

The Influence of Political Memes in Social Media on the Level of Political Participation of Beginner Voters in The Presidential Election Year 2019 in Karimun District

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ABSTRACT

The purpose of this research was conducted to determine the effect of Political Memes on Social Media on The Level of Political Participation of Beginners in The 2019 Presidential Election in the Karimun Regency. The research method in this research used the quantitative method. The population in this research are the beginners on the Presidential Election of Indonesia in 2019 in Karimun Regency. The total samples in this research are 100 respondents. The data collection technique is through questionnaires and also Google Form. The Data Analysis and Hypothesis Testing with Simple Linear Regression, Reliability Test Cronbach Alpha, Validity Testing Pearson Product Moment Correlation. This research results showed that there is a positive and significant effect of Political Memes on social media on the level of beginners' participation in the 2019 Presidential election in the Karimun Regency. The research showed that political memes have the ability to influence the audience of social media to participate in the 2019 presidential election by discussing and sharing the news about the presidential election.

Keywords: *Beginners Participation, Political Meme, Presidential Election, Social Media.*

1. INTRODUCTION

Today, the use of social media is not only limited as a communication tool but also used for various activities, including political activities [1]. The existence of the internet and social media provides wider opportunities for people to participate in political activities [2]. Social media is also a means of conveying aspirations and a form of political participation in today's era of openness and democracy [3]. Participation in politics can be interpreted as someone's involvement in the process of selecting a leader and also influencing the policies made by the leader or government [4]. Therefore, the existence of social media can affect the participation, mindset, and role of the community in the world of politics [5]. The results of a study entitled Digital Native in Elections in Indonesia: DKI Jakarta by

[6] show that social media has a great influence on young voters in Jakarta. Of the 400 samples spread throughout DKI, the result is 60% of respondents admit that social media influences them in exercising their right to vote. So it can be said that social media has an impact on political participation on teenagers in Jakarta, as well as influencing their mindset in responding to a political phenomenon on social media. In addition, according to Sprierings & Jacobs (2014), social media also played an important role in mobilizing support during the US Presidential Election campaign of Barack Obama in 2008 [7].

In social media, political discussions are conveyed through various platforms such as Facebook, Twitter, Instagram, and TikTok [8], and is displayed in various forms, one of which is through comic memes. Comic

memes themselves are a widespread phenomenon in Indonesia's cyberspace since the 2014 presidential election [9] and play an important role in political discussions [10]. The word Meme (read: mim) comes from the Greek language, namely "mimema" which means "imitation" [11]. Meme means a culture in the form of appreciation, ideas, behaviors, and emotions of a person towards something that becomes his obsession, whether it is something he likes, hates or things that are not natural for him. In general, memes can be in the form of stories, satire, or sarcasm which are expressed in the form of images, writing, or videos [12]. Images presented in memes are usually expressions of humans or animals, celebrities, to political figures being discussed [13]. So, a political meme itself is a meme that contains political elements.

Submission of this political meme is not only limited to humor and jokes but there are messages that give rise to impressions, opinions, aspirations, criticisms, arguments, or dissatisfaction with the government or the policies and programs being implemented [14]. As a result, there will be more political memes that are different from the previous argument. As this political meme goes viral, more and more people are enthusiastic about the political conversation. From the existence of political memes, it can be concluded that a simple form of meme can have an influence on its readers, and its spread is fast and widespread. It is the nature of the rapid spread and delivery of memes that makes the phenomenon of political memes something that deserves to be taken into account and researched, especially during the 2019 presidential election [15].

Political participation in the form of delivering messages, opinions, aspirations, or criticism through political memes attracts the attention of many young people or millennials, especially beginner voters. This can be a positive value, given the importance of beginner voter participation in election performances. Beginner voters are defined as Indonesian citizens who are voting for the first time because they are just entering the voting age [16]. The data shows that 20% of the total voters are beginner voters, which means that the loss of support or votes from the beginner group will greatly affect the election results as well as harm potential leaders in the election contest. For this reason, the emergence of political memes is expected to be a means of introduction for beginner voters in the world of politics and is also expected to increase the participation of beginner voters in election performances in Indonesia.

