

Participant Culture and Political Participation: Towards a Movement of Voter Activism Through Social Media

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ABSTRACT

Current political changes and issues have become hot topics for study. A critical understanding of how political culture and participation develop is necessary. Political culture is a society's behavioral patterns in national life, state administration, politics, and government. Participatory political culture is one type of national political culture. There is a need for breakthrough thinking, searching for, and cultivating technological networks to determine social change by agents of change. This is where the role of agents of change is held by students as the nation's young generation. With the advent of social media, conveying public messages or campaigns has become increasingly advanced and easier. However, conveying public messages must also utilize ethical social media political communication. This research aims to urge political actors or campaign teams from political parties to convey public messages on social media with good ethics and for other social media users to be more judicious in expressing their opinions. First-time voters play a crucial role as a benchmark for cultural development and political participation, and they optimize their role as an active, critical young generation in carrying out their roles as citizens. Skilled political actors are expected to be a key component of the political development process and provide positive support for the existing political system.

Keywords: Political Culture, Political Participation, First-Time Voters, Social Media, Political Development

INTRODUCTION

In today's era of globalization, technological developments are increasingly developing, as is the case with mass media, with a wide variety of media types, including social media. Political communication through social media has become commonplace. Many people now express their opinions through social media, using language that is inappropriate for speech or publication. Currently, social media in Indonesia is heating up due to political warfare. This political warfare occurs due to provocation by individuals spreading hoax news, causing people with limited knowledge to be easily influenced and respond with harsh words.

During the campaign, social media also became very heated due to the many heated debates that arose. All parties competed with each other to prove their candidate was the best, most honest, greatest, and most capable (Jumali: 2008). In these cases, some individuals took advantage of this by spreading false rumors to spark unwanted debates. Therefore, building political communication on social media requires good ethics to avoid offending others. Social media has become a crucial part of the political world because it can foster political communication.

Protecting all the Indonesian people and all the Indonesian nation and to advance general welfare, to improve the life of the nation and to participate and implement world order based on freedom, eternal peace and social welfare.

This reflects Indonesia's goals, as formulated by the nation's founders, which are essentially universal needs: the realization of well-being for all Indonesian citizens. This well-being encompasses not only economic matters, which include adequate food, clothing, and shelter, but also social, political, physical, mental, and spiritual needs.

The effort to realize this prosperity is through development, where the meaning of development is a continuous effort aimed at changing bad fate into something better. Based on the definition of development, according to Riyadi (1981), "Development is a process with the aim of improving the welfare or quality of life of the community and the components involved in carrying out the development.

Development to achieve prosperity does not only involve state institutions but also the contribution of all Indonesian society since the provisions regarding the implementation of development planning and inspection of activities and utilization of development results for the community itself. Decisions are the result of several options. Meanwhile, The terminology of decision making tends towards a process that occurs until the decision is implemented. (Cholisin, 2022).

It is necessary to study and critically understand the attitudes and concerns of current student popularity to learn about changes and contemporary political issues of interest for the benefit of the future. Students as agents of change have important patterns in breakthrough thinking, searching for, and processing technological networks to determine social change. Students who have a civil entity have civil rights as citizens not only as learners with the ritual of the learning process but the dynamics of students are closer to the direction of socio-political rights as civil citizens whose student politics will later encourage political change that meets expectations (Widjaja, Albert: 1982).

However, the hope of students' active role as agents of change has not been realized and well-directed. Many students are unfamiliar with and unfamiliar with political culture and participation. Many students perceive politics as the purview of government representatives. This situation has led political regimes to mobilize students, creating opposition among educated groups in less effective social interactions.

Culture and Political Participation of First Time Voter Activism

Political culture is the behavioral tendencies of individual citizens toward the prevailing political system in their country. This political culture is undoubtedly heavily influenced by Indonesia's culturally diverse and diverse society, as evidenced by the numerous islands within the archipelago. (Chomsky, N: 1997)

Political participation is the behavior in the activities of a person, a group of people or members of a group who are active in political life and actively respond to leaders and fellow political members in conveying information and are also active in exchanging information which can later influence political policy, whether directly or indirectly. (Baum, H.S: 2015)

As a democratic country, culture and political participation are inseparable from building a harmonious social life. As Giuliano Bonoli argues: " *Current socioeconomic transformations that have brought into existence the post-industrial labor market and family structure are generating new social needs and demands, labeled new social risks (NSR) (2005:2).* Indeed , Social transformation will continue to develop, forming new social systems that will influence other social aspects, including politics. Culture and political participation must support collaborative efforts and facilitate the achievement of desired goals, but must adapt to existing social changes.

In Indonesia, political developments have successfully influenced the development of democracy. Political parties are a bridge between the people's role in political participation. Many experts believe that a nation's progress is determined by the attitudes and culture of its citizens. A country accustomