The popularity of political persuasive messages among beginner voters about the 2024 election content on social media posts

Gushevinalti Gushevinalti[1], Nurul Renaningtias[2]

[1] *Department of Communication Science, Universitas Bengkulu, Indonesia*
[2] *Department of Information System, Universitas Bengkulu, Indonesia*
 Corresponding Author, ✉ *gushevinalti@unib.ac.id*

Abstract

This study aims to map what social media is popular among beginner voters as a political reference for the 2024 election. Furthermore, this study will examine persuasive political messages that appeal to novice voters so that it will illustrate what message formulas are popular among novice voters. This research will use a qualitative approach with data collection methods through open questionnaires to explore informants' social media use habits, mandala interviews, and Focus Group Discussions. Informants will be selected using purposive sampling techniques, namely first-time voters who have not been used to vote in regional elections, aged 17-18 years in 2023, and who actively access political information on social media. The results of the menu research show that the message formula that gets the attention of novice voters is in a way that is not pushy or persuasive. Use slang that is easy to understand and not rigid (implicitly does not contain the candidate's vision, mission, and program). Message packaging in videos and photos is more beautiful to novice voters than text because it aligns with social media, which is generally interested in Instagram and TikTok.

Introduction

Elections are the space of people's sovereignty to elect members of the People's Representative Council, members of the Regional Representative Council, President, and Vice President, and to determine members of the Regional People'ss Representative Council, which is carried out directly, publicly, freely, confidentially, honestly, and somewhat in the Unitary State of the Republic of Indonesia based on Pancasila and the Constitution of the Republic of Indonesia Year 1945. The 2024 Simultaneous Elections and Elections are a significant deliberation of the Indonesian people as Article 45 of the Constitution, Article 45, the election on February 14, 2024, while the election for Governor/Vice Governor and Regent/Vice Regent will be held in November 2024.

The arena of political communication develops along with the advancement of the use of the Internet in all aspects of human life. Internet access can be a strategic platform to mobilize and organize social movements (Guess & Munger, 2023; Stieglitz & Dang-Xuan, 2013; Subekti et al., 2023). The study concluded that the state promotes new media due to economic pressures. However, the country must face the social and political consequences

of this situation, which is the latest media presence. Based on Internet access and usage patterns, Indonesia has the most significant impact on social activism compared to Singapore or Malaysia (Reddy et al., 2023; Tinmaz et al., 2023). New media in Indonesia expands the options for Indonesians to engage in social and political activities.

The development of information technology in the world has continued to experience strong growth since the beginning of the 21st century. Hootsuite and We Are Social. Starting January 2021, more than 60% of the world's population will have internet access. A similar phenomenon also occurs in Indonesia. In the same study, Hootsuite estimates that 73.7 percent of Indonesia's population, or around 204.7 million people, can access the Internet (Global Digital Insights, 2021; Hot Suite, 2023; Rianita et al., 2023).

The increasing activity of the community in accessing various services on the Internet can open up opportunities for people to be more empowered. On the other hand, the high level of digital activity also opens up destructive potential, especially from the research of We Are Social (Hot Suite, 2023), which revealed that people access the Internet for more than 8 hours a day, a very high number of people's productive time.

The internet world displays everything in its content, including election information. Simultaneous elections will be held in 2024 on February 14, 2024. In about two months, the Indonesian state will have a democratic party, creating enthusiasm among politicians competing to attract voters, especially novice voters. Several surveys show that millennials and Generation Z are predicted to be the voter groups with the most significant proportion in the 2024 election. Young voters or millennial voters are voters with an age range between 17 and 37 years. In the 2024 simultaneous elections, the number of young voters is predicted to increase. If you reflect on the 2019 simultaneous elections, data from the KPU on the number of young voters shows that the number of young voters has reached 70 - 80 million people from 193 million voters. This means that 35%-40% of young voters already have the power and significantly influence the election results, which will affect the nation's progress. As a novice voter, participation in Elections and Elections, such as being involved in organizing Elections, can be done by participating in supervising every stage of Elections, assisting in the socialization of Elections and Elections, assisting political education for voters, monitoring Elections, conducting surveys or polls and quick counting of Election and Election results, becoming a participant in Elections.

