



Implications of Twitter and Social Media for Millennial Voters in the 2024 Election

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Abstract - The General Election in Indonesia, which will be held in 2024, is an interesting topic for social media users, especially on Twitter. Information on Twitter is very significant in building people's sentiments and political preferences. So that public Tweets related to elections can be used to see a picture of public opinion. The millennial generation has a very big role in providing high political participation. So it can be said that the millennial generation will determine the direction of progress in a country. Today, the rapid development of social media can affect the political patterns of the millennial generation. Social media acts as a political communication tool; the level of participation and political literacy of the millennial generation today can be influenced by the existence of social media and its content, which is an important instrument in shaping the political behavior of the millennial generation. The method used in this research is a literature study using data sources in the form of scientific articles. In this research, a series of activities are related to collecting library data, reading, recording, and processing information related to the object under study to answer the problems to be solved. The results showed that the implications of using social media on Twitter in the 2024 election for millennial voters had a significant influence on increasing their participation in politics. Various information is obtained through Twitter as part of political education so that they get information that can be accounted for by the source of the information.

Keywords: Election 2024; Millennial Voters; Social Media; Twitter

1. Introduction

The rapid development of communication technology has had a significant influence on the progress of social media. At present, media is one of the most important aspects of human life. In almost every aspect of life, both individuals and groups, the public needs information media.

The development of media is more commonly triggered by the rampant need for fast, precise, and credible information. In the development of culture and technology, they cannot be separated from the existing media. Bahkan media social sudah became an indispensable fragment of the current development of human culture. Everyone needs the media. Information in the media is a basic need for individuals, communities, organizations, and even the culture of a region.[1]

Before technology, people expressed their opinions through print media, where not everyone had the opportunity and capability to write and publish them. Only certain people can voice their opinions through print media to be seen by many people. In the contemporary era, everyone can communicate their opinions, and their thoughts can then be seen by many people because of the progressivity of communication technology in Indonesia [2]

In the past, when people wanted to understand what people felt and thought, for example, about certain products or goods, they used to conduct surveys. Surveys are an expensive and time-consuming way to get a view of the public's emotions. Today, opinion mining can be done on large amounts of data. One can get a large amount of opinion data from these social networking sites [3]

In recent years, the use of social media has increased significantly in personal, business, and political communication. For example, 22% of Americans *online* used social networks or Twitter for politics during the 2010 U.S. election campaign. Instead, political consumers use social media to find out the political stances of their friends, get information about candidates or campaigns, post political content, befriend or follow political candidates or groups on social networking sites, start or join political groups on sites social networking, and to follow the election results.[4]

Demographically, social political media users do not represent registered (eligible) voters or the number of voters in elections or referendums and therefore cannot be justified as a representative and unbiased sample of the voting population. However, analysis of campaigns on social media and responses from social media users can provide interesting insights, such as Twitter user identification for election or referendum polls.[4]

Twitter is one of the most popular *microblogging* sites, with a huge amount of opinion data. Twitter, as one of the most popular social media platforms, is often used for various opinions and has features such as *retweets*, taking photos and videos, and sharing them on several other social networks. Twitter is already attached to human life today. Twitter is commonly used for opinions because access is so simple and the total number of followers is unlimited. With a sumir number of characters (280 characters) so that the wearer can convey the purpose, briefly, and concisely. Twitter can express opinions objectively on different topics, so it has become one of the most popular social media platforms [3].

As a result, the posts raised a variety of topics, with news being one of the main ones. Therefore, you could say that Twitter is a source of current news. Lately, Twitter has been widely used as a medium to express political thoughts and connect with ordinary people. Reflecting on this description, it can be said that social media platforms such as Twitter can present several texts with the essence of the political horizon [5].

Indonesia, as a country that adheres to a democratic system, applies one of the values of democracy by holding general elections. Based on Article 22 E of the 1945 Constitution, general elections are held to elect the pair President and Vice President, members of the House of Representatives, members of the DPD, members of the Provincial DPRD, and members of the District/City DPRD. Elections are held periodically every five years using the principles of direct, public, free, secret, honest, and fair.

The 2024 elections will be held simultaneously in February to elect the President and Vice President, as well as members of the DPR and DPD, members of the Provincial DPRD, and members of the District or City DPRD. Meanwhile, in November of the same year, local elections will be held simultaneously in 272 regions to elect Governors, regents, and Mayors.

