Predicting The Behavior of Young Voters in Elections: A Case Study of Governor Election in Jakarta, Indonesia

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ABSTRACT

Young people have often been categorised as a group apart from conventional politics, and this disengagement contributed to the growing sense of apathy even alienation towards politics. The biggest obstacle for young people to get involved in politics is their negative view of the politicians is perceived by many young people that they do not care and no attempt to address the issues that matter to them. Nevertheless, since 2012, there has been a significant change in Indonesia. At the Jakarta Governor Election 2012, the number of young voters who voted was increasing. Therefore, the content of the media, which is the basis of media effects, is necessary to be investigated. Researchers use content analysis on Facebook, Twitter, YouTube and online game 'Save Jakarta' to find out the messages conveyed by the winning candidate. The content of social media was viewed based on three coding categories: information, engagement, and online participation. Furthermore, data collected from documentation of conversations or manifest content that appeared in social media during the Jakarta Governor Election Campaign 2012 became a technique of data collection, and the descriptive statistical calculation will be used to analyze the data. The findings in this study are information about the candidates, campaigns, and election process can be conveyed to voters to help improve their knowledge, which also keep their reminded. Ultimately, this information is expected to make voters like candidates then trust.

Keywords: *Young voters, election, participation, social media, Jakarta.*

INTRODUCTION

Social media is a phenomenon that could dramatically change the participation of young people in elections. Young people have often been categorized as a group apart from conventional politics, and this disengagement contributed to the growing sense of apathy even alienation towards politics. The biggest obstacle for young people to get involved in politics is their negative view of the politicians that they do not care and never attempt to address the issues that matter to them (Ward, 2007). Social media platform has paved the way for the reconceptualization of political engagement, especially among the youth. The Internet reduces the barriers to participation and thus reduces social inequality that exists in public life.

Social media has a potential for intensifying more interactive; two-way communication flows between citizens, representatives, political actors and members of civil society movements. The existence of this intensive interaction has an effective benefit that can help people to understand better the information conveyed through social media due to possibilities of magnifying the candidates' characteristics and other forms of information. Computer-mediated communication opens new methods for political activity, like submitting electronic petitions, writing and distributing emails, and participating in

online opinion polls. The lower cost of access to political information through social media makes people more willing and able to involve themselves politically. The increased media exposures of the candidates and greater personal contacts with the voters will increase the voters' knowledge of the candidates' political information. A well-informed population is somehow stimulated to be interested in political matters (Dalager, 1996).

Social media has become a media with features that facilitate citizen engagement also provide various information. Web-based citizen engagement may be defined as the provision of website characteristics that encourage citizen participation in the political process. These include online functions that allow users to join or volunteer with the organization, distribute materials related to the election campaign, make a donation, and register to vote. The Internet as a new communication technology takes hold of promise to propagate democracy and change traditional one-way processes of political communication. There is a significant transformation which is due to the presence of this new communication tool that allows citizens to seek political information relevant to them, to contact government officials, and to exchange views on political topics as well as to encourage participation in the political arena.

The findings in this study are expected to contribute to voters, especially young voters. Currently, social media has become an inseparable part of the routine activities of youth. Therefore, the findings of this research are expected to encourage young voters to seek the information needed to build their political knowledge that can be useful for making decisions in elections. Social media with its uniqueness and advantages can provide a variety of information that can be used by young voters to know the candidates they will vote in the election. By utilizing social media, it is hoped that the apathy and distrust of young people against politicians can be changed and the gap between young people's expectations and politicians can be bridged.

LITERATURE REVIEW
Social Media and Election Campaigns
The term social media refers to the form and content created and shaped by changes in technology, especially in user-generated content, usability, and interoperability (Web 2.0). Unlike other types of mass media, social media is a typical application of Web 2.0, which is a new way to use the Internet for collaboration and sharing of data between individual users. Web 2.0 has core principles such as many-to-many connectivity, decentralized control, user-focused, easy to use, and open their technology standards, which allow users to make modifications to the sites over time (Flew, 2007, p. 17). Consequently, social media makes it possible to interact actively, collaborate, and participate in self-organizing and fluid communities (Wood, 2009). Social media is media in which content is created and distributed through social interaction (Straubhaar, LaRose, & Davenport, 2012, p. 20). Social media is the democratization of content and shifting of the role of creating and sharing information to the people. Social media are gaining interactive features, which offer consumers new options for selecting information, personalizing content, and participating in a larger conversation. Many consider the interactive capability of the Internet to be its greatest strength.