In addition, a survey conducted in the second quarter of 2020 by the Indonesian Internet Service Providers Association (APJII) showed that internet penetration in Indonesia increased to 73.7%, or 196.71 million Indonesians could use it (APJII, 2020). Many digital users affect the growth of digital service users and changes in people's lifestyles. Meanwhile, most internet users in Indonesia are aged 25 to 34 years (14.9%), 35 to 44 years (14.7%), and 45 to 54 years old (12.7%). In the breakdown of adolescent/digital native data, the age range of 8-24 is 11.6%. So, this data illustrates that novice voters are a potential group when choosing elections. General elections are a means of democracy and a manifestation of people's sovereignty to produce representatives and leaders who are ambitious, competent, and responsible for the welfare of the people. First-time voters are an exciting group to follow and learn more about. New voters are voting in an election for the first time (Wardhani, 2018)

The age characteristics of teenagers as young voters are very close to digital media, such as social media (Zimmerman & Ng, 2017). Social media is considered a powerful weapon to attract novice voters as a communication platform with the community. Campaign strategies using social media such as Facebook, Instagram, Twitter, Telegram, and the like are expected to be a connecting bridge between candidates in the 2024 election and their constituent candidates. Novice selector has several meanings currently used. There are

three categories of first-time voters in Indonesia. First, rational voters vote for a political party based on in-depth evaluation and analysis (Durante, 2022; Neo, 2021; Suryanef & Rafni, 2020). In this study, novice voters refer to voters who are voting for the first time because they are just entering the voting age. In Indonesia, citizens who are eligible to vote are those who are at least 17 years old. In law no. Paragraph 22 of Article 10 of 2008 states that voters are Indonesian citizens who have reached the age of seventeen years or more, or have not been married.

In political communication, the influence of messages on society is greatly influenced by communicators, layout forms, typefaces, writing colors, and others. The same message can have different effects when received by various people. In addition, the channels and communication media used affect the delivery of messages (Baciu, 2010; Hamid et al., 2022; Stieglitz & Dang-Xuan, 2013). Political messages are the meanings and patterns of words in political talk that can produce various meanings, structures, and effects. But etymologically, a political message can mean a system composed of a significant combination of symbols. Political messages can also be conveyed through images such as satirical caricatures or political messages in the form of criticism election supervision strategies on strategic issues in elections, with the object of study related to hate speech. According to Ricky Boy, the rise of hate speech in regional elections is motivated by weak media literacy for Indonesian people; in the post-truth era, the silent truth will become vague when lies are disseminated in other terms," a lie told once remains a lie but a lie told a thousand times becomes the truth" (Anggraeni & Andrinoviarini, 2020).

This study in communication science is in the field of persuasive communication. Persuasive communication is one of the studies of communication psychology. Compelling communication is one of the fields of communication and is often used to influence others in various ways, including politics (Aisyah, 2020; Kolzow et al., 2021). Persuasive messages are a conscious attempt to change thinking and behavior by manipulating motivation to achieve a predetermined goal. However, not all communication can be included in the category of persuasive communication.

As the political year approaches, there are many political messages in the form of conventional banners, billboards, and stickers. Besides that, digital messages on social media can easily be found in various formats from prospective leaders who will compete in the 2024 elections, such as social activity videos, posts about future vision and mission work plans, and financial achievements. Some even compose their political messages through parody. Although the prospective candidate has not been officially registered as a candidate, personal branding has long been built to be introduced to the broader community. Young people, or millennials and Generation Z, most of whom are on the Internet, tend to extend their influence to other social media users when politically involved (Riedl et al., 2023; Stieglitz & Dang-Xuan, 2013; Subekti et al., 2023).

Getting to know young voters and the tools to reach them is a challenge, plus through digital media like social media. As a place to interact with the public, social media is considered a powerful weapon to attract novice voters. Campaign strategies through social media such as Facebook, Instagram, Twitter, Telegram, etc., are expected to be a bridge between candidates and their voters in the 2024 election. Voters may choose popular young candidates and choices with youthful insight.

However, a question message will constantly change and is not necessarily permanent. Previous research has also shown that the relevance of the information presented significantly influences processing through the central route. While on peripheral routes, social ties and all attraction resources have a positive effect on the decision to retweet (Barberá & Rivero, 2015; Bastos & Mercea, 2016; Casero-Ripollés, 2021)

Persuasive messages are used to sell ideas to others, suggest more efficient operation procedures, garner support for a particular activity, solicit funding for a specific project, and finance an audience that tends to defend its ideas. Persuasive messages are generally longer and more detailed (Chang et al., 2015; Săftoiu, 2010; Teng et al., 2014)

It becomes interesting when first-time voters do not yet have political references but are very active on social media and can judge what political messages they access and like. Thus, this research will provide consideration for candidates in compiling their political messages to get the attention of novice voters with unique characteristics. In the context of the 2024 election, this research gap has not been explored in depth in the previous literature, which generally focuses more on the passive consumption of political information. The study captures how novice voters receive political messages and observes how they actively engage through comments, reposting, or recreating political messages (such as memes, stories, or captions). This approach shows a two-way dynamic in digital political communication, reflecting Generation Z's participatory characteristics as digital natives.

This research contributes to the understanding of digital political literacy among novice voters. By identifying how novice voters access, assess, and respond to political information on social media, this research can help design more effective political education strategies for the digital generation. This research offers new insights into the dynamics of political communication in the digital age, particularly in the context of novice voters and the use of social media as a political campaign tool. With an innovative approach and a focus on increasingly essential groups of voters, this research contributes significantly to studying modern political communication and campaign strategies as a research novelty. Novice voters in the framework are novice voters who have attended Sekolah Kebangsaan training conducted by Mafindo Bengkulu; thus, they will get characteristics that match the purpose of the study. Namely, they explore political persuasive message formulas that are attractive to novice voters. Social media is popular among first-time voters who want to get political references for the 2024 elections.

Method

This type of research is qualitative research with descriptive research methods. The approach focuses on the in-depth description and interpretation of observed events through established data collection techniques. The qualitative approach contains natural characteristics (Natural surfing) as a primary, descriptive data source, even higher processes, surfing results (Arezina, 2023; Hadi, 2020; Ahyar et al., 2020; Sulistyo, 2023; Zakariah et al., 2020)

Qualitative research is descriptive, emphasizing inductive processes, meaning, and understanding gained through words (Creswell, 2018). Researchers can conclude abstractions, concepts, and hypotheses using interview information. This research will examine the form of political persuasive message formats for prospective candidates who will compete in the 2024 election. Message formats can take several forms, such as videos, photos, text, and a combination. The persuasive message will also display sounds, fonts, and colors, so it is very suitable for qualitative research that will also be uncolored on political persuasiveness. The informant in this study represents politicians who have received training or workshops that represent novice voter readiness held by Mafindo (Masyarakat Antifitnah Indonesia). The Sekolah Kebangsaan Training is a national program from Mafindo, one of its locations at the University of Bengkulu. It provides an understanding of prebunking misinformation and disinformation ahead of the election for novice voters. The participants are students who have never exercised their right to vote.

Facilitators and resource persons are Fonika Thoyib, Iyud Dwi Mursito, Hartanto, Bayupi Aldi Pratama, and Nurlianti Muzni. All speakers were from Mafindo. The selection of informants represents each group formed in the discussion. However, informants are still selected by purposive sampling techniques; informants aged 17-18 in 2023 are to vote in regional elections. Novice voters who participate in the fact-checking training have never exercised their voting rights, but the training material is unrelated to a specific political message. This research has been approved by the research ethics committee and passed the ethics committee test as part of the **ethical clearance**, ensuring that all research procedures follow applicable ethical standards and safeguarding the rights and welfare of research informants.