Along with the rapid development of the times, which has penetrated the development of communication technology today, it has made it easier for people to access information related to politics. his has led to a change in the audience's tendency to express their opinions on social media. Political participation can be channeled through social media. Especially considering that many political figures have been nominated for public office based on public opinion. Therefore, public opinion related to elections can be used to see a picture of public opinion towards candidates for public office.

The 2024 election is the largest democratic party in Indonesia which has become an interesting topic for social media users to have opinions.[2] The 2024 election will be rife with first-time voters as a fragment of the Millennial Generation. A generation that is always connected to cyberspace and can do everything with the sophistication of technology that exists today.[1][2] The young generation categorized as millennials is a group of people born between 1980 and 2000. The uniqueness of the millennial generation is the existence of culture and a greater interest in information technology.[6] This characterization of millennials varies based on region and socio-economic conditions. Yet this generation is generally characterized by increased use and familiarity with communication, media, and digital technologies [7]

Communication on Twitter can sometimes create a hub of information, especially around political issues, which can make it a popular place people rely on for political updates.[8] Social media platforms, such as Twitter, generate large amounts of text containing weighty political insights to analyze public opinion and predict future election trends.[5]

Previously, just an overview of research that had existed, based on researchers' searches, showed that there were still rarely scientific works similar to this research. Nevertheless, several scientific works have variables such as this study, among which the results are even found in other countries.

Budiharto & Meiliana, (2018) conducted research related to elections in Indonesia in 2019. The results show that Twitter is proving to be a valid tool for polling or opinion mining, especially for predicting the outcome of political elections. The results of sentiment analysis show that Jokowi is in the lead.

In India, Twitter has a huge impact on the political sphere. In the country of *Bollywood*, it is even considered that the success of a leader always depends heavily on their ability to communicate with the masses. Lately, Twitter has been widely used as a medium to express political thoughts and connect with ordinary people. Although the quantity of Twitter users compared to India's total population is minuscule, the educated class, politicians, actors, and other celebrities are part of the figure. These 'influencers' can influence the sentiments and opinions of their followers based on their tweets. Being able to assess sentiment will go a long way in organizing information into groups and making it easier for users to find and react to similar or opposing opinions, thus providing a better way to discuss and share information [5]

Another example can also be found in the United States. In the country, President Donald Trump was able to win the election in 2016 because of his expertise in using Twitter as the main medium of communication with the public to support him. In addition to Trump, Barack Obama has already used social media, namely Facebook and Twitter, to disseminate information about programs in campaign activities to raise funds and get votes so that he can get the position of president of the United States for two terms.[5]

The same research conducted by Olabanjo et al., (2023) shows that Social media platforms have proven to be an amazing tool that allows us to share thoughts, ideas, and opinions, due to the increasing number of internet users, social media networks are gaining popularity. As a result, there has been an incredible increase in the number of tweets from people around the world expressing their opinions on the 2023 Nigerian elections. Opinion mining from Twitter can form a common basis for generating insights for elections as well as modeling election results. Overall, sentiment analysis can offer several advantages to election prediction, including real-time data, large-scale data analysis, unbiased insights, early warning signals, cost-effectiveness, and complementarity with other methods. By leveraging the power of natural language processing and sophisticated text analysis, sentiment analysis can provide valuable insights into public sentiment, helping to more accurately predict election outcomes.

With many tweets circulating on Twitter discussing the 2024 Indonesian Election, and based on the problems found and the issues investigated in this study, we, the authors, are interested in reviewing and conducting research with the title Implications of Twitter Social Media on Millennial Voters in the 2024 Election.

2. RESEARCH METHODS

The method used in this research is a qualitative method based on library research and uses data sources in the form of reference books and scientific articles. In this research, a series of activities are related to collecting library data, reading, recording, and processing information related to the object under study to answer the problems to be solved.

3. ANALYSIS AND DISCUSSION

A. Understanding *Twitter*

Twitter is a social media service whose users can use it as a medium of information, a medium of communication, and a means of delivering arguments with the features provided by Twitter itself. Designed with a microblogging system with character restrictions for each post, *Twitter's* reach can quickly reach every million people around the world to communicate via instant messaging.[11]

In general, according to Twitter Inc., (2023), Twitter was created with a mission to make Twitter a medium of communication between user communities. For the success of that mission, *Twitter* aims in other areas, namely:

1. Freedom of opinion as well as civil liberties;
2. Equality or *equality*;
3. Communication safety and education;
4. Environmental sustainability; and
5. Emergency response to crises.

