Communication to Political Education: How Instagram Transforms Public Knowledge in the Digital Era

Rizal Fahmi Muhammad[1]

Abstract

Technology continues to develop and affect several fields, including politics. Political education usually only obtained in formal education such as schools and universities has shifted to social media. The purpose of this research is to explain how social media can increase public knowledge about politics and social media in the digital era has changed its function, which used to be only to communicate with others but now social media can be used for political education. Agenda setting theory is used to find out how Instagram social media on pinterpolitik and totalpolitik accounts educate the public. Methodology This article uses a qualitative description approach with a literature study. Primary data comes from recent books and journals on political education, political communication, and social media. Secondary data comes from observation, the socialblade.com website from July 2019 to January 2024, and social media information. This study's result is that pinterpolitik accounts educate with content that contains interesting infographics, interesting titles, trusted sources, interesting visuals, current political issues, and short, concise, and clear content. Meanwhile, the totalpolitikcom account is slightly different from the pinterpolitik account on Instagram account, the difference can be seen in the uploaded content where they use images and provide captions on the content below the image, and per content uploaded on Instagram, totalpolitikcom uses an average of 2 slides of content. In the future, research on political education through social media can be carried out with a more in-depth analysis and the object of research is not only two accounts, this is because of comparison with other social media accounts that discuss political education.

Keywords: *Politics; Political Communication; Social Media; Political Education.*

[1] Sebelas Maret University, Surakarta, Indonesia, Email: rizalfahmi@student.uns.ac.id

Introduction

As time goes by, technology continues to develop and influence various sectors, one of which is the emergence of social media, which impacts political communication. The Internet became widely available in the mid-1990s through the invention of a protocol for something called the World Wide Web. In reality, the history of the Internet goes a little further back than the 1990s [1]. The internet as a whole, especially social networks such as Twitter, Facebook, Instagram, and TikTok, has been the site of public discussion for the past fifteen years. This is particularly important for the digital debates that take place during electoral processes. In addition to the content of interventions made by citizens, media, and representatives, the form of debates on social networks (open, horizontal, polarized, fragmented, etc.) provides information about the social construction of political discourse as well as the way we define the goals, topics, and reasons that drive one candidate or another to vote for one of them. Therefore, research on this process is crucial to understanding the socio-political reality of a highly digitized society [2].

The dynamics of political communication with the presence of the Internet show significant developments [3]. The impact of the emergence of the internet gave birth to social media platforms such as Facebook, X (Twitter), TikTok, YouTube, and Instagram. Social media platforms such as Facebook, YouTube, and Twitter are extremely popular: they continue to be ranked among the most frequently accessed websites worldwide [4]. Political campaign communication strategies increasingly rely on social media, which reflects information about the policy preferences and opinions of political actors and their constituents. Moreover, the substance of such communication provides a deep understanding of political issues and how they are expressed during elections. The use of social media is widespread and both [5]. This can be seen in the growth of political communication activities on social media during the election campaign [6]. These developments include election and presidential election campaign activities through social networking media that continue to grow. Although traditional media and other conventional media or face-to-face, audio, audio-visual, and print media still appear on the surface, socialization is now done through social media. Facebook, Twitter, YouTube, and other social media seem to have become ever-growing necessities [7].

Over the decades, political and institutional communication has entered the fourth phase of its development [8]. This transformation is mainly driven by the consolidation of the Internet as the main channel for producing and accessing political content, leading to changes in institutional communication strategies by political formations and administrations [9]. Moreover, over the past 15 years,

the internet in general and, more specifically, social networks such as Twitter, Facebook, Instagram, and TikTok have become spaces for public debate. This has particular relevance in terms of the digital debates that arise during electoral processes. The form that such debates take on social networks (open, horizontal, polarized, fragmented, and so on), in addition to the content of the interventions made by citizens, media, and representatives, informs us about the social construction of political discourse, in addition to the way we define unified goals, topics, and motivations for the election of one candidate or another. The study of such processes is, therefore, key to understanding the socio-political realities of a highly digitized society.

Political education is a systematic and sustainable effort. The idea of political education for young citizens is an attempt to answer the challenge of young citizens' apathy towards politics. Political education for young citizens must pay attention to several dimensions, namely cognitive related to political knowledge, affective aspects related to character building, and psychomotor elements about intellectual and participatory skills. Then, the content of political education is democracy, political culture, and global issues [10]. A politically literate citizen not only understands the current state of his or her country but also actively and effectively engages in and directs it. A politically literate person has the skill of understanding other people's points of view, realizing their influence on him or her, and ethically responding to them [11].

To see the development of political education through social media to the public using agenda-setting theory, which can see what kind of impact media accounts have on social media users, namely Instagram on pinterpolitik and totalpolitik accounts. The selection of Instagram media is because Instagram users in Indonesia are 86.5% of the population, the previous year 84.8% (up) in 2023 in January [12]. The two accounts, Pinterpolitik and Totalpolitik, were chosen as social media that function as political education. The two accounts have a large number of followers and interesting content such as visuals and high viewership in some posts and others to attract Instagram social media users to follow the two accounts. The formulation of the problem in this study is how the two accounts, Totalpolitik and Pinterpolitik, provide political education to Instagram users in Indonesia. The purpose of this research is to explain how Totalpolitik and Pinterpolitik's Instagram social media accounts can increase public knowledge about politics. The research focus of this study is to discuss how Totalpolitik and Pinterpolitik Instagram accounts educate Instagram users with content that contains politics.