Data collection techniques are techniques that researchers can use to collect data. An open questionnaire was conducted to capture preliminary information about the identity of informants to reduce data following research criteria. In addition, there are brief questions about the quantitative use of social media in elections.

Observation is directly observing the activities or habits of informants in their interactions with social media by becoming followers. Observations focused on the informant's routine social media activities, including posts, feeds, content sharing, and commenting on other people's posts. Furthermore, the observation also looked at whether informants, as first-time voters, reacted to the content of the election and what kind of messages they preferred and understood. Through in-depth interviews and Focus Group Discussions, you will see likes, shares, or comments from a post to determine its likes. Interview materials are explored about what social media is owned and the habits of using social media among novice voters, what messages novice voters like in obtaining political messages, what elements in election content are attractive, and what kind of message formulas get the attention of novice voters about elections. The number of informants is determined by the fullness of the information obtained until the data is saturated, according to criteria in qualitative research.

Data analysis techniques in this study use analytical techniques whose analysis model, Miles and Huberman (ÇALIK, 2022; Creswell, 2014; Sugiyono, 2015), consists of data education, data presentation, and conclusions. Triangulation of data and sources is performed to ensure the validity of the research data.

Results and Discussion

This research has unearthed the results related to the popularity of politically persuasive messages. The message is an unmissable force in political communication. This is because the message is the content that determines the meaning of the audience in the communication process. The message is the key to political communication. Therefore, a message must be managed effectively to create public perceptions and opinions that meet the expectations of the communicator. For political communication to take place properly, the message is a component of communication that must be present. The critical role of messages in political communication is to explain that every message must be packaged as well as possible before the message is conveyed to the audience. The power of the message is that communicators want to know how the political campaign process will succeed as planned(Moeller et al., 2014; Suryanef & Rafni, 2020).

Of the various types of messages, it will be exciting if you follow the times in their application. Especially in the era of new media or 4.0, where a message will significantly determine the outcome of political communication, it is also influenced by the design and media used. Political messages through the media will be highly influential in influencing

people's political behavior because the ease of information obtained ultimately requires the values of creativity from the sender so that the message's purpose can be adequately conveyed.

The research informants are 14 first-time voters in the 2024 election. Here is the identity of the research informant

Name	Age (year)	Gender
Nyimas Alda Nurfadilla	19	Female
Tania Elysia Putri	19	Female
Ahmad Arifin	19	Male
Nindya Keisha	18	Female
Anisa Dwinta Lestari	19	Female
Ulul Azmi	19	Female
Deky Pramulya Ananta	19	Male
Elsa M Cik Nur	19	Female
Agil Fitria Nurjanah	19	Female
Tessa Oktaviani	19	Female
Zaidan Aziz	18	Male
Assyifa Yasmin Zahwa	19	Female
Haniyah Aulia Putri	19	Female
Muhammad Farizi Ari Sandi	19	Female

a. Social media is popular among novice voters as a political reference for the 2024 election.

The research informant received Sekolah Kebangsaan training from Mafindo in May 2023. The training discussion concerned novice voters' expectations for the 2024 simultaneous elections. Thus, all informants know what they know when asked about it. February 14, 2024, is a historic day for Indonesia, which is holding simultaneous elections. However, for informants, the day is also extraordinary as Valentine's Day is celebrated worldwide.

On February 14, 2024, informants learned that a simultaneous election would be held. However, he has not accessed political messages related to the 2024 national or local regional elections; in paying attention to political messages, he prefers information and facts from these messages.