Users can freely interact with fellow users by commenting on *tweets* to create interactive interactions with two-way communication patterns to obtain the latest information and *updates*.

In general, according to Kevin Makice, (2009), *Twitter* has 5 (five) main functions in social media, including:

1. As a means of daily discussion;

2. As a means of communicating using '@', it is used to refer to other users and to be a special communication;
3. Means of disseminating information to other users;
4. News reporting media; and
5. This means spreading the development of problems to other users.[14]

B. *Twitter* in Indonesia

Twitter began to enter the world of Indonesian social media in July 2006, and today, *Twitter* still exists as the prima donna of Indonesian society after *Facebook* and *WhatsApp*. *Twitter* in Indonesia has a view for its users that leads to the power of the mass of users who have great influence. According to Wiryawan, (2007), This is characterized by the existence of several functions owned by *Twitter* in the aspect of freedom of opinion, including:

- a. Information, *Twitter* social media becomes a means of obtaining and disseminating information;
- b. Agenda, *Twitter* social media becomes a means of planning agenda;
- c. Liaison between individuals, *Twitter* social media provides *opportunities* for the public to know the condition of other individuals;
- d. Educational facilities and *Twitter* social media are supporting the world of education;
- e. A means of persuasion; *Twitter* social media can attract users to do anything on *Twitter* social media.

In addition to having a function as a social media platform, *Twitter* also has a function as a medium for connecting information, public opinion, and public ideas with the Government. This is supported by the development of science and technology; the use of social media, especially *Twitter*, has increased significantly in terms of the dissemination of political information and communication between users. Political information can be in the form of political ideas and opinions by government or state officials, with a political communication model involving political messages for *Twitter* users. This relationship can be understood as the concept of communication between the 'ruler' and the 'people'.

For the government or state officials in Indonesia, *Twitter* has been projected as a supporting tool in the preparation of political communication strategies as a continuity of election campaigns and promoting political parties to millennials and Gen Z or to their followers. Government officials choose *Twitter* social media as an alternative medium for political campaigns and for conveying public ideas because it has a different nature from other social media.[14] This is because the delivery of public ideas can be conveyed collaboratively to users, change people's views, and develop public idea tweets, leading to more interactive settings for *followers*.[15]

Twitter has become a popular social media platform in the context of distributing information and has been widely used by individuals, organizations, politicians, and state officials. And also used effectively in the context of maintenance and management because it can be used to get votes from the public for politicians and state officials.[15]

Twitter users today can become news selectors and can capture and combine various information into one new idea that aims to address the need for accurate and actual news and opinion builders.[16] In addition, *Twitter* users can also become supervisors of state or government officials to create conditions for a safe, fair, and prosperous country within the scope of political campaigns and the delivery of public ideas.

C. *Twitter* and Free Speech

The dynamic use of *Twitter* keeps pace with the times, also guiding its users and governments in projecting social media within free speech regulations. Freedom of expression focuses on human rights in terms of expressing opinions and public opinion. This has been stipulated in Article 28F of the 1945 Constitution, which states that everyone has the right to communicate and obtain information using any type of channel. With the meaning that freedom of opinion is the right of every individual to obtain information and has received guarantees from the constitution, including on social media.[17][18] Thus, it is certain that freedom of expression on social media, especially *Twitter*, is guaranteed both protection and freedom by the state. This is evidenced by the existence of Article 28I, paragraph (2), of the 1945 Constitution, which frees every individual from discriminatory behavior to express opinions and expressions in public.