Because of the importance of beginner voter participation in elections, the subject of this research is beginner voters who already have their political voting rights in the 2019 presidential election, which focuses

on the presidential election in the Karimun Regency by looking at various factors such as population growth, the growth of the number of new voters, as well as the spread of political memes in the social media. The chairman of the General Election Commission (KPU) of Karimun Regency, Eko Purwandoko, stated in the plenary meeting of the results of the recapitulation and determination of the Fixed Voters List Result of Improvement 2 (DPTHP-2) that the number of voters was increasing. Based on the DPTHP-2 recapitulation compiled from 12 sub-districts, the Karimun KPU determined the number of voters in the 2019 election was 168,790 people, consisting of 86,018 men and 82,772 women spread over 71 urban villages and villages [17].

Based on data from the Central Statistics Agency in 2019, Karimun Regency has a population of 232,797 people [18]. Of the population, 13% of them are people who are relatively young and have the right to vote. There are 16,595 people belonging to the age who are entitled to participate in the 2019 presidential election. Population growth and additions to the number of new voter lists have made Karimun Regency a potential area for future political developments. This is also based on research by [4] in his journal on the Political Participation of the Riau Archipelago Community, especially Karimun Regency in the last 5 years which has increased mainly through social media. The study also explained that the trend of sharing memes and the level of political participation in the presidential election tended to increase compared to the Pilkada (District Election). This reason is the basis for the author to conduct research and analysis related to the "Influence of Political Meme on Social Media on the Level of Political Participation of Beginner Voters in the 2019 Presidential Election in Karimun Regency".

2. RESEARCH METHODS

In the implementation of this research, the type of calculated data is used through a quantitative approach. The quantitative research method is a method used to answer research problems related to data in the form of numbers and statistical analysis [19].

2.1. Population and Samples

A population is a group that lives in a certain area and will become an object that has certain characteristics and qualities which will be determined by the researcher to be studied and then conclude an answer to the problem under study. While the sample is a small part of the population to be studied and used as the object of a study. So, this part of the population will be the research sample. The samples in this study were indigenous people and resided in Karimun Regency who was included in the beginner voters in the 2019 Presidential Election. Based on

Population and Civil Registration data in 2019, Karimun Regency has a population of 232,797 people. Of the population, there are 168,790 people included in the DPTHP-2 Karimun Regency, and 16,595 people belonging to the age group that is entitled to participate in the presidential election with an age range of 17-22 years. Determination of the sample using the Slovin formula with margin of error by 10% or 0.1.

Sehingga:

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{16.595}{1 + 16.595(0.1)^2}$$

$$nn = \frac{16.595}{166.95}$$

$$n = 99,40 \approx 100$$

Rumus: $n = \frac{N}{1 + N(e)^2}$

n = Jumlah sampel yang di perlukan

N = Populasi yang diketahui

e = Tingkat kesalahan 0.1

So, it takes 100 people as respondents to find out whether the Political Meme circulating on social media has an effect on the 2019 Presidential Election in Karimun Regency.

2.2. Data Collection Technique

Research data were obtained through questionnaires, namely primary data collection media with survey methods to obtain respondents' opinions [20]. Questionnaires can be distributed to respondents in three ways. First, directly given by the researcher (independent), sent by post (mail questionnaire), and by e-mail. Questionnaires are usually used to obtain personal information such as responses, attitudes, opinions, hopes, and desires of respondents. This questionnaire is to obtain information related to the level of influence of political memes on social media on beginner voters in the Karimun Regency in the 2019 Presidential Election.

2.3. Hypothesis

H1: There is an influence of political memes on social media on the political participation of novice voters in the 2019 presidential election in the Karimun Regency.

H0: There is no influence of political memes on social media on the political participation of novice voters in the 2019 presidential election in the Karimun Regency.

If the results of statistical testing H0 are rejected, it means that the independent variable partially has a significant influence on the level of political participation of beginner voters in social media. If H0 is accepted, then the independent variable has no significant effect on the level of political participation of beginner voters in social media.