Social media owned by novice voters is generally Instagram. In addition, some informants have social media accounts, such as Twitter and Facebook, but are inactive. Meanwhile, the instant messaging used by all informants is WhatsApp. The informant explained that the most preferred Instagram feature is to post photos of daily activities, including quickly listening to other people's posts. On Instagram, one can show what objects, subjects, or activities are being done by someone through photos and videos. The need to perform well on informants who expect to get a lot of likes from other users is high, and there is a need for recognition from others. In addition, the informant's self-disclosure on Instagram is closely related to his ability to filter information relevant to adolescent life.

Through Instagram, informants often see changes and updates of photos or videos that

have just been posted on Instagram. Generally, informants argue that virtual interactions through Instagram allow teenagers to connect with their friends, expand social networks, build new relationships, and support social status in their associations.

Quite a variety of informants initially accessed their social media, generally for Instagram, between 2018 and 2019, and have an Instagram account. However, it turns out that since elementary school (2015 time span), some informants have had Facebook accounts. Information about politics is generally accessed by informants through Instagram; this is relevant to the social media they access most often every day.

The time spent accessing social media varies considerably in duration and frequency. However, access time is generally done at night, for a long time, from 4 to 5 hours daily. The topic or theme of information accessed is typically entertainment content, although there are also informants who claim to be more interested in information about sports and politics.

b. Persuasive and compelling political messages for novice voters

Political messages about the 2024 simultaneous regional elections have often appeared on their social media home pages; the popular social media for getting political references ahead of the 2024 elections is Instagram. The account he usually sees that discusses politics is the @narasi.tv account. Political references are seen on Twitter only when there is a trend, and TikTok is scarce in displaying political messages.

Like Deky, Anisa also said that the social media that most often displays political messages about the regional elections to be held in 2024 is Twitter compared to other social media that she has. According to him, the campaign is more open on Twitter, and many buzzers post about candidate pairs who will run in the regional elections later. Anisa sometimes also feels confused by the many feuds between buzzers, so she feels there is no knowledge to choose who will be in the future.

According to the informant, information about this potential political figure often appears on his TikTok homepage. He rarely seeks info on this subject. A figure who often appears on his social media is Mr Ganjar Pranowo, who usually displays content going to schools, communicating with the community, and his daily life. The type of message that informants prefer in accessing political messages is in the form of pamphlets. Information prefers to read the pamphlet content rather than view video content. In addition, assess the characteristics and content of the message conveyed if you see and read the pamphlet's contents. Tania, one of the informants, conveyed that Tania did not demand the use of slang in conversations with the public. The figures that Tania likes are Ganjar Pranowo and Anies Baswedan. He judged this figure based on his language, behavior, and personality. These leaders are considered slang and authoritative and can position themselves with anyone. The hope for candidates participating in the 2024 regional elections is to be able to keep promises and be firm in leading.

The informant also explained his views on the campaign content of the Indonesian presidential candidate Ganjar Pranowo in the 2024 election. He said Ganjar Pranowo seemed too impressive in carrying out digital campaign actions. On Ganjar Pranowo's Twitter account, he posted a photo with Gibran, the Mayor of Surakarta, with the caption," *Mas Gibran, tadi bilang pengen bikin konser KPop di Solo. Tapi masih bingung mau undang siapa. Kamu punya ide*?"

The post was liked and received thousands of comments and shares from thousands of accounts. Some supported the plan, but many criticized it, saying Ganjar was using K-pop as a political tool and exploiting fans of the genre.

One of Michelle's informants, the social media that most often displays political messages about the 2024 simultaneous regional elections, is Instagram compared to other social media she has. The account he used to see posts frequently about politics was @ ganjarpranowo. He likes to see posts from Mr. Ganjar and often reposts posts from that account. The attraction of Mr. Ganjar's posts is the interaction with the community, a social person who can enter all ages. The type of message Michelle likes in accessing political messages is pamphlets with words or messages conveyed. Not only that, he also likes video content with elements of sound or recorded conversations from existing prospective couples.