Freedom of opinion or freedom of *speech*, which is a binding part of Human rights, certainly has a focal point on the implementation of social norms by taking into account the rights of other individuals on the principle of freedom of opinion. This is the same as arguing through *Twitter*; users must pay attention to other users when expressing their opinions so as not to cause problems, including offense. *Twitter* also applies *rules* in the form of regulating tweets or public opinion by its users. There are restrictions on tweets and content that contain elements of violence, harassment, hate speech, suicide content rules, and sensitive content rules, as well as similar behavior

created by Twitter so that public opinion conversations can be carried out freely and safely.[12] In addition to the existence of Twitter rules, problems caused by tweets or public opinion still arise in discussion forums in Indonesia, especially ahead of the political year. This problem is caused by differences of opinion among *Twitter* users who hurl hate speech and insults at other users elaborated further, the problems of Twitter social media users in freedom of opinion, among others, are as follows:

a. Hate Speech and Cyberbullying

Hate speech is the most common and most common problem on Twitter social media. This happens because many users use *Twitter* unlike the function of social media in general which can indirectly trigger the emergence of *cyberbullying*.

The prohibition on the delivery of hate speech on electronic media has been regulated in Article 27 paragraph (3) of Law Number 19 of 2016, which is often a reference article in public opinion debates if the opinion of one of the users contains multi-interpretation diction. If dissected in detail, Article 27 paragraph (3) cannot be categorized as a detailed article because it often causes debate on the principle of freedom of opinion and is considered an article that silences and curbs the freedom of opinion of some parties on social media, especially *Twitter*, which is part of Human Rights [19].

Hate speech on social media *Twitter* is indiscriminate about what kind of users it has. If users express public opinion, inviting more cons, it does not rule out the possibility of being exposed to insults or hate speech.

b. Verbal Sexual Abuse

This problem was triggered by the emergence of various reactions when commenting on users' public opinion in various languages, including rude swearing. Some users still consider abusive swearing, such as mentioning animal names, physical insults or body shaming, and swearing suggestive of sexuality, to be the subject of jokes on Twitter's social media freedom of opinion [20]. This makes some *Twitter users* increasingly worried about users who abuse Twitter's functions.

Article 27 paragraph (1) of Law Number 19 of 2016 has explained that it is prohibited to disseminate information and content with immoral content because it conflicts with moral norms. This article exists to avoid the dissemination of sexual information and content and attempts to degrade victims of verbal sexual abuse.

c. The Spread of Fake News

This problem arises due to the spread of new information without checking whether or not the information is valid. Regulations related to the prohibition of the spread of fake news are contained in Article 28 paragraph (1) of Law Number 19 of 2016, which prohibits disseminating information with misleading fake news content, both to individuals and groups. This is because the massive spread of information on *Twitter* makes it difficult for users to distinguish which news is valid and actual and which news is just subterfuge or fake news.

d. Conveying Differences in Government Political Communication

This problem arises because there is a public opinion from state or government officials seeking support filled with pros and cons by Twitter social media users. This public opinion submission is delivered based on current issues or topics that often get many complaints from other *Twitter* users whose opinions are not in line with government public opinion. This is evidenced by the increase in many hashtags that had been trending on Twitter social media throughout 2018–2022, especially in 2019–2021 or during the transition period of President Joko Widodo's second term leadership. Examples of hashtags that had appeared massively included #MosiTidakPercaya and #GagalkanOmnibusLaw which rose throughout 2020.

The massive increase in hashtags on Twitter social media is because hashtags are one of the alternative features provided by *Twitter* so that it can cover various groups in the dissemination of news and public opinion. There is also the influence of the public digital space that affects *Twitter's* political communication to build the power to eliminate anxiety for users about political issues that occur.[21]

D. Elections and Novice Voters

Indonesia's democratic system has experienced various developments related to the development of freedom to choose the country's leaders. The real result of a good leader is to mobilize the joints of the national government for

the benefit of the people and achieve their dreams. Through elections, the people are given the freedom to choose government representatives to represent their aspirations and the people in the implementation of various policies and countries.

Elections are held as a way to screen candidates for government leadership and alternative public policies. In addition, as a process of transferring problems that occur in society, they are handed over to the people's representative institution. Elections are also a means of mobilizing people to participate in the political process.

Elections are an important factor in determining whether or not a country is democratic, including their success and smooth implementation. An election can be said to be democratic if it manages to elect the leader with the most votes without causing divisive conflicts. But on the contrary, if the implementation is not of good quality, it is a representation of a country that does not have democracy.

One of the determinants of the success of an election is whether the percentage of voter participation is high in the sense of the minimal number of abstentions. Some voters do not channel their political rights due to the limited political access they obtain, thus affecting their acquisition of electoral votes. First-time voters are an important part of organizing elections.