3. DISCUSSION

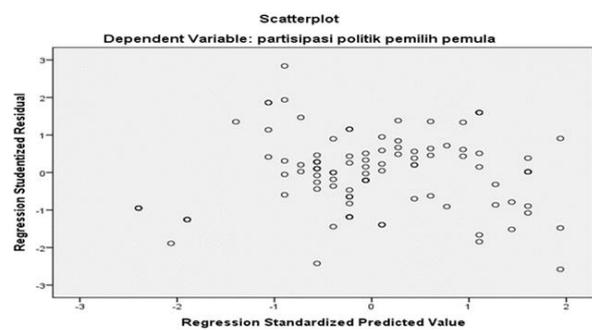
3.1. Results of the Research

In this section, the results of data collection will be explained which will convert the data in the form of numbers into a picture of the situation. In this study, there were two variables, namely the independent and dependent variables. The independent variable in this study was Political Memes spread on social media on the political participation of beginner voters as the dependent variable. To make it easier to measure these variables, the researcher classified several statements, each of which represents an indicator of the variable. The independent variables are represented by four indicators including the type of social media used, the type of content received or viewed, the duration of social media use, and the frequency of appearance of political memes based on the platform. The dependent variable in this study is represented in two categories of participation which can be done independently offline and online.

3.1.1. Descriptive Analysis

1. Classical Assumption Test Heteroscedasticity

Table 1. Classical Assumption Test



The plot points are above and below the 0 lines on the Y-axis and do not form a clear pattern, thus there is no heteroscedasticity disorder.

2. Normality

Table 2. Normality test

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			100
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		5.55518585
Most Extreme Differences	Absolute		.079
	Positive		.054
	Negative		-.079
Kolmogorov-Smirnov Z			.795
Asymp. Sig. (2-tailed)			.552

- a. Test distribution is Normal.
- b. Calculated from data.

The sig value is 0.552 > 0.05, thus the data is normally distributed.

3. Simple Regression Analysis

Table 3. Simple Regression Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.527 ^a	.278	.270	5.583

- a. Predictors: (Constant), political memes on social media
- b. Dependent Variable: political participation of beginner voters

The coefficient of determination is 0.278, meaning that the independent variable of political memes on social media is able to influence the increase in the dependent variable of political participation of beginner voters by 27.8% and the rest is influenced by other variables.

4. F test

Table 4. F test

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1174.161	1	1174.161	37.664	.000 ^b
Residual	3055.149	98	31.175		
Total	4229.310	99			

- a. Dependent Variable: political participation of beginner voters
- b. Predictors: (Constant), political memes on social media

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	41,696	5,677		7,344	.000
	political memes on social media	.574	.094	.527	6,137	.000

- a. Dependent Variable: political participation of beginner voters

$$Y = 41.696 + 0.574X$$

The regression coefficient of political memes on social media is 0.574 and the sig value is 0.000 < 0.05. Thus, political memes on social media have a positive and significant effect on the political participation of beginner voters.

5. Correlation Test

Table 5. Correlation Test

Correlations			
		Political Memes	Political Participation
Political Memes	Pearson Correlation	1	.527**
	Sig. (2-tailed)		.000
	N	100	100
Political Participation	Pearson Correlation	.527**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Pearson Correlation decision making basis
 0 - 0.2 states the correlation between variables is very weak,
 0.2 - 0.4 states the correlation between variables is weak,
 0.4 - 0.7 states that the correlation between variables is quite strong,
 0.7 - 0.9 states the correlation between variables is strong,
 0.9 - 1 states the correlation between variables is very strong.

Based on the results of the Pearson correlation test, the number is 0.527, which is included in the decision-making of the Pearson correlation stating that political memes on social media have a fairly strong influence on the political participation of novice voters.

3.1.2. Descriptive Statistic

A descriptive statistical value between Political

Meme variables in Social Media and Political Participation of Beginner Voters in the 2019 Presidential Election in

Karimun Regency. The influence value is calculated based on a scale of 1-4. The average value obtained can be developed as a calculation of attitude assessment.