Studies have shown that social media can be used as an effective and efficient political campaign tool (Eldin, 2016), which means social media can be maximized to strengthen voters about the importance of getting involved and taking part in the elections (Carlisle & Patton, 2013; Hagar, 2014, Toader, 2014), to build candidate images (Teerada &

Combs, 2014), and to collect donations for campaign interests (Cogburn & Expimoza-Vasques, 2011). The social media is a place where people with common interests gather to share thoughts and comments. Through interaction, people could share a variety of information. This sharing process becomes easier with social media that allows people to share things with known or unknown people. After someone posting something on social media, friends can 'comment' or post 'like' on Facebook, 'follow' if they want to get the latest news on Twitter, or making someone they know or not, as 'friends.' Previous research has found that the use of social media in political campaigns influences voting in elections. Unfortunately, in earlier studies, it was not mentioned clearly the types of information used in social media that can educate and increase voters involvement or encourage voters to vote in the election. Therefore, it is important to determine the types of information needed by voters, especially young voters, to encourage their interest and involvement in the election.

Information Seeking through Social Media
Various previous surveys found that social media has become an integral part of daily life of young people (Pew Research Center, 2011; We Are Social Singapore, 2016). They cannot be separated from social media. Consuming social media content has become a daily habit since most of them use it to find information (Kementeriaan Komunikasi dan Informasi Republik Indonesia, 2014; Pew Research Center, 2013).

Interaction in social media has a role in individual's interests of political information and political participation (McClurg, 2003). There is a positive correlation between seeking information on social media with political participation and the decision to vote (De Zuniga et al., 2012). Users who were looking for and viewing the political information in the media have better knowledge than those who did not, and political knowledge became an important link between media usage and political participation (Aarts & Semetko, 2003; Andersen et al., 2016). Exposure to media contents make users know, understand, and remember the object, situation, or event. People who like news in the media tend to be knowledgeable, and this knowledge ultimately encourages them to participate by voting in the election (Norris, 2004; Prior, 2005). Moreover, many experts say that the main uniqueness of social media compared to other types of media is the interactivity that allows the two-way communication and the users have a role as a consumer as well as a producer in the process of creating and sharing information (Berhm & Rahn, 1997).

The studies that have been conducted on interactivity in social media have found that interaction through social media opens opportunities for individuals to seek and gather information about the elections from people known to them (Milbank, 1999). Ultimately, this information can build up their knowledge of elections because the information obtained from known persons is usually trustworthy. Also, social media interaction between politicians and their constituents can help to build their image as trustworthy, sensitive, and responsible people (Sundar et al., 2003). Reciprocal relationships and interpersonal trust have a very close correlation with civic engagement (Weber et al., 2003). Therefore, if social media can build knowledge of politics, then it will allow them to discuss with fellow users especially with people they know. For young people, dissemination of information, discussions with other users, sharing, and activities in social media are ways to get involved in politics. They expected what they spread through social media will help their peers to see, observe, and be more critical of the situation.

Two important things that trigger the involvement of voters in the election are exposure to political information and political knowledge. Both can motivate voters to participate in elections. Social media could be used to educate, mobilize, get donations, build the image of the candidate, and encourage interests and political participation because it can build interaction between users also between candidates and their constituents. The use of social media in political campaigns affects voting in elections. Unfortunately, in earlier studies have not mentioned the types of information used in social media that can educate the public, increase voters involvement or encourage voters to vote in the election. Therefore, it is important to determine the types of information needed by voters, especially young voters, to promote their interest and involvement in the election.

Exposure to Social Media Content
The media content is the basis of media impact (Shoemaker & Reese, 1996). In the context of electoral web sphere, social media may facilitate engagement in the election process through three interrelated activities: provision of election-related information, the opportunity for discussion and debate, and opportunity for undertaking election-related political action (Kluver et al., 2007, p.7). Political engagement formulated based on the typology developed by Tsagarousianou (1999) states that the information, engage in the consultation and participation in decision-making is a constituent component of (digital) democracy. Therefore, the content of social media in this study are broadly the information provided by the candidate, engagement, and online participation facilitated by the media.

Information is the most basic function of political communication. Social media provides information about the candidates, issues position, and voting record, which makes the user becomes aware of the elections. Engagement means the features provided by the social media to facilitate interaction between users and candidates, which makes social media users may interact directly with the candidate is the form of contact information, provide users the opportunity to become a member of the group, volunteer, or donate. Finally, participation means the features that provided by the social media that enables social media users to participate actively and directly in online campaign activities, which support the candidate in making public statements, actively promoting the candidate digitally, share links with other users or with the candidates, posting 'like' or comment.

Research on exposure to social media content showed that exposure would affect interest in politics, increase knowledge, trust, and encourage users to vote in the election (Dalager, 1996; Delli Carpini & Keeter, 1996; Weaver, 1996). Exposure to media content can also increase people's interest in the political campaigns (Shaw & Roberts, 2000). Furthermore, experts say the media exposure will cause users to be aware and understand the political information, which in turn will affect the political participation (Kaid, 2002; Prior, 2005). While political knowledge, political attitudes, and political involvement are positively associated with media exposure.

METHODOLOGY
This study will use the Jakarta Governor Election 2012 as its research context. The election was interesting to observe because of the application of new model campaigning that was creative and innovative with the help of communication technology such as social media. Jakarta Governor Election 2012 was the first election in Indonesia that utilize the social media in political campaigns.