Literature Review

A journal article entitled Political Education of Young Children: Teacher Descriptions of Social Studies Teaching for Children in 1st-4th Grade in Norwegian Primary Schools explains how political education in early childhood grades 1 - 4 in primary schools in Norway the purpose of the study was to investigate political aspects in social studies education in grades 1 to 4 in Norwegian primary schools through qualitative interviews with 30 social studies teachers. The research examines how and to what extent politics is a focus in early social studies education using a pre-political perspective as a theoretical point of departure. The results state that Politics is, for the most part, focused on early social studies education, either in the form of political action or preparation - for example, building foundations that enable students to think and act politically. Even though not all aspects of politics are equally emphasized in early social studies education and often tend towards harmony and mutual agreement, students have the potential to be politically oriented or socialized in early social studies education [13].

In addition, the journal entitled Curriculum Wars and Youth Political Education in the UK and Australia narrative review of this journal discusses the questions at the heart of the struggle between different types of knowledge in the curriculum that we conceptualize as 'curriculum wars'. Across the world, we are seeing increasing cases of youth radicalization around axes of race, religion, and gender. Seeing these developments side by side calls into question the various local, national, and global issues that shape the education and political actions of young people in liberal democracies that are experiencing a sustained shift away from liberal values. Through a comprehensive narrative review, we provide an overview of the key themes that have been explored in recent research on curriculum, youth political education, and democracy in the UK and Australia. The journal found that young people's shift from traditional electoral politics ('big P') focused on broader socio-economic issues to individualized ('little P') politics focused on personal experiences poses serious curricular challenges around the content and modes of political education. Young people's unparalleled access to online information and digital capabilities creates a further need to include digital and media education in political education curricula. These educational challenges can be prospectively met by collaborative, action-research-based, and activist curricula. Such curricula address issues relevant to young people's lived realities, including topics considered 'controversial' for classrooms. Such an approach requires a shift in perspective from youth as subjects of curricular reform to youth as collaborators and knowledge workers. We argue that critical literacies offer practical and theoretical scaffolding to conceptualize transformative and progressive youth political education and

political action by emphasizing the need for social-justice-focused spaces for learning, reflection, and action in schools and communities [14].

If it is connected to the research above, this journal has similar variables that can be used in this study, namely political education. However, none of these studies focus on political education on social media, especially on Instagram. Therefore, this is a gap for researchers to find out how political education is carried out on Instagram social media so that in the future, there will be new research on political education.

Method

The research method used in this study is a qualitative descriptive approach that aims to describe and analyze the role of Instagram social media in transforming people's political knowledge in the digital era. This approach was chosen because it is able to capture social phenomena in depth, especially related to how political education content is delivered through Instagram accounts such as @pinterpolitik and @totalpolitikcom. This study uses agenda setting theory to analyze how social media shapes public priorities and attention to specific political issues.

Data collection is carried out through two types of sources, namely primary data and secondary data. Primary data was obtained from a literature review of the latest books and scientific journals relevant to the topics of political education, political communication, and social media. Meanwhile, secondary data was collected through direct observation of Instagram accounts that were the object of the study during the period from July 2019 to January 2024. Additionally, additional data is taken from social media analytics sites such as socialblade.com to see the growth and interaction of those accounts' followers.

The data analysis process is carried out through several stages. First, content categorization is carried out to identify types of political education content, such as infographics, short captions, interesting visuals, and current topics. Second, a comparative analysis was conducted between the two accounts studied to see the differences in communication approaches and information delivery styles. Third, thematic interpretation is carried out to capture the patterns of messages and values of political education conveyed. Fourth, the findings were analyzed using agenda setting theory to see the extent to which the issues raised were able to influence public perception.

With this approach, the research is expected to be able to provide a comprehensive understanding of how social media, especially Instagram, has become an effective alternative media of political education. The results of this analysis also provide an overview of the digital communication strategies used

by educational accounts in shaping public political awareness. This research opens up opportunities for further study of other accounts and different social media platforms to enrich political education discourse in the digital era.

Result and Discussion

Based on the results obtained from the socialblade.com page, the following Pinterpolitik account statistics were found:
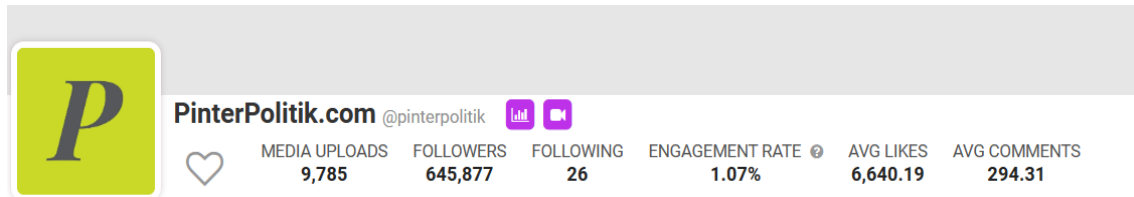

Figure 1.0 pinterpolitik account statistics on the SocialBlade page

Based on the picture above, the pinterpolitik account on the Instagram platform has uploaded 9,785 media, has 645,877 followers, follows 26 Instagram accounts, has a 1.07% engagement rate, an average number of likes of 6,640.19 and has an average comment of 294.31.