The division of the rating scale is as follows:

0.0 – 0.80 very weak effect or almost no effect

0.81 – 1.60 influence is quite weak

1.61 – 2.40 moderate influence

2.41 – 3.20 strong influence

3.21 – 4.00 very strong influence

Table 6. Descriptive statistics

No .	Variables	Average
1	Types of Social Media Used	3.06
2	Types of Content Viewed Political Memes	3.25
3	Duration of Social Media Use	2.84
4	The Frequency of Using Social Media as a Source of Political Information	3.04
5	Offline Participation	2.96
6	Online Participation	3.15

Source: Data Processing Results

Based on the descriptive statistics table above, the dependent variable has numbers 2.96 and 3.15 which are included in the category of strong influence. The effect of the independent variable indicator on the two types of participation results in data that online participation is higher than offline participation. The researcher concludes that the influence of political memes has a stronger influence on beginner participants in online participation because of online media is more flexible.

3.1.3. Variable Indicator

1. Independent Variables

a. Variable Type of Social Media Used

The social media type variable is used to obtain information sources of political memes received by beginner voters. The table below provides information on what social media platforms respondents often encounter with information related to political memes surrounding the 2019 presidential election.

Table 7 Types of Social Media Used

No.	Statement	TP	J	S	SS	Total value	Average
1	I got information on the 2019 presidential election political memes on the Instagram platform	0%	14%	32%	54%	340	3.4
2	I got the 2019 Presidential Election Political Meme Information on the Twitter platform	2%	18%	58%	22%	300	3.0
3	I got information on the 2019 presidential election political memes on the Facebook platform	0%	14%	66%	20%	306	3.06
4	I got information on the 2019 presidential election political memes on the YouTube platform	0%	49%	33%	18%	270	2.70
5	I got the 2019 Presidential Election Political Meme Information on the WhatsApp platform	0%	16%	51%	33%	317	3.17
Total Score and Overall Average						1533	3.06

Source: Data Processing Results

Instagram platform by 54%, WhatsApp 33%, Twitter 22%, Facebook 20%, and the respondents received the least information on political memes through the YouTube platform by 18% of respondents.

Based on the indicator table of sources of information on political memes obtained, the most respondents received information on political memes related to the presidential election through the

b. Variable Type of Political Meme Content Viewed

To find out what types of content were received the most by respondents, the researchers divided the content into four forms, including political meme content in image, video format, funny opinions or chatter from presidential-vice presidential candidates, and political memes in written format. The results of these studies produce the following data.

Table 8. Types of Content Viewed Political Memes

No.	Statement	TP	J	S	SS	Total Score	Average
1	Seeing funny president/vice president political memes	0%	7%	58%	35%	339	3.3
2	Watch a funny video about president/vice president politics	1%	12%	58%	29%	315	3.2
3	Seeing funny opinions of presidential/vice-presidential candidates	0%	12%	55%	33%	321	3.2
4	Seeing sarcasm political memes about presidential/vice-presidential candidates	0%	4%	63%	33%	325	3.3
Total Score and Overall Average						1300	3.25

Source: Data Processing Results

The most frequently viewed type of political meme content is an image of a political meme related to the president or vice president, which is 35% of the respondents. As many as 33% of the respondents very often saw the type of content in the form of sarcasm writing against presidential/vice-presidential candidates, 33% saw funny opinions from presidential/vice-presidential candidates, and the type of content that respondents saw the least is videos about political memes, as many as 29% of respondents.

c. Variable Duration of Social Media Use

The duration of using social media was an important aspect to be reviewed to find out how long respondents use social media in the units of days. This variable is also related to the frequency of social media as a medium for providing political information.

Table 9. Duration of Social Media Use

No.	Statement	TP	J	S	SS	Total Score	Average
1	I use social media <30 minutes	10%	53%	29%	8%	235	2.35
2	I use social media for 1 hour	1%	6%	63%	30%	292	2.92
3	I use social media 1-2 hours	0%	6%	50%	44%	338	3.38

4	I use social media 3-4 hours	0%	11%	57%	32%	321	3.21
5	I use social media 5-6 hours	16%	40%	36%	8%	236	2.36
Total Score and Overall Average						1422	2.84

Source: Data Processing Results

In the use of social media, the majority of the respondents, 44%, admitted to using social media more often for 2 hours a day, followed by the duration of using social media for 3-4 hours, 32% of respondents, 30% of respondents 1 hour a day, 8% for less use of 30 minutes and 5-6 hours in a day.

d. Variable Frequency of Use of Social Media as a Source of Political Information

Based on the data collection, respondents most often see political memes on social media Instagram by 41%, Facebook by 28%, Twitter by 28%, WhatsApp by 24%, and YouTube by 16% of respondents.

Table 10. Frequency of Social Media Use

N o.	Statement	T P	J	S	SS	Total Score	Average
1	Frequency of viewing political memes on Instagram	1%	6%	52%	41%	333	3.33
2	Frequency of viewing political memes on Twitter	2%	13%	57%	28%	311	3.11
3	Frequency of viewing political memes on Facebook	0%	19%	53%	28%	309	3.09
4	Frequency of viewing political memes on WhatsApp	0%	10%	66%	24%	314	3.14

5	Frequency of viewing political memes on YouTube	0%	60%	24%	16%	256	2.56
Total Score and Overall Average						1523	3.04

Source: Data Processing Results

The researcher concluded that the frequency of the respondents tend to see political memes on Instagram due to the flexibility and reach of the Instagram platform as a social media which is much easier to share pictures, videos, and writings about political memes, in second place there are Twitter and Facebook as social media platforms similar to Instagram, but it has a more complex UI or display menu and functions, then in the 3rd position there is WhatsApp and finally YouTube. YouTube is the platform with the lowest frequency of visible political memes, this is because the YouTube platform can only serve video formats.

2. Dependent Variables

a. Offline Variable Participation

In offline participation, respondents participated in politics the most in discussions on the issue of the Indonesian Presidential Election with friends, co-workers, or family. This is concluded based on the opinion that the most influential environmental factors according to Collin MacAndrews in Mohtar Ma'oe on political participation for beginner voters are families who have an influence in shaping attitudes towards power, the school environment that provides education to students about the world of politics and their role. In its scope, the social environment around which provides socialization of its members by stimulating them to adjust to the attitudes or behavior of their environment, as well as colleagues who use this association as a reference in political life.

Table 11. Offline Participation

N o.	Statement	Strongly Disagree	Disagree	Agree	Strongly Agree	Total Score	Average
1	Expressing aspirations by taking part in the demonstration on	0%	12%	68%	20%	308	3.08

	the streets						
2	Channeling aspirations towards presidential/party candidates	9%	5%	61%	25%	307	3.07
3	Become a volunteer for election supervisors or a success team that helps the process of running the campaign for candidates for President of the Republic of Indonesia	7%	28%	59%	6%	264	2.64
4	Become a volunteer or success team that provides material support to support candidates (e: money, ID card, etc.)	1%	20%	51%	28%	306	3.06

5	Attending speeches/events held by the candidate party for the President of the Republic of Indonesia during the campaign	8%	41%	50%	1%	244	2.44
6	Receiving gifts in the form of material from volunteers or the success team of the RI Presidential candidate	3%	20%	55%	22%	296	2.96
7	Discuss the issue of the Indonesian Presidential Election with friends, colleagues, or family	0%	1%	62%	37%	335	3.35
8	Arguing about the issue of the Indonesian Presidential Election with friends, colleagues, or family	7%	11%	67%	15%	290	2.90

9	Read various information regarding the issue of the Indonesian Presidential Election in the printed media	0%	5%	70%	25%	320	3.20
10	View information about election issues from printed media such as billboards, banners,	0%	10%	58%	32%	322	3.22
11	Influence someone to vote for a candidate for President of the Republic of Indonesia	10%	24%	51%	15%	271	2.71
12	Influence someone not to vote for a candidate for President of the Republic of Indonesia	5%	16%	57%	22%	296	2.96
Total Score and Overall Average						3559	2.96

Source: Data Processing Results

Based on the results of data obtained from the respondents, the form of offline participation which the most common thing to do is to discuss the issue of the Indonesian Presidential Election with friends, co-workers, or family. The researcher concluded that during the 2019 democratic party, discussing the issue of the presidential election with the closest

environment became the hottest topic discussed.

b. Online Participation Variables

Online participation that is mostly done is to continue (copy-paste) various information in the form of texts/videos/images related to the issue of the Presidential Election to social media/chat applications. This is due to the effectiveness of social media as a means of rapid and massive communication in sharing information. This data becomes a decision making that the characteristics of social media are rapid and massive in distribution, making it a means of sharing that is active in function.