This study only examines the social media used by the winning candidates in the Jakarta Governor Election 2012 and Jokowi-Ahok became the winner with 53.82% winning percentage (Komisi Pemilihan Umum Provinsi DKI Jakarta, 2012). In the campaign, Jokowi-Ahok took advantages of the social media to reach out to the young voters. They employed social media such as Facebook and Twitter, which at that time was the most widely used by the public in Indonesia, likewise YouTube and online game 'Save Jakarta'. Thus, only four types of social media such as Facebook, Twitter, YouTube and online game 'Save Jakarta' are examined and become the second limitation of this study.

The unit of analysis is social artifacts or all materials produced in social communication. Social artifacts mean the conversation elements that can be seen physically and can be calculated that occurs through social media in the context of Jakarta Governor Election Campaign 2012 or often called the manifest content. Manifest content includes words, phrases, sentences, paragraphs, document, theme, characters, items, images or videos uploaded to social media from July 21, 2012, to September 17, 2012, or 59 days (total sampling). The social media content to be studied includes:

a. Facebook: New Jakarta (*Jakarta Baru*)
b. Twitter: @JokowiCentre
c. YouTube: 13 videos from Basuki Purnama Channel, New Jakarta (*Jakarta Baru*) Channel, The Kota Tua, Id Change Makers Channel, and Cameo Project
d. Online game: Game Jokowi Ahok Save Jakarta (*Selamatkan Jakarta*)

As stated earlier, data sources are a list of word, phrase, sentence, paragraph, document, themes, character, item, image (photograph, picture, or graphic), and video uploaded to social media. Coding constructs are derived from knowledge of the past with the same situation that is built by Kluver et al. (2007) from research conducted on U.S. elections in 2002, which is particular types of information provided by the candidate, engagement, and participation facilitated by the social media. Information means users become informed of social media content, especially regarding political information such as candidates' profile, principles of the candidates, candidates' manifestos, voting record, campaign process, societal expectations of the candidates if elected, and achievements of the candidates. Engagement means social media has features that facilitate connections between users and candidate, therefore; users can interact directly with the candidate such as contact information, option of donation, opportunities to voluteer, and become candidates friends or followers. Participation means there are features that enable social media users to participate actively and directly in online campaign activities, which supports the candidate such as features to make public statement, to engage in digital promotion, to 'share', to post 'like' , and comment. Furthermore, researchers chose to establish a coding system together with representatives of experts who have experience and knowledge in accordance with the area concerned. Based on the intercoder reliability result and after making discussion between researcher and coders, finally approved coding system with 28 variables. These twenty-eight variables are used to analyze the contents of social media used in the Jakarta Governor Election 2012.

Documentation of conversations or manifest content that appeared in social media during the Jakarta Governor Election Campaign 2012 became a technique of data collection, and the descriptive statistical calculation will be used to analyze the data.

RESULTS AND DISCUSSION

Information on Social Media Content

As already explained in methodology, information in this study means all the conversations or any form of material produced on social media that make the user becomes aware of political information on elections after using it. There is 16 types of information presented in four social media used in Jakarta Governor Election 2012. Analysis of social media content is measured based on how often political information shows on social media during the campaign period (as can be seen in Figure 1).
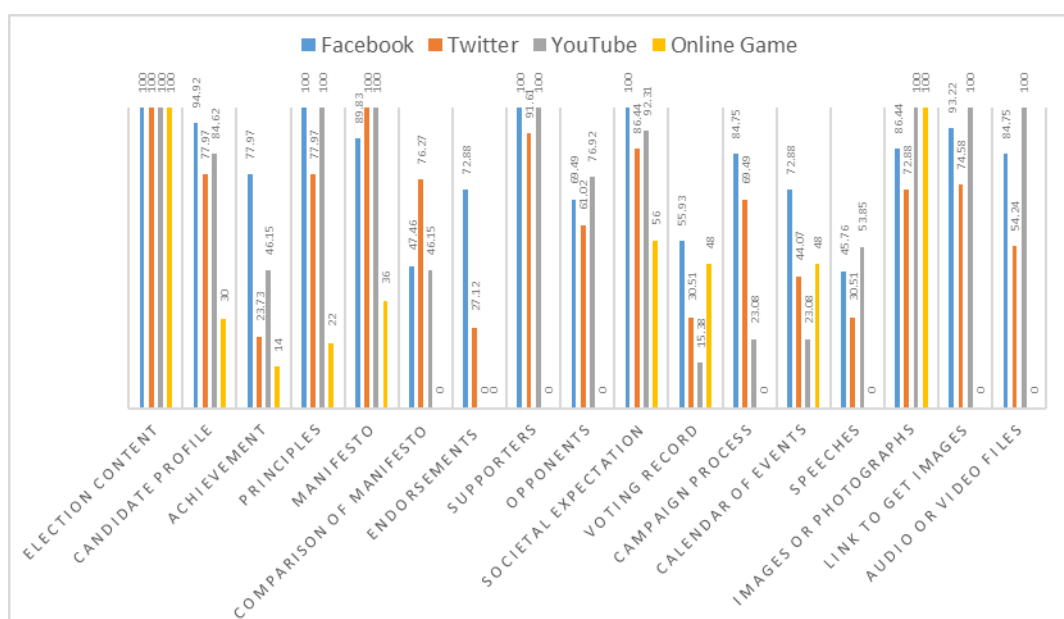

Figure 1: Political information on social media.