According to him, this activity is a form of attention to the small people, even though many are blasphemous and disliked. Mr. Jokowi remains focused on his duties. He likes content he sees on social media about politics in videos or podcasts. Some press that broadcast heated discussions of prospective spouses' debates were also often watched. According to Alda, contribution and closeness to the community are the main things. He likes Mr. Anies Baswedan and Mr. Ganjar Pranowo. He felt this figure made many contributions and took many actions to carry out his regional head duties. The hope for candidates participating in the 2024 regional elections is to prove the vision and mission conveyed, lest students have to take to the streets for demonstrations, listen to the community's aspirations, and carry out transparent elections.

The expectations of novice voters about the ideal political message for candidates participating in the 2024 simultaneous regional elections.

In the data collection activity through Focus Group Discussion, participants wrote down their hopes on the"wall of hope" game. They are packaged as fun discussions to arouse participants to respond actively to every topic. The following include the expectations of leading voters: transparency and honesty, positive and dignified campaigns, and political messages encouraging active voter participation. Candidates participating in the regional elections clearly explain the process they will carry out to the community. Well delivered, clear, and engaging; Trust and be a purposeful leader.

The interview results with the informant give an idea that novice voters are more inclined to take the periphery path due to their inexperience in assessing political arguments, lack of in-depth information, and lower political activity. Since they are still learning about the political process, they are more likely to be swayed by the superficial aspects of political content than by the message's depth. Social media, in particular, is crucial in influencing their opinions because it provides information in an aesthetically appealing, easily assimilated manner that highlights ancillary clues like source reliability and emotional appeal.

The persuasive message about politics in the frame of the political perspective of novice voters in this study can be seen in the following description: Compiling political communication messages in the digital era is not easy because several conditions need to be considered when compiling persuasive political messages: (1) Determine themes and materials based on the conditions and situations of the audience. (2) In influencing the audience, the message must be able to arouse attention. Note that it must be realized that each individual is constantly stimulated by many messages from various sources simultaneously, including political messages. However, not all these elements can affect the audience precisely because they do not cause attention or focused observation. Not everything observed can cause attention, except for those who qualify. Therefore, the effort that must be made in compiling political messages is the awakening of attention from the audience to the messages conveyed.

Making political message content requires appropriate and accurate sources of information. Therefore, political message content should not be made only by using information or material sourced from untrustworthy people or media that is not credible. Persuasive messages are used to sell ideas to others, suggest more efficient operational procedures, garner support for a particular activity, and solicit funding for a specific project's financing. Persuasive messages aim to influence an audience that tends to defend its ideas. Persuasive messages are generally longer and more detailed (Apriani & Oktavianti, 2019)

The results of this study also suggest that novice voters seek and get information about politics in general from social media. Novice voters love engaging visual communication, such as infographics, short videos, or memes. Visual content is easier to understand and attention-grabbing, and it can convey complex political messages in a fun and straightforward way. For example, lighthearted and easy-to-digest political videos on Instagram or TikTok are more accepted. Political messages that invite participation in the election need to be digested by novice voters to whom it is delivered. The uniqueness of this novice voter is that the credibility of the source is the primary assessment, for example, from the influencer or content creator they like, which is the determinant that affects the choice of novice voters.

c. Popular messaging formula among novice voters.

A popular social media platform for informants in getting political references ahead of the 2024 election is Instagram because the visualization of content on Instagram is exciting, and Instagram is widely used by young voters, as well as messages presented in creative forms, such as images, short videos, and memes. Messages delivered in a catchy and different way are often more effective at grabbing attention.

According to informants, election content that is attractive on social media is video and photos because they can communicate messages more effectively and emotionally, as well as short messages. Short and dense messages have a more significant opportunity to attract the audience's attention on social media. Character or video length limitations on platforms like Twitter and TikTok encourage users to deliver messages efficiently. He also likes humble leaders who respect people's opinions and needs and are willing to learn from experience and accept criticism.