Table 12. Online Participation

No.	Statement	Strongly Disagree	Disagree	Agree	Strongly Agree	Total Score	Average
1	Join a group/movement which supports one of the candidates	1%	15%	46%	38%	321	3.21
2	Invite someone to join a group/movement which to support or reject one of the candidates	12%	9%	49%	30%	297	2.97
3	Following various news on the Presidential Election in the Online Media or Social/Chatting Apps	5%	12%	49%	34%	312	3.12

4	Subscribe to news or follow the official account of RI presidential candidate in the online/social media	2%	6%	50%	42%	332	3.32
5	Make writings or pictures about the issue of the Presidential Election then share them on social media/chattin g apps	10%	29%	51%	10%	261	2.61
6	Forward (copy paste) various information in the form of texts/videos/images related to the issue of the Presidential Election to social media/chattin g apps	3%	7%	47%	43%	330	3.30

7	Give response in the form of likes to the issue of the Presidential Election in the online media or information that other people share on social media	0%	15%	50%	35%	320	3.20
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8	Give comments/opinions in the online/social media/chattin g apps	0%	10%	52%	38%	328	3.28
9	Discus s/talk about election issues on the owned social media/chattin g apps	1%	13%	47%	39%	324	3.24
10	Pay attention to the discussion (silent reader) regarding election issues on the	0%	16%	46%	38%	322	3.22

	owned social media/ chat apps						
11	Share Political Memes and discuss with friends or family	2%	8%	51%	39%	327	3.27
12	Participate in online/ survey of the number of presidential election votes on social media accounts	2%	14%	54%	30%	312	3.12
Total Score and Overall Average						3786	3.15

Source: Data Processing Results

In the hierarchy of political participation, the discussion is included in political participation, including discussions through various social media platforms. The results of data collection on respondents produce data that forwarding messages or copy-paste mostly done with 43% of respondents. Then followed by subscribing or being a follower of presidential and vice-presidential candidates by 42%. According to the researcher, many respondents forward messages to friends and family that contain political content due to the ease of sharing information, especially from the closest environment.

3.2. Discussion and Analysis of the Effect of Political Memes on Beginner Voters

This section will describe the results and analysis of research data based on the formulation of the research questions. To answer this research question, the

researcher divides it into two parts of the analysis, namely the influence of political memes on the participation of beginner voters and the magnitude of their influence on beginner voters.

From the results of the survey and data processing that has been carried out, political memes spread on social media have a strong enough influence on the participation of beginners to participate in the 2019 Presidential Election in Karimun Regency. This can be seen from the results of the Pearson correlation test with the number 0.527 which is included in the fairly strong category, with a scale of 1-4. The picture seen and the findings by the author after analyzing this data is that political memes can be positioned as a tool to influence the minds of individuals and society at large. This is in accordance with the concept of political memes compiled by Richard Brodie in his research, *Virus of The Mind: The New Science of the Meme* which states that a meme is a unit of information that comes to mind in a person's mind, then influences events in his environment in such a way that the idea spreads widely in the minds of others.

Still, on the same straight line, Shiftman's view in his writings *'Memes in Digital Culture'* also explains that political memes were widely used in the 2008 election in the US as a means to get people to voice their political ideas. From the research that has been done, the researcher found something similar as Richard Brodie and Shiftman expressed their views on political memes. The main thing that the author concentrates on in this study is that the level of participation is measured based on the use of social media and exposure to political memes which are correlated with the level of participation of respondents, both offline or online. As a result, the political participation of novice voters in Karimun Regency in the 2019 Presidential Election is dominated by online participation in the form of discussions, sharing messages or news about the general election to family, coworkers, and the social environment.