Everyday information about principles or philosophies held by the candidate, anyone who supported the candidate, and societal expectations are present on Facebook. It means for 59 days (100%), this three types of information uploaded on Facebook. Total information about the principle or philosophy of candidates uploaded to Facebook 3-4 times a day (ẍ = 3.6) is 213. While 458 of information about societal expectations, were uploaded 7-8 times per day (ẍ = 7.8). The information about anyone who supported the candidate are 11,634 with average users who claimed to be supporters of Jokowi-Ahok on Facebook is 197 people per day. This information is also the most numerous information uploaded on Jokowi-Ahok Facebook account compared to other types of information. There is 211 information about candidate profiles uploaded on Facebook for 56 days (94.92%) with an average of 3-4 times per day (ẍ = 3.6). While the link to get images or audio video files was uploaded on Facebook 3 times per day, so the total number of this information is 177 during 55 days (93.22%).

Facebook despite being the most widely used social media by the citizens of Jakarta, but the amount of information about comparison of issues position between the candidates is less than the number posted on Twitter. On Twitter, this information was uploaded for 45 days (76.27%) with 186 information, and uploaded 3 times each day, while on Facebook only

uploaded for 28 days (47.46%), 42 times, and mean per day is 0.7. It means, on Facebook, this information is not uploaded every day. Other information rarely uploaded on Facebook is the speeches of candidates or party representatives. This information was only uploaded for 27 days (45.76%), 56 times, and the mean is 0.9 per day.

On YouTube, the link to get images and audio or video files occurred in all the videos uploaded during Jakarta Governor Election 2012. While on Facebook, only occurred for 134 times, it means only uploaded 2 times per day during 50 days (84.75%). On Twitter was uploaded for 55 days (93.22%), 3 times per day and the total is 177 information. Other information uploaded on Facebook is information about issues positions held by candidate or candidate manifesto; this information uploaded for 53 days (89.83%), 2-3 times per day (ẍ = 2.7) and the total is 164. The information about a calendar or list of prospective election-related events was uploaded twice a day (ẍ = 2.4) for 43 days with 140 information.

The other lowest information uploaded on Facebook is information about the voting record that uploaded only for 33 days (55.93%), one time per day (ẍ = 1.4), and the total is 81. Information about candidate achievement also only occurred for 92 times and information about anyone who is opposed to a candidate just uploaded 93 times, uploaded 1-2 times per day (ẍ = 1.6). The information about candidate achievement occurred for 46 days (77.97%) while the information about the opponent occurred for 41 days (69.49%). Images, characters, photographs about a candidate or graphics use as logos uploaded on Facebook for 124 times on 51 days (86.44%), two images per day and information about endorsements occurred on Facebook on 43 days (72.88%), 105 times, uploaded 1-2 times (ẍ =1.8) per day.

On Twitter, during 59 days campaign period, information about issues positions held by the candidate (100%) was uploaded every day. The total of this information is 521 with average uploaded 8–9 times (ẍ = 8.8) per day. Issue positions held by candidate also occurred in 13 videos on YouTube; it means YouTube also got 100% because this information happened in every video with the total frequency are 127 information and delivered for 9–10 times (ẍ = 9.8) in each video.

The frequency of information about societal expectation appeared on YouTube more than on Twitter. This information occurred on 12 videos (92.31%), uploaded 84 times for 6-7 times. While Twitter only conveyed this information for 51 days (86.44%), uploaded for 164 times with the average is 2–3 (ẍ = 2.8) per day. The candidate's speeches also occurred more on YouTube (39 speeches or 53.85%) compared to Twitter. On Twitter, this information only happened in 18 days (30.51%), the average is 0.6 per day – it means candidate's speeches were not uploaded every day – and total speeches are 34. Information about the voting process only uploaded on Twitter for 18 days (30.51%) with the total amount information is 70 and uploaded one time per day.

On YouTube, information about the candidate profile is found in 11 videos (84.62%), which uploaded for 96 times, and the average uploaded is seven times per video. While on Twitter, this type of information and information about candidates' principles or philosophies were uploaded on Twitter for 46 days (77.97%), with 169 information, and average uploaded is 2-3 times per day (ẍ = 2.86). Furthermore, the rarest information uploaded on Twitter is information on the candidate's achievements and candidate's endorsements. Candidate's achievements only uploaded for 14 days (23.73%) with total 17 information, and average uploaded is 0.3 per day. It means this information is not uploaded every day. Information about endorsements for a candidate in election uploaded for 16 days

or 27.12% with total information is 33. There is 98 information about calendar or list of prospective election-related events, uploaded on Twitter for 26 days (44.07%) with 1–2 times a day (ẍ = 1.6).

Six other types of information contained on Twitter are information about anyone who supports the candidate which total uploaded for 57 days (96.61%), 459 times, and average uploaded is 7-8 times (ẍ = 7.78) per day. While related to anyone who is opposed to a candidate, this information uploaded on Twitter for 36 days (61.02%), 94 times with average uploaded is 1–2 times (ẍ = 1.6) per day. The information about electoral campaign process uploaded on Twitter for 41 days (69.49%) with 150 information, so the average of this information uploaded is 2–3 times (ẍ = 2.54) per day.

The information about candidate images, characters, photographs or graphics was uploaded on Twitter for 43 days (72.88%), while audio and video (AV) files were uploaded for 32 days (54.24%), and link to get images or AV files occurred on Twitter for 44 days (74.58%). Images uploaded on Twitter are 116 times and average uploaded 1–2 times (ẍ = 1.97). While AV files which could be accessed by users are 51 files, it means these files were not uploaded every day (ẍ = 0.86) while the link to get images or AV files were uploaded 2 times per day for 118 links.

Information about principles or philosophies held by the candidate, anyone who supports the candidate, issue positions, images, link to get images, and audio or video files occurred in 13 videos (100%) on YouTube. When analyzed based on the amount of information in each video used in Jakarta Governor Election 2012, information about principles or philosophies of the candidate, delivered 7 times in each video and the total is 98. There are 289 images, characters, photographs or graphics use as logos occurred in 13 videos with the average uploaded are 22 images. Information about candidate profile occurred in 11 videos (84.62%) while 85 information about anyone who is opposed to a candidate occurred in 10 videos (76.92%), and average uploaded is 6-7 times per video. Speeches by the candidate or party representatives are found in seven videos (53.85%), and information about societal expectations occurred in 12 videos (92.31%).

Information about voting record only applied in two videos (15.38%) and information about the electoral campaign process only occurred in three videos (23.08%) while information about calendar or list of prospective election-related events only occurred in three videos (23.08%). Information about the voting records exists only on two videos. There is total 28 information about the calendar of events; average uploaded is one time in the video of Jokowi's Presentation in front of Volunteers, 22 times in video of New Jakarta the Movie, and 5 times in video Official Trailer. The rarest information uploaded on YouTube is information about election-related events (23.08%). This information is also fewer than in online games (48%) because occurred in 24 levels online game, while on YouTube only occurred in three videos.

Information about endorsements for candidates did not take place on YouTube and online game 'Save Jakarta' (0%). Moreover, there are seven types of information that do not exist (0%) in the online game 'Save Jakarta' i.e. information about anyone who supports the candidate, anyone who is opposed to the candidate, candidate speeches, comparison of issue positions, electoral campaign process, link to get images, and audio or video files. Although these eight types of information did not occur in online game 'Save Jakarta,' at every level of the game, had always shown a picture, photo or image used as the logo (100%). Furthermore, on online game 'Save Jakarta,' social expectations is found in 28 levels (56%). The smallest frequency of the information on online game 'Save Jakarta' is

information about the candidate's achievements. This variable only appeared in seven levels (14%) of the 50 level, while the principles or philosophies of candidate only appeared in 11 levels (22%), and the profiles of candidate only appeared in 15 levels (30%). Two other information are candidate's manifesto and calendar of prospective election-related events, which contained in 18 levels (36%) and 24 levels (48%). Information about the voting records contained in the 36 levels (72%) of the game.

Engagement in Social Media Content
Four variables are observed to determine engagement in social media content used in Jakarta Governor Election 2012. On Facebook, how to contact the candidate is found in the 'about' were uploaded during the 52 days (88.14%). Twitter gave contact information only for 16 days (27.12%) from 59 days campaign period. This number is the smallest percentage in engagement. On YouTube, contact information is only found in two videos (15.38%) while contact information on online game 'Save Jakarta' only delivered in eight levels (16%). However, this frequency is still higher if compared to YouTube (can be seen in Figure 2).
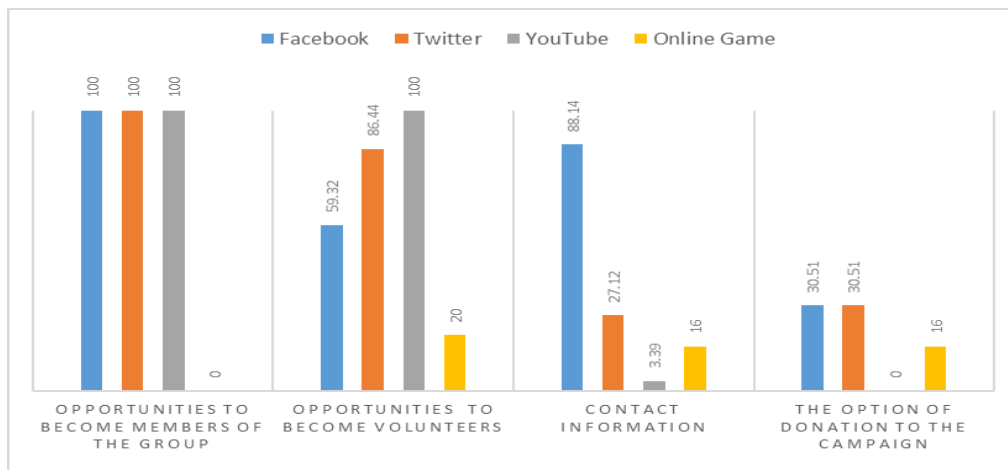