Instagram and Twitter are popular for Elsa in getting political references ahead of the 2024 elections because young people also dominate the many verified accounts that spread information, as well as social media users. According to Elsa, election content that is attractive on social media is videos and photos because they attract attention. Hence, it is not dull to look at, and reading articles often makes one sleepy quickly. He also likes leaders who describe their strengths, vision, and mission with language and appearance that follows the style of young people but is slang and authoritative, of course.

The content he likes when he sees social media about politics is in the form of pamphlets whose writing is readable and engaging. According to Anisa, the message formula that can get her attention is using a campaign that is not pushy and not done persuasively, so it becomes a unique attraction to see and choose the candidate pair. The figure he likes is like Mr Ridwan Kamil; he feels that this figure is fun, slang can enter young people, and often, his content follows the times so that novice voters are interested and can get the attention of today's children. In addition, he feels that the figure can brand himself to become a leader in the future. The hope for candidates participating in the regional elections 2024 is trust, the ability to keep promises, and the possibility for political parties to nominate competent candidates not based on thrones and families.

The formula of the most concerning messages about the government on social media. It is also known that informants are not very closely following the development of the 2024 election for candidates other than the Indonesian Presidential candidate. The same is the case with local candidates in Bengkulu Province. The informant only found out through banners posted along the road that he occasionally read and eventually forgot. According to the informant, even though he is a novice voter in the 2024 election, he will still choose a leader who suits his wishes, such as a figure who is familiar with the community, listens to the people, is caring, and is wise. The formula of political messages related to elections that might make informants interested in voting is a message that is not too rigid and has an easy-to-understand language structure. It is not excessive and should be interesting, especially in word selection. The informant added that political messages do not always have to seem rigid, occasionally packed in the language of the millennial generation, slang, and updates that will undoubtedly attract the millennial generation's attention. For example: "Save the name! Cukup pasangan yang salah pilih, wakil rakyat jangan. Kuy coblos, no golput-golput club!"

Political participation is one of the essential aspects of democratic life. Through political participation, citizens can play an active role in determining the direction and policy of the country. One of the most basic forms of political participation is to exercise the right to vote in elections. However, engaging in political messages and understanding political issues can be challenging for first-time voters. This article will discuss first-time voters in political messaging and the importance of political participation.

First-time voters are those participating in elections for the first time or who have just reached the age to vote. Political messages often feel complex and challenging for those unfamiliar with politics. However, understanding political messages is essential so first-time voters can make wise and informed decisions.

First-time voters must understand that a political message is a way for a candidate or political party to convey its vision, mission, and work program to voters. Political messages are usually communicated through various media, such as campaign advertisements, speeches, or political debates. First-time voters need to understand political messages critically and not just take them for granted. Social media often presents information in a way that is easy to understand and digest. Novice voters, who tend to be less trained in critical data analysis, are more likely to rely on simplicity or simplified messages. This leads to the use of peripheral paths, where they are more easily influenced by information packaged in an attractive way, such as memes, videos, or images that contain political messages.

d. Elaboration Likelihood Model (ELM) Theory

Novice voters are more likely to choose peripheral paths in information processing due to their limitations in political and emotional battles. At the beginning of their political journey, they are more affected by more level factors, such as visual appeal, social perception, or emotional attachment to a candidate. In social media, political commentary is frequently presented in a format that greatly emphasizes visuals and social affinities, making it easier for learners to be influenced by peripheral cues (such as a character's description, a meme or humor, or the presence of a figure they are familiar with) than by central cues that require critical analysis and analysis. This theory, which was created in the 1980s by Richard Petty and John Cacioppo, describes how people interpret persuasive communications and how that interpretation influences their beliefs and actions. According to ELM, the center and peripheral routes are the two different ways in which persuasion

might happen. Understanding these pathways can help determine how first-time voters interact with political content on social media in the 2024 election.