INSTAGRAM STATS SUMMARY / USER STATISTICS FOR PINTERPOLITIK (2024-02-23 - 2024-04-15)						
DATE		**FOLLOWERS**		**FOLLOWING**		**MEDIA**
2024-02-23	Fri	--	642,564	--	26	--	9,811
2024-02-24	Sat	+282	642,846	--	26	--	9,811
2024-02-25	Sun	+279	643,125	--	26	+4	9,815
2024-02-26	Mon	-46	643,079	--	26	-1	9,814
2024-02-27	Tue	+25	643,104	--	26	-1	9,813
2024-02-29	Thu	+282	643,386	--	26	-2	9,811
2024-03-01	Fri	+185	643,571	--	26	-1	9,810
2024-03-02	Sat	+38	643,609	--	26	--	9,810
2024-03-03	Sun	+214	643,823	--	26	--	9,810
2024-03-04	Mon	+132	643,955	--	26	-1	9,809
2024-03-05	Tue	+203	644,158	--	26	-5	9,804
2024-03-06	Wed	+91	644,249	--	26	-1	9,803
2024-03-07	Thu	-175	644,074	--	26	--	9,803
2024-03-09	Sat	+307	644,381	--	26	-2	9,801
2024-03-10	Sun	+31	644,412	--	26	--	9,801
2024-03-11	Mon	+32	644,444	--	26	+4	9,805
2024-03-12	Tue	+22	644,466	--	26	--	9,805
2024-03-14	Thu	-11	644,455	--	26	-9	9,796
2024-03-15	Fri	+240	644,695	--	26	-2	9,794
2024-03-16	Sat	+299	644,994	--	26	-4	9,790
2024-03-17	Sun	+118	645,112	--	26	--	9,790
2024-03-18	Mon	+349	645,461	--	26	+2	9,792
2024-03-29	Fri	+1,547	647,008	--	26	--	9,792
2024-03-30	Sat	-36	646,972	--	26	--	9,792
2024-03-31	Sun	+31	647,003	--	26	--	9,792
2024-04-03	Wed	-1,269	645,734	--	26	-3	9,789
2024-04-10	Wed	+384	646,118	--	26	-8	9,781
2024-04-11	Thu	+301	646,419	--	26	--	9,781
2024-04-13	Sat	+172	646,591	--	26	--	9,781
2024-04-15	Mon	-714	645,877	--	26	+4	9,785
Daily Averages		+142		--		-1	
Last 30 days		+4,260		--		-30	

Figure 2.0 Instagram Statistics Summary / Pinterpolitik Account User Statistics (23-02-2024 - 15-04-2024)

In the Instagram Statistics Summary / Pinterpolitik Account User Statistics above, the highest addition of followers was 384 and the highest reduction was 714 with a daily average of +142 while the highest number of media uploaded was 4 and the lowest was -8.

Figure 3.0 Number of Followers and Media Acquired by Pinterpolitik Instagram Account (Weekly)

Meanwhile, in the graph above, the number of followers of the total political Instagram account per week starting in February 2023 touched 408,122 thousand followers and over time continued to increase, touching 514,623 thousand followers on October 31, 2023. Then, on January 4, 2024, the number of followers broke through 605,058 followers, and on Monday, April 14, the year had a total of 645,877 followers. In the graph of the increase in the number of followers obtained by other pinterpolitik accounts in February 2023, 27 accounts decreased on July 1, 2023, with 23 accounts, and the lowest on August 2, 2023, with 22 accounts and the last data on April 15 there were 26 accounts followed. For the amount of content uploaded starting on February 12, 2023, 9209 media

experienced an increase of 9,965 media on June 6, 2023, and the last data was 9,875 on April 15, 2024.
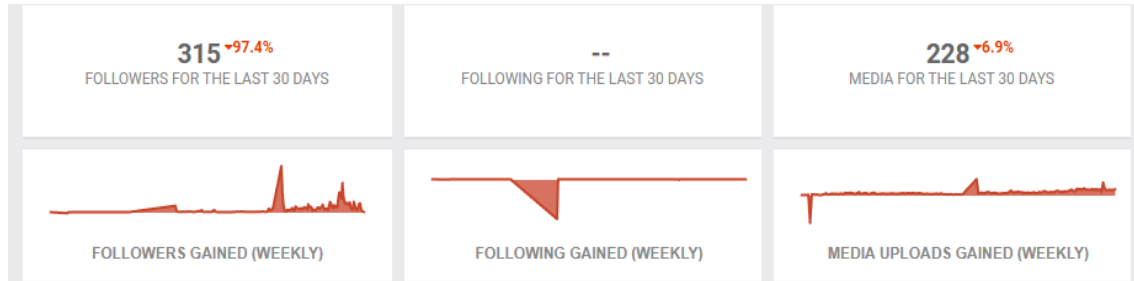

Figure 4.0 Statistical data on the number of followers, accounts followed, and media uploads in the last 1 month on the totalpolitikcom account.