Figure 2: Engagement features in social media.

On Facebook, opportunities for users to become volunteers only appeared for 35 days (59.32%) with 79 times and this number is less than on Twitter. Twitter conveyed the opportunities for users to become volunteers for 51 days (86.44%), 16 days longer than in Facebook with 260 times. Opportunities for users to become volunteers on online game 'Save Jakarta' occurred in 10 levels (20%) from 50 levels. While on YouTube, there is two features engagement contained in all of the video (13 videos or 100%) that is opportunities for users to become volunteers and to become members of candidate's group.

On Facebook, Twitter, and YouTube, the opportunity for users to join or become members of the group of candidates is facilitated by the social media. Therefore, during 59 days campaign period, on Facebook, Twitter and YouTube, every day (100%), there was an opportunity for the respondent to get involved with becoming a member of candidate's group. While in the online game 'Save Jakarta' no (0%) feature gave opportunities for players to join or became members of candidate's group.

Facebook became the most widely social media exploited by candidates to facilitate connections with the users. Nevertheless, features that encouraged or allowed the users to donate to candidate's campaign is less utilized, either on Facebook, Twitter, YouTube, and

online game 'Save Jakarta' because the percentage of utilization of social media related to the donation activity is still below 30.51%. On Facebook and Twitter, the option of donation only appeared for 18 days (30.5%). However, on Twitter, these features appeared more than in Facebook is 40 times (12.01%) and 34 times (18.48%) on Facebook. While on online game 'Save Jakarta,' the option of donation only delivered in eight levels (16%) and none on YouTube (0%).

The frequency of being a candidate friend, most done by the respondents on Facebook when compared with other variables in engagement. Twitter had the smallest number of members of the group (follower) than Facebook and YouTube. The amount candidate's 'Follower' on Twitter only 31,700 or 5%. The amount 'friend' on candidate's Facebook account are 339,000 (54%) while total 'subscriber' on YouTube is 259,952 or 41%.

Participation in Social Media Content
The definition of participation in this study is some features allow social media users to participate actively and directly in activities of the online campaign, which supports a candidate. On Facebook, every day there are users who made a public statement supporting candidate (100%), engaged in digital promotion of the electoral campaign or voting (100%), sent a link from candidate's Facebook account to friend or other (100%), and sent a link from others' Facebook account to candidate's account (100%). Everyday users also participated in an online forum or other communication space by posting 'like' (100%) and gave 'comments' on candidate status (100%). Therefore, from seven variables, there are six variables where users actively participated online on Facebook. Nevertheless, on the seventh variable, that is users could invite or encouraged other people involved in the electoral process on candidate's Facebook account, only occurred in 59.32% or 35 days. On YouTube, this variable occurred in thirteen videos (100%), but only 60% took place in online game 'Save Jakarta' (30 game levels). On Twitter, this variable appeared in 45 days or 76.27%. While variable 'shared links from candidates to other accounts' became variable with the lowest frequency on Twitter that is only 23.73% or only appeared for 14 days from 59 days of the campaign period. While on YouTube and online game 'Save Jakarta,' this menu is not available. Figure 3 shows details of participation in social media.
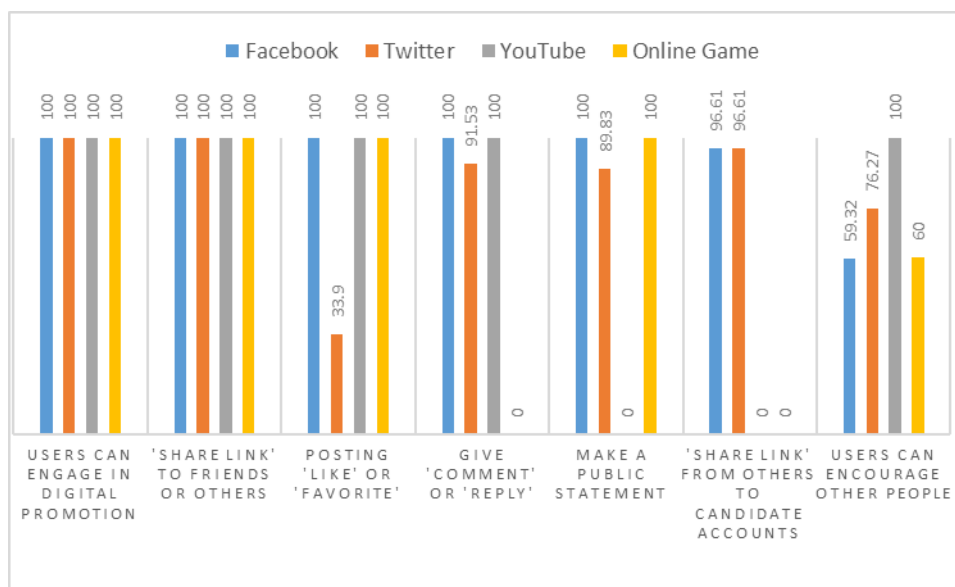

