New voters often struggle to distinguish between accurate and false information. Therefore, it is crucial to prioritize digital and political literacy as part of efforts to increase participation. Training or workshops are needed that teach how to verify information, recognize the threat of political propaganda, and express opinions in an ethical manner. The ultimate goal is to produce a generation of young people who are not only politically active but also intelligent and wise in using digital spaces (Al Hamid & Hamim, 2023).

Furthermore, schools and universities play a crucial role in creating an atmosphere conducive to political education. Schools can incorporate political education into extracurricular activities such as debates, student organizations, and election simulations. Meanwhile, universities can offer discussion forums, seminars, and digital campaigns that focus on political participation. Collaboration with election bodies and civil society organizations can also enrich the political experience of new voters. This approach can foster a healthy political culture from an early age (Kartini et al., 2025).

The role of families in developing political awareness among new voters cannot be ignored. Families that foster discussion about politics and democracy can positively influence children's political views. Parents who actively participate in political activities, such as voting or engaging in community activities, will serve as role models for their children. Therefore, strategies to increase political participation must be inclusive and encompass various social environments, including the family (Aipassa & Tarigan, 2025).

The government and relevant institutions, such as the General Elections Commission, must be responsible for creating educational infrastructure that supports political participation among young people. Voter outreach and education activities targeting first-time voters must be conducted extensively, sustainably, and tailored to the characteristics of the digital generation. For example, political education using digital media and campaigns that utilize pop culture approaches have great potential to attract the attention of the younger generation. With direct government support, this strengthening strategy will have greater credibility and reach (Mahardika, 2024).

Furthermore, sustainability is crucial in this strategy. Increasing political participation among first-time voters is not simply a program that ends with the election. Instead, it is a long-term process that must be carried out systematically and planned. Regular assessments of the effectiveness of strategies, the involvement of various stakeholders, and the development of educational innovations must be conducted. This step is crucial to ensure that changes in political behavior are not merely temporary but become part of a deeper collective consciousness (Matnuh et al., 2024).

Therefore, strengthening the political participation of first-time voters through civic education and social media is an approach that can adapt to changing conditions. This approach combines the power of technology with civic values to shape young voters who are not only active but also critical and responsible. Implementing this strategy requires collaboration between the government, educational institutions, families, and civil society. If implemented consistently and inclusively, this strategy can provide a strong foundation for a more participatory and competitive democracy in the future (Sugara & Mutmainnah, 2024).

4. CONCLUSION AND RECOMMENDATION

Based on the research conducted, it can be concluded that the involvement of first-time voters is crucial for strengthening democracy in Indonesia. First-time voters have significant potential to act as agents of political change. However, their limited understanding of politics and the prevalence of misinformation pose key challenges that must be addressed. Combining social media with civics education

has proven effective in raising political awareness among the younger generation. Social media can be a tool for disseminating information in an engaging, fast, and digitally appropriate manner. At the same time, civics education serves to instill democratic values, political ethics, and social responsibility in a more in-depth manner.

Furthermore, it is crucial for various parties, including the government, educational institutions, families, and civil society, to collaborate effectively in implementing this strategy. The key to the long-term success of this strategy lies in strengthening digital literacy, political training, and innovative voter education campaigns. Systematic and sustained efforts are essential to develop young voters who are intelligent, critical, and possess integrity. With consistent implementation of this strategy, a generation of first-time voters will emerge who will not only actively exercise their right to vote but also make a tangible contribution to protecting and enhancing Indonesian democracy in the future.

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