From these three data on follower data in the last month, a total of 315 decreased by 97.4% while in the last week, the highest number of followers was 22,452 followers, then the lowest was -115 followers. In the number of followers obtained -,486 and the number of uploaded content as much as 228 or down 6.9% for weekly acquisition as much as the least -248 and the highest 151 media.

Figure 5.0 Total Followers and Monthly Media Graph for Pinterpolitik's Instagram Account
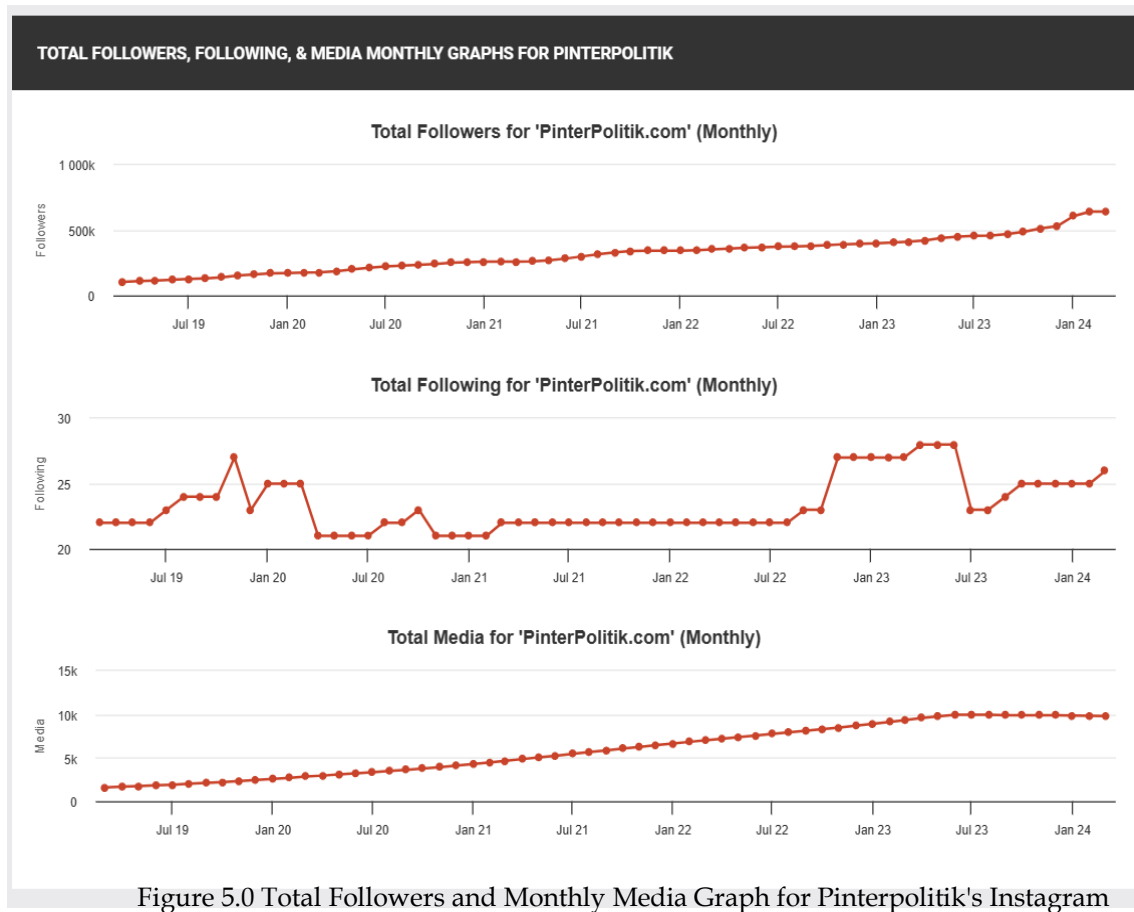
In this graph, the total number of Totalpolitik account followers per month starting in March 2019 amounted to 103,266 followers, and the number continued to increase until the last 643,571 followers. On the graph, the number of other accounts followed by Totalpolitik has experienced ups and downs in the number of accounts followed, starting from 22 accounts followed, then increasing to 27 accounts, then the highest 28 accounts followed to date. Meanwhile, the total media account of realpolitik per month starting in July 2019 amounted to 1,594 media. Over time, it increased and at the same time became the highest number from June to August in 2023, totaling 9,962 media, and the last data in March 2024 amounted to 9,810 media.