Figure 3: Participation features in social media.

Facebook, Twitter, YouTube or online game 'Save Jakarta' had features which users can distribute social media content to friends or others, so it could be said the frequency of this features is 100%. Likewise, variable 'social media enabled users to engage in digital promotion of the electoral campaign'; the frequency is also 100% on four social media. On Facebook and YouTube, the frequency of posting 'like' or 'comments' made during the 59 days or 100%. Nevertheless, on Twitter, followers posted 'favorite' only 22 days (37.29%) and posted 'comments' for 51 days (86.44%).

On Facebook, users used this social media to make a public statement during 53 days (89.83%). Just like Facebook, online game players could make a public statement (100%) by shared 'candidate quote' that occurred at every level. Indeed the feature that enabled users to make a public statement in online game 'Save Jakarta' is different when compared to other social media but shared 'candidate quote,' it also means players participated by making a public statement in support of candidates or issues. While on YouTube, this menu is not available.

From seven variables that can be used to measure participation in social media, there are two menus are not available in online games 'Save Jakarta' i.e. 'share link' from a friend(s) or other(s) to online game 'Save Jakarta' and menu to post 'comments.' While menus that allowed players to engage in the digital promotion, made a public statement to support a candidate and enabled players to share the link on online game 'Save Jakarta' to a friend or others, are available at each level (50 levels). Encouraged or invited other players to volunteer for the electoral campaign occurred in 30 levels and there were 234 players posted 'like' (56.52%).

Two menus that are not available on YouTube are a menu to share a link with a friend(s) or other(s) and menu to make a public statement. Therefore, it can be said that the frequency of these two menus is 0%. Meanwhile, two other menus that allowed users to engage in digital promotion and to share links from candidate's YouTube account to others' account, performed 611 times (1.15%) with an average frequency of participation in each video is 47 time. Posted 'like' on YouTube conducted by users 40,950 times or 77.31% with a mean frequency of participation in each video is 3,150 while posting 'comments' appeared for 10,730 times (20.26%) with an average displayed in each video is 825 times. On YouTube, encouraged or invited users to volunteer for the election campaign just happened 65 times (0.12%) with an average participation in each video is 5 times.

On Twitter, users who made public statements and shared links from candidate's Twitter account to another became variables with the highest frequency than other social media types. The frequency of users who made a public statement is 999 times or 24.55% while on Facebook only occurred for 85 times (0.45%). Users shared links from candidate's Twitter account to friends or others 1,574 times (38.67%) compared to Facebook are only done 71 times (0.38%). The average of users who made a public statement on Twitter per day is 16–17 times, while on Facebook the average is 1–2 times per day. On Twitter, users shared a link from candidate's account to others is 26–27 times per day, while on Facebook is only 1–2 times per day.

However, there are three variables, which users is actively participating in Facebook than in the three other social media that is posted like, posted comments, and encourage others to take part in elections. On Facebook, users who posted 'like' are 11,335 (60.14%) compared with Twitter which was only done by 67 users (1.65%) so every day there is only 1 users who posted 'favorite' while on Facebook, every day there are 192 users who posted

'like.' Also, on Facebook, 4.413 users posted comments with an average number of comments per day is 74-75 while on Twitter, users who posted 'reply' only 274 (6.73%) and the mean of 'reply' are 4–5. Users who invited or encouraged other people to participate in the electoral process on Facebook are 2,051 (10.88%), meaning every day, 34-35 users did it on Facebook, while on Twitter, every day on average, 3-4 users inviting others to participate in the elections, so the total is 217.

On Facebook, users who involved in the digital promotion are 464 (2.46%) while on Twitter are 524 users (12.87%). Every day, there are 7-8 ($\ddot{x}$ = 7.8) users who are involved in digital promotion by choosing features 'share' or 'tag' on Facebook while on Twitter, every day 8-9 users used 'hashtag.' On Twitter, there are 415 users (10.2%) shared a link from other Twitter account to candidate's account or every day seven users did it. On Facebook, every day seven users share a link from someone's Facebook account to candidate's account, so total are 428 users.