First-time voters are the target of election contestants. Both from political parties and personal sources, including supporters. These vulnerable election voters are very easy to attract and will attract other friends (Kalana, 2019).

First-time voters are first-time citizens of the election. This group of first-time voters is usually made up of students and young workers.[23] Abdulrahman further explained that the characteristics of first-time voters are: 1). An Indonesian citizen who, on polling day, is 17 years of age or older or has been married 2). I just participated in the election or voted for the first time since the election held in Indonesia with an age range of 17–21 years. 3). Have the right to vote.

These first-time voters are also part of the young electorate, or those who have an age range between 17 and 37 years. Reflecting on the 2019 simultaneous elections, data from the KPU recorded that the number of young voters reached 70–80 million people out of 193 million voters. This means that about 40 percent of young voters already have power and have a major influence on the outcome of the election. However, young voters, who are predicted to have a large vote in the 2024 election, are still likely to be the biggest obstacle if these voters do not give a choice or abstain.[23]

E. Twitter's Social Media Implications for First-Time Voters in the 2024 Election

In this increasingly advanced era, of course, there are many things and also big challenges that will continue to be faced by someone, in this case, social media, especially Twitter, which has a great impact and influence on everyone, especially the millennial generation. Many people prefer to trust information found on social media, especially Twitter, compared to things obtained directly. This can happen because of the influence of social media in elections.

Some forms of millennial influence on social media Twitter in elections is the information they get through social media. The weak political literacy of the millennial generation makes social media like Twitter one of the most needed tools to change the millennial generation's view that their political participation is needed for the progress of a country's democracy.

Great curiosity encourages first-time voters to be very enthusiastic about the election. They want to participate in voting with their own choice. Always ask senior voters how to vote in an election. In this case, most voters who are beginners belong to the pseudo-background category. Considering that they are still participating in making choices, He usually goes along like other packmates his age. So it is still prone to being influenced to change choices

A high sense of participation encourages first-time voters to consider it a necessity for voting in elections. This is their reason because it will be the first experience of his life, especially in a democratic party.[22]

Participation in the 2024 elections will be influenced by first-time voters. They have a great deal of power and influence over the results of elections, which will later affect the progress of the nation. But another problem with their participation is the opportunity to become contributors to "golput". Therefore, good and continuous political education is needed to increase insight and knowledge for novice voters as an initial foundation in the democratic process.[24]

Voter education for beginners aims to:[24]

1. Increasing voter education participation for first-time voters is intended to increase participation and encourage them to be involved at every stage of the election, as well as overseeing the agenda, collecting campaign promises, and criticizing and evaluating the government.
2. Increasing political literacy through voter education for first-time voters is aimed at improving their political literacy skills. Political literacy refers to the set of skills that voters need to participate in government. Voter literacy skills include understanding, skills, and behaviors that lead to participation and strengthen democracy.
3. Increased volunteering. Voter education for first-time voters also aims to increase their volunteerism. Volunteerism is the participation of voters in a political process driven by a certain idealism with no strings attached to the will of the individual as a result of their awareness to participate.

Social media has a role that is very important in the cultivation of political education for novice voters. This will have implications for strengthening democracy and leading to quality elections.

Social media is now an important part of Indonesian people's lives, especially for millennials. Its widespread serves not only social purposes but also economic and political interests. Social media is part of digital applications that have a role in various areas of life, one of which is the political field. Social media can be utilized in one's political activities, such as conducting political campaigns. Political campaigns through social media are a form of political communication carried out to divert public attention.

Twitter social media has been projected as a supporting tool in the preparation of political communication strategies as a continuity of election campaigns and promoting political parties to millennials and Gen Z. Hashtags on Twitter social media are one of the alternative features provided by *Twitter* so that it can cover various groups in the dissemination of news and public opinion. And there is also the influence of the public digital space that affects political communication.

Election organizers and all parties need to work together to encourage the active participation of novice voters so that the next generation of the nation has concern for and a sense of belonging to the Indonesian nation.

V. CONCLUSION

The implications of social media for first-time voters in the 2024 election have the potential to increase political participation while strengthening democracy. Political education through information on Twitter is very significant in building the political sentiments and preferences of first-time voters. Social media acts as a tool for political communication. The level of participation and political literacy of the millennial generation today can be influenced by the existence of social media and its content, which is an important instrument in shaping the political behavior of the millennial generation.

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