GAINED FOLLOWERS, FOLLOWING, & MEDIA GRAPHS FOR PINTERPOLITIK

Weekly Followers Gained for 'PinterPolitik.com'

Weekly Following Gained for 'PinterPolitik.com'

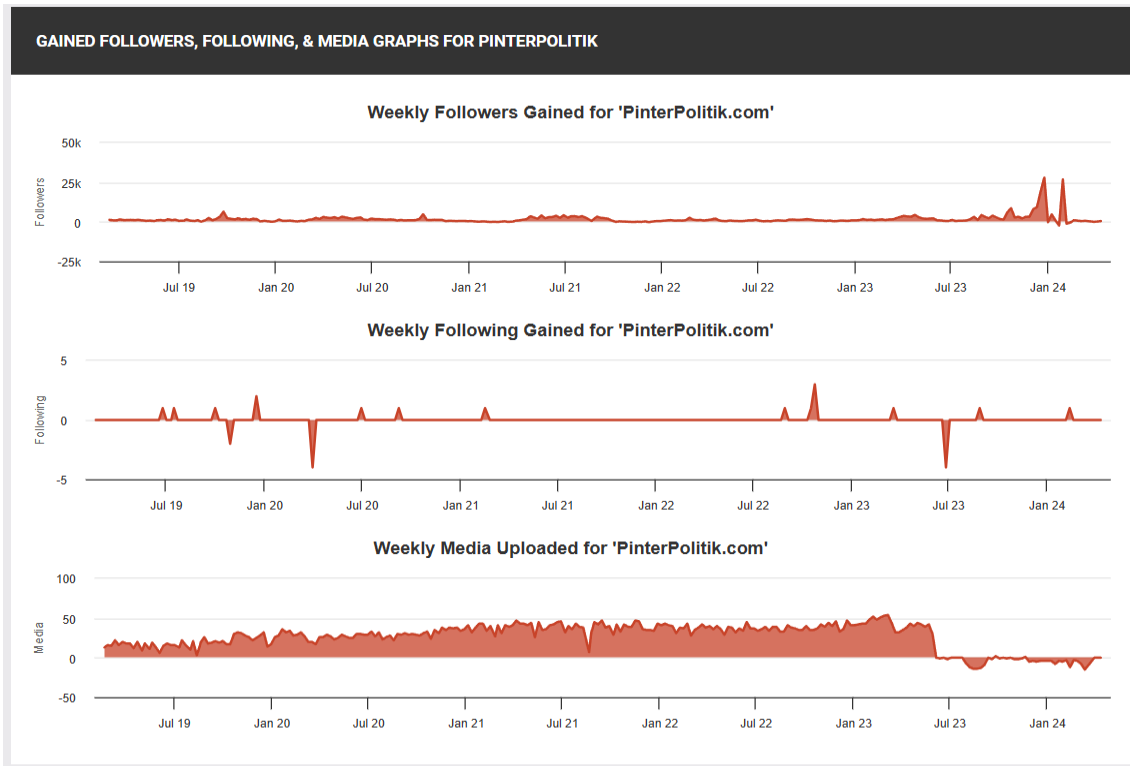**Weekly Media Uploaded for 'PinterPolitik.com'**

Figure 6.0 Follower Gains, Followers, & Media Graph for pinterpolitik

In the graph above, starting on February 19 to 26, there were 1,262 followers, slightly increasing on September 23 to 30, 2019, totaling 6,419 followers, then the highest on December 25, 2023, to January 1, 2024, totaling 27,972 followers and the last on April 10, 2024, to April 17, 2024, totaling 473 followers. In the graph of accounts followed from February 19 to April 17, 2024, the average account followed was 1 account, while the highest was 3 accounts they followed, and the lowest was -4. Meanwhile, on the weekly media graph uploaded from February 19, 2019, to April 17, 2024, the highest acquisition was 54 media, and the lowest was -15 media.

Meanwhile, on the totalpolitikcom Instagram account, based on statistical data from the Socialblade page the following:

Total Politik @totalpolitikcom

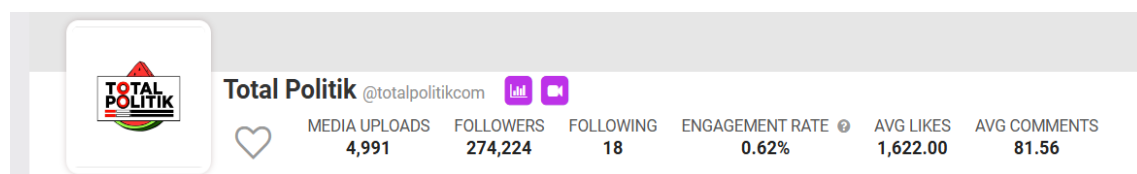| MEDIA UPLOADS	FOLLOWERS	FOLLOWING	ENGAGEMENT RATE	AVG LIKES	AVG COMMENTS
4,991	274,224	18	0.62%	1,622.00	81.56

Figure 7.0 Pinterpolitik account statistics on the Socialblade page

Based on the picture above, the totalpolitikcom account on the Instagram platform has uploaded 4991 media, has 274,224 followers, follows 18 other Instagram accounts, has a 0.62% engagement rate, an average number of likes of 1,622.00 and has an average comment of 81.56.