Discussion

Many researchers use the content analysis in political campaigns to know and understand the style of the candidate's campaign or a political party as an attempt to reach and convince voters to vote them through the media. Social media allows users to have more content to select, more channels and platforms from which to receive it, and more opportunities than ever before to comments upon the political events and issues of the day. Social media with the ability to update its content frequently at short intervals allows users to get up-to-date information faster. They are no longer limited by space and time. Information about the candidates, campaigns, and election process can be conveyed to voters to help improve their knowledge, which also keep their reminded.

In the development of the political world with increasingly higher voter awareness, social media can be used as a medium of communication. Now, information or news can be obtained interactively and socially, which means information is not only obtained through the media but can also be obtained through conversations with others when using social media. Social media has made people no longer just be passive consumers of media but has changed the situation so that everyone today can be a producer and consumer of information.

Analysis of social media content finds Facebook is the type of social media the most widely utilized by candidates to build interaction with constituents. Moreover, this is not surprising since Facebook, allowing users to find information, news or sites that are trustworthy and useful. Instead of searching for news or information that can be trusted, Facebook users now can get it directly and in real time. Involved and actively participate in the conversation on Facebook is possible for users because of a variety of facilities available on Facebook. After registering to use this application, users can create a profile, add other users as 'friends,' exchange messages, update status, upload or tag photos, share videos, and receive notification when friends in contact do something on their Facebook account. Additionally, users may join common-interest user groups, and categorize their friends into lists.

On Facebook, the sixteen types of information about Jakarta Governor Election 2012 had almost the same percentage. However, there are nine types of information uploaded daily more than 6% on Facebook during the 59 day campaign period (3-4 times per day). These types of information are information about candidates' profile, principles or philosophies held by candidates, supporters, voting record, the process of political

campaigns, images, audio-video files, links to get images or audio-video files, and societal expectations.

While on Twitter, there is two most information uploaded > 9% (5-6 times per day) during the 59 day campaign period, i.e. information about anyone who supports the candidate, and information about issue positions or candidate's manifesto. There are four types of information uploaded on Twitter ≥ 8% (4-5 times per day), i.e. information on the candidates' profile, candidates' principles or philosophies, societal expectations, and comparison among the issues of concern to each candidate in Jakarta Governor Election 2012.

Information on the issue positions and information about supporters of the candidates are two types of information that were most widely presented in the video uploaded to YouTube. While there is six types of information ≤ 5% (2-3 times per day) i.e. information about the achievements of the candidate, the candidate's speech, a calendar or list of prospective election-related events, comparison of issue positions of parties or candidates, voting record, and the electoral campaign process.

In online game 'Save Jakarta,' the most information presented at each level of the game are images, photographs, or graphic character candidates and links to get the picture and audio-video files. However, this is not surprising as this online game is told about the candidate, so candidate characters contained in all levels of the game. Other information, which got percentage ≥ 10% (5-6 times per day) are information about the list of prospective election-related events, voting record, and societal expectation.

The information that conveyed to voters continuously to portray the character and personality of the candidate, their achievements, the main issues of concern to them, and the activities conducted during the campaign could make voters have a clear picture of the person they should vote in the election and if this information is routinely delivered, it can make users familiar with the candidate. Ultimately, this information is expected to make voters like candidates then trust. Besides having transparency properties, social media is also a medium that combines text, audio, visual, and with these advantages, users can see immediately who's, what do the candidates, and how the character and personality of the candidate to be chosen. In the end, these three things can increase the confidence of users to the candidates.

Many people are now choosing to use social media to get information because it encourages the advantages possessed by social media. Social media are media that highly transparent. Social media can provide updates and personal information to the public about the candidates who sometimes is late being swept up by the reporters and media crews. Therefore, it takes a willingness to share publicly, sharing activities and various photographs of activities so that the credibility of a candidate can be maintained. Social media is also effective enough to respond to negative and sensitive issues without waiting for a press conference by directly posting the answer and sharing it with the public. Moreover, a profile in social media is personal, intimate, and unfiltered.

CONCLUSION

Jakarta Governor Election 2012 increase the political momentum in Indonesia. In this election, for the first time, social media is used by the candidates. The advantages of social media are it can change the level of interest of young people in political activities. Social media can encourage young voters to participate in the elections because it makes them

more aware of the political issues conveyed. Earlier young people were always viewed as, a group that does not care about politics but with the existence of social media, this view gradually changes. Therefore, it is necessary to utilise social media maximally as a tool to encourage the involvement of youth in election activities**.** The ability of social media to combine and integrate data, text, images, and sound can provide a real picture that attracts the attention of young people so it can also encourage their active participation.

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