According to ELM, people can be convinced in two ways, based on how much mental work they are prepared to put into understanding a message. These routes are as follows: **Central Route**: This path entails careful, in-depth information analysis. People who use the central route conduct an analytical process and critically assess the arguments made in a communication. This approach is usually taken when the person is driven and capable of interacting with the material more deeply. **Peripheral Route**: The peripheral route is impacted by surface-level indicators like the message's attractiveness, emotional appeal, or the source's reliability and, therefore, requires less mental work. People are less inclined to carefully consider the message's content in this situation (Cacioppo et al., 1996).

ELM offers a helpful framework for comprehending how various political messages may influence the attitudes and behaviors of first-time voters in the social media setting. First-time voters may be more receptive to persuasion via the peripheral path, where flimsy cues like eye-catching visuals, memes, or celebrity endorsements take precedence over logical policy arguments, as they are probably less politically involved and knowledgeable. Peripheral cues thrive on social media sites like Instagram, TikTok, and Twitter because they frequently emphasize aesthetic appeal and emotional connection more than in-depth political discussion (White & Harkins, 1994).

Furthermore, some people may still interact with political communications through the central route, even if first-time voters may be more likely to process information through the peripheral route. This is particularly true if they are driven to find more specific, essential facts about candidates or policies. By distinguishing between the central and peripheral routes, it is possible to conduct a more thorough investigation of how first-time voters interpret election-related content on social media, providing critical information about how political campaigns can modify their tactics to appeal to various voter demographics.

Furthermore, the study found that first-time voters could recognize emerging political issues. Political issues can relate to various matters, such as economics, education, the environment, or foreign policy. First-time voters need to keep up to date with these political issues through different trustworthy sources of information, such as social media, mass media, news sites, or discussions with people with better political knowledge. This model explains that a person's ability to process a message depends on how convincingly the message is presented. At its core, evolutionary probability models are studies that can predict what and how a person will change their perceptions, beliefs, and behavior after receiving a persuasive message. In this study, the model was used to analyze the content of persuasive messages in the case of cyber protest groups. The model of possible elaboration offers seven theses as theoretical bases (Aisyah, 2020; Săftoiu, 2010; Teng et al., 2014)

In addition, first-time voters also learn to compare political messages from different candidates or political parties. First-time voters must see if the political message matches their values and personal interests. First-time voters also need to look at the track record of candidates or political parties in carrying out previous campaign promises. First-time voters can make better voting decisions by comparing political messages from different sources.

Political participation is the right and duty of every citizen. For first-time voters, engaging in political messages and understanding political issues is an essential first step in political participation. First-time voters can make wise and informed decisions by understanding political messages and topics. Active political involvement of first-time

voters will have a positive impact on the development of democracy and the political life of the country.

This study can determine which kinds of content are more likely to connect with first-time voters and how the message's shape (visual, emotional, or substantive) influences their political decision-making process by using ELM to analyze persuasive political messages on social media. Particularly in light of the 2024 election, this method aids in explaining the mechanics underlying the success or failure of various political messages in the digital age.

Conclusion

Political messages that appeal to beginners include light messages on all media sites. The persuasive political message formula in this study is evident from the perspective of first-time voters. Generally, novice voters prefer political message content published through social media rather than printed or mass media messages. Messages in the mass media tend to be more rigid. It differs from what is accessed through social media in that the message is very light and has requisite meaning using contemporary language or diction, images/visuals, and audiovisual messages.

Political issues in social media are also quickly spread and easily understood by novice voters; it's just that this study illustrates novice voters experiencing hegemony from other people's experiences and their judgments. Social media platforms that provide political references for novice voters to get political information about the election are Instagram and TikTok.

Due to their lack of political experience, emotional distance from political concerns, and dependence on outside media cues like social influence and visual appeal, novice voters are generally more relevant to the periphery route in the Elaboration Likelihood Model. This approach is more popular for processing political communications, particularly in the setting of social media, because it is easier for them to follow and doesn't require in-depth cognitive engagement or study of complicated subjects.

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