INSTAGRAM STATS SUMMARY / USER STATISTICS FOR TOTALPOLITIKCOM (2024-06-06 - 2024-06-19)							
DATE		**FOLLOWERS**		**FOLLOWING**		**MEDIA**	
2024-06-06	Thu	--	275,045	--	18	--	4,887
2024-06-07	Fri	-214	274,831	--	18	+7	4,894
2024-06-08	Sat	+12	274,843	--	18	+10	4,904
2024-06-09	Sun	-87	274,756	--	18	+6	4,910
2024-06-10	Mon	-30	274,726	--	18	+11	4,921
2024-06-11	Tue	-7	274,719	--	18	+9	4,930
2024-06-12	Wed	-29	274,690	--	18	+8	4,938
2024-06-13	Thu	-150	274,540	--	18	+10	4,948
2024-06-14	Fri	-115	274,425	--	18	+9	4,957
2024-06-15	Sat	-66	274,359	--	18	+5	4,962
2024-06-16	Sun	-37	274,322	--	18	+7	4,969
2024-06-17	Mon	-43	274,279	--	18	+6	4,975
2024-06-18	Tue	-9	274,270	--	18	+5	4,980
2024-06-19	Wed	-46	274,224	--	18	+11	4,991
Daily Averages		+11		--		+8	
Last 30 days		+330		--		+240	

Figure 8.0 Instagram Statistics Summary / Totalpolitikcom account User Statistics (19-06-2024 - 06-06-2024)

In the Instagram Statistics Summary / Totalpolitikcom Account User Statistics above, the highest addition of followers is 330, and the highest reduction is 214 with a daily average of +11 while the highest number of uploads is 11 and the lowest is 5.

INSTAGRAM ANALYTICAL HISTORY FOR TOTALPOLITIKCOM

Monthly Gained Followers for 'Total Politik'

Monthly Gained Following for 'Total Politik'

Monthly Gained Media for 'Total Politik'

Figure 9.0 Instagram analysis history of totalpolitikcom Instagram account

From this graph, the acquisition of followers obtained every month on the totalpolitikcom Instagram account from January 2019 to January 2024 experienced an increase in followers in January 2023 around 26,276 followers, and also experienced a decrease in followers after January 2023 of 4304 followers then again increased the number of followers after January 2024 by 35,278. After that, the total number of accounts with the highest increase in the number of followers obtained was 10 accounts which were the most followed then the lowest was -4,842. Then the last graph of the media obtained each month is the highest at 460 and the lowest at -217.

Discussions

The eight graphic images above show that the pinterpolitik Instagram account continues to develop well with the acquisition of 9,785 media uploads, has a total of 645,877 followers, follows 26 other Instagram accounts, has a 1.07% engagement rate, an average number of likes of 6,640.19 and has an average comment of 294.31 which includes the most educational accounts compared to other social media accounts. In addition, in Figure 2.0 Instagram Statistics Summary / Pinterpolitik Account User Statistics (23-02-2024 - 15-04-2024), the number of followers from day to day on average increases even though it has decreased several times. The number of followers and media obtained by the Pinterpolitik Instagram account (weekly) continues to increase even though the last few months have seen a slight increase in the number of media uploads on average, ranging from 9,209 to 9,785 media from February 12, 2023, to 9,785 media. In the monthly statistical data, the graph shows that the number of followers continues to increase, starting from March 2019 with 103,266 followers to March 2024 with 643,571 followers. While the media uploads starting in March 2019 amounted to 1,594 media and had increased, in June 2023, there was only a slight increase until March 2024 touched 9,810 media.

Meanwhile, the realpolitik com account continues to increase with statistical data of 4991 media, 274,224 followers, follows 18 other Instagram accounts, a 0.62% engagement rate, an average number of likes of 1,622.00, and an average comment of 81.56. Meanwhile, the highest addition of followers was 330, and the highest reduction was 214, with a daily average of +11, while the highest number of uploads was 11, and the lowest was 5. Then, the graph of follower acquisition obtained every month on the totalpolitikcom Instagram account from January 2019 to January 2024 experienced an increase in followers in January 2023 of 26,276 followers and also experienced a decrease in followers after January 2023 of 4304 followers, then again increased the number of followers after January 2024 of 35,278.

From the observation results of both totalpolitik and pinterpolitik Instagram accounts, it continues to increase. This is because we are social data [15]. In Indonesia, there are 212.9 million people or 77% of the country's population who use the internet, while Active Social Media Users: 167 million which is 60.4% of Indonesia's total population every day the average time using social media through any device is 3 hours, 11 minutes. The main reason for using social media is to find information with a percentage of 83.1% using the internet, one of which is to access information about politics on social media. On social media, Instagram ranks fourth among websites that are often visited by

Indonesians. In addition, in 2024, Instagram users in Indonesia amounted to 85.3% of the total population of Indonesia.

According to [16], in using social media, the main tool used to disseminate information and communicate is content. Content is the main key in social media uploads, which can be in the form of images or videos to disseminate information. Content is the main key that needs to be considered in social media because the quality of the content will determine whether or not the message is conveyed. Currently, many companies are utilizing social media, especially Instagram, as a medium of communication and publication. Instagram is a medium that appeals through the form of messages and various types of content through video messages, photos, and infographics and can broadcast live videos that will spread quickly with a wide range. In addition, according to [17], Instagram is a popular social media platform that prioritizes sharing visual content, allowing users to efficiently learn information through photos and images.