To see how political memes affect beginner voters, it can be explained in the following discussion. Respondent's interaction with political memes can be measured by the platform social media used, ranging from Instagram, Twitter, Facebook, WhatsApp and YouTube. The results of this study indicate that the platform most used by the respondents in receiving information about political memes is Instagram, amounting to 54% with a frequency of 41% and the type of political meme content seen is political meme images with a total of 35% with an average duration of use of social media 1 -2 hours a day.

Furthermore, the influence of exposure to political memes on social media is seen from the political participation actions taken by respondents in the context

of the 2019 Presidential Election democracy party. The participation of respondents is divided into two, namely online participation and offline participation. As for offline participation, the most widely done is discussing the issue of the Indonesian Presidential Election with friends, colleagues, or family with a percentage of 37% and reading various information about the issue of the Indonesian Presidential Election in the printed media. In the online participation, the majority of respondents as much as 42% stated that they participated in subscribing to news or following official account of RI presidential candidate in the online/social media and forwarding (copy-paste) various information in the form of texts/videos/images related to the issue of the Presidential Election to social media/chatting apps.

So it can be said that exposure to political memes on social media is measured by the frequency, duration, and intensity of social media use against social media users themselves. The longer and more frequent the frequency received by social media audiences is directly proportional to the level of participation of beginner voters in the 2019 Presidential Election, followed by the spread of political memes in their social environment. Finally, many people are influenced to participate in the Presidential Election which will indirectly or unconsciously shape public participation in discussing presidential election issues, forming movements, invitations and even mass mobilization.

Regarding this research, the impact of the influence of political memes on social media on beginner voters in Karimun Regency is mostly influenced by social media or by online. The influence of political memes on beginner voters in Karimun Regency can be seen from the comparison of the level of participation in the 2014 and 2019 presidential elections. The following is a comparative table of political participation in the 2014 and 2019 elections.

Table 13. Comparison of Karimun Regency Election Participation Rates

General election	2014	2019
Presidential Election	109,530 Total Votes (61%)	129,948 Total Votes (76.9%)

Source: KPU data of the Republic of Indonesia

Table 14. Comparison of National Election Participation Rates

General election	2014	2019
Presidential Election	134,953,967 Total Votes (69.58%)	158,012,506 Total Votes (81.97%)

Source: KPU data of the Republic of Indonesia

In the 2014 presidential election in Karimun Regency, the participation rate in voting only reached 61%, while in 2019, the participation rate reached 76.9%, meaning that there was an increase of 15.9% in participation in the 2019 presidential election in Karimun Regency. In comparison, the national target for presidential election participation set by the KPU is 77.5%, while the participation rate in Karimun is 76.9%, meaning that the presidential election participation rate in Karimun has almost reached the national target with a difference of 0.6%. The increase in voter participation in Karimun Regency also coincided with an increase in the national scale, participation in the presidential election increased by 12.39%.

Thus, the results of this study answer the hypothesis that there is an influence of political memes on social media on the level of political participation of beginner voters in the 2019 presidential election in the Karimun Regency. Thus, the H1 hypothesis set out in this study was accepted as well as answered the research question.

4. CONCLUSION

Based on the results of research and data analysis that has been done, it can be concluded as follows:

1. Political memes spread on social media have a positive and significant impact on the political participation of novice voters in the 2019 presidential election in the Karimun Regency. The most common form of political participation is discussing with family, co-workers and the social environment via online through the Instagram platform by sharing political memes or forwarding messages.
2. From the results of data collection on 100 respondents in Karimun, it shows the level of influence of political memes on beginner participation is 0.527 with a fairly strong category based on Pearson correlation. This can be seen in the comparison of the 2014 presidential election participation rate of 61% and 2019 of 76.9% with a difference of 15.9% in the Karimun Regency. The national participation target is 77.5%, while

the participation in Karimun is 76.9%, meaning that the participation in the presidential election in Karimun Regency has almost reached the national target with a narrow margin of 0.6%

3. The final conclusion that researchers take in this study is that political memes can be used as a tool to influence novice voters who can become active and massive campaign media on a virtual world scale.

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