Besides, according to [18], among other social networks, Instagram stands out as a highly visually oriented platform where images and videos play a key role. As such, its visual-centric approach, emphasized by the growing presence of videos, positions it as an effective tool for raising awareness of sensitive issues. Moreover, Instagram's widespread popularity among the younger generation, combined with its visually appealing format, makes it an ideal channel to reach a wide audience, ranging from students and young activists to anyone interested in social issues. The presence of both pinterpolitik and totalpolitik Instagram accounts at least helps the Indonesian government in political education, which is still very minimal in terms of political literacy. According to [19], in its research on the Kompas.id website, only three out of ten respondents (31.7 percent) stated that the political education process in Indonesia had gone well. Another 52.1 percent considered this process not to be smooth. There are 4.6 percent of respondents who think political education is not running smoothly at all. If political education has not run smoothly, it is difficult to imagine that the democratic system can run as a whole. However, the integrity of political education needs to continue to be built in a systematic structure, including through formal education. This seems to be a dilemma for the world of education, especially formal education. Actors in the world of education are required to be neutral and not follow negative political currents such as practical politics and identity politics.

The purpose of political education itself, according to Political maturity of citizens, can be achieved by discussing political practices fully and factually. The public believes that political education should be comprehensive at every level of education. As many as 37.8 percent of respondents stated that secondary

education is the right level to start providing political education for a citizen. Another 33.6 percent of respondents think political education can start at the elementary school level. After that, 22 percent of respondents stated that higher education is the most appropriate level for providing formal political education.

In addition, according to [20], Political education is carried out to make people politically literate so that they become politically aware, more creative, and able to participate in political activities and development in its positive form. This political education is expected to create political personalities who are responsible for the nation and state. According to [21], the purpose of political education is to form political personality, political awareness, and political participation in citizens.

What Soeharto said is in line with the view of (Ruslan, 2000). The objectives of political education are (1) to form and foster political personality and political awareness and (2) to form the ability to participate in politics in individuals so that individuals can become political participants in a positive form. Political personality according to (Ruslan, 2000) This is the main goal of political education. That's why [22] believes that there is no political consciousness without the content of political personality in individuals and that the type and level of political participation are influenced by the type of political culture that forms the content of political personality.

The same right was conveyed by [23]. It is important to realize that the purpose of education is to make people aware of their civic duties and responsibilities, as well as the far-reaching impact of political decisions made. It should also emphasize the importance of staying informed and engaged in politics if society is to benefit from the good decision-making that young people can provide in elections, debates, campaigns, and more.

Political education should further encourage young people to feel passionate about engaging in the democratic process and realize that they are more empowered than ever to make a difference. Ultimately, political education can nurture lifelong citizens whose ambitions align with the core values of freedom, justice, and representation. So, basically, there are four main objectives of political education, namely, changing and shaping people's behavior according to political goals, increasing understanding and appreciation of political values, and increasing responsible political participation. Behavior by governance norms relates to the allocation of public resources as well as internalizing these values to participate properly in politics.

With approximately the same number, it can be interpreted that the public sees that in every level of education, whether primary, secondary, or tertiary, political education must be introduced and given to students. As many as 39.6

percent of respondents consider political education useful to avoid money politics. In addition to transactional political practices, no less than 23.9 percent of respondents considered political education to be able to ward off political hoaxes.

According to [24], the family is the primary and most urgent medium of political education during childhood. The family plays the most fundamental role in this regard. The most obvious influence is how families can build their children's basic political affiliations and loyalties, forming basic signs of personality that will later contribute to growing children's political orientation and developing their political awareness and thinking. The family also plays a role in building political perceptions, such as perceptions of power, which will later play a role in shaping their political awareness as citizens. Even the experiences of individuals in interacting with the "power" of their parents will partially determine the way they interact with state power in the future.

Meanwhile, according to [25], apart from formal education, political education should also be sought by political actors, especially political parties. In their assessment of political actors, namely political parties and politicians, only around 25.7 percent of respondents considered that they had maximized political education. No less than 40.6 percent of respondents considered that the role of political parties and politicians in political education was not optimal. Even 17.4 percent of respondents considered that the role of these political actors was still very minimal. Political education does not only start with political parties.

State institutions such as the General Election Commission and related ministries are also seen as not maximizing their efforts in political education. No less than 40.6 percent of respondents considered that state institutions had not maximized political education. Not only that, but 14.1 percent of respondents even considered that state institutions were very minimal in carrying out the political education process. Only about 24.9 percent of respondents see these state institutions as maximizing political education. This means that more than half of the public sees that both political actors and state institutions have not been able to play a maximum role in carrying out politics. Nevertheless, knowledge about politics needs to continue to grow dialectically between political actors, state institutions, and the community. This is inseparable from the substance of democracy, which gives the people full sovereignty over the government of a country.

Political education in Indonesia should receive more attention because currently young people, especially Generation Z, hold one of the political controls in Indonesia. According to [26], from 2020 to 2035, Indonesia will enjoy the demographic bonus era. Many people think that the demographic bonus is a

very strategic window of opportunity for the acceleration of national development with the support of the availability of human resources of productive age in significant numbers to reach 64 percent of the total population of Indonesia of 297 million. Of course, the demographic bonus will shape new political behavior in the community, depending on the political governance that will be built in this country.

There are more young people today than at any time in Indonesian History, and many of them want to get involved in social movements across the province. They are now using social networks and hobby communities more than ever to connect, critique, and campaign for change with a variety of satirical content. Young Indonesians protest against corruption, poverty, and inequality. They strive for sustainable development and a better future for all generations. Youth demand political representation and a voice in government policies. However, they are often hesitant to engage in formal political processes. Yet, youth engagement is seen by the world as a common measure of the health of a country's democracy.

Agenda Setting is a theory that places the magnitude of the influence of mass media in influencing audiences regarding the priority of the importance of an issue. The media is said to be able to direct issues in society and create an agenda where issues are mixed to become a discourse in society. Agenda Setting is a theory that was first empirically tested by Maxwell Combs and Donald L. Shaw in 1968 in the United States presidential election.

In addition, the application of agenda-setting in social media is closely related to the public agenda. Social media currently has a position that has the potential to cause actions that are often associated with agenda-setting theory. There is a connection between social media users who can exchange information. Social media is not one-way but the opposite, which is two-way. This happens because the information conveyed can be developed and get an active response from both the message sender and the message receiver so that it reflects an agenda that looks realistic.

Through social media, users can describe their messages and respond by commenting or providing information. This shows that social media can reflect phenomena in the public that affect the press agenda. The help of the internet through technological advances can disseminate the agenda setting as well as provide a sign of who the mass media is the source of news making news that appears in the public. The obtrusive issue aspect that has the aim of revealing the interests of the audience on the internet is one of fake content or hoaxes.

Based on the statement above, this is by the content displayed on the graph on the results of the number of pinterpolitik account followers continuing

to increase from week to week and month to month. This is by Maxxwell Combs and Donald L. Shaw's agenda-setting theory that mass media influence audiences. Meanwhile, the social media content of the pinterpolitik Instagram account indirectly affects Instagram users. Moreover, the content that is displayed attracts attention. Politics that some people may consider uninteresting, and others

Several factors strengthen the statement of agenda-setting theory, according to Maxxwell Combs and Donald L. Shaw. These factors are:

- Interesting infographics.
- A catchy title.
- Reliable sources.
- Eye-catching visuals.
- Recent political issues.
- Easy to understand
- Short, concise, and clear content.

Some of these factors are the factors that make Instagram account followers continue to increase. This is because where a few months ago was a political year, the existence of the pinterpolitik Instagram account became a political education for Instagram social media users who were indirectly educated by the content they uploaded. The following is an example of content on the Pinterpolitik Instagram account.

Figure 10.0 Example of content on the Pinterpolitik Instagram account

Meanwhile, the Totalpolitikcom account is slightly different from the Pinterpolitik Instagram account. The difference can be seen in the uploaded content where they use images and caption the content below the image, and per

content upload on Instagram, totalpolitikcom uses an average of 2 slides of content. In addition, what is most noticeable is that the layout and content of totalpolitikcom are not in the form of infographics but directly at the core of the news, not made per point like pinterpolitik, the content on its Instagram account is not only pictures, sometimes there are reels and a brief explanation of the news content in the image content. The following is an example of content on the TotalPolitikcom Instagram account.

Figure 11.0 Example of content on the totalpolitikcom Instagram account in the form of pictures and reels

From this discussion, it can be concluded that the pinterpolitik account is still superior to the totalpolitikcom account even though the two accounts continue to increase in terms of the number of followers of each but the pinterpolitik account is still superior to the statistical data obtained from the social blade page. This can be seen from the total grade of the pinterpolitik account getting a B grade while the totalpolitikcom account gets a B- grade.

Conclusion

This research explains that the agenda-setting theory of mass media influencing the public still applies even though, over time, the public has begun to influence the mass media. Nonetheless, the researcher realizes the limitations of this study. First, the researcher did not meet directly with the people associated with the pinterpolitik account and the totalpolitikcom account, but the researcher only relied on literature such as books, journals, and the Social Blade platform page for social media analysis, which provides various information such as pinterpolitik and totalpolitikcom Instagram statistical data.

Second, researchers exclude other political education accounts that have similar content to pinterpolitik and totalpolitikcom accounts. Perhaps in the future, research on political education through social media can be carried out with a more in-depth analysis, and the object of research is not only two accounts, this is because for comparison other social media accounts that discuss political education. Researchers believe other social media accounts have political education content, such as on social media X (Twitter), Facebook, and TikTok.

Author Contributions

Rizal Fahmi Muhammad: Conceptualization, Methodology, Writing – review & editing, Supervision, Project administration.

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Conflict of Interest

The authors declare no conflicts of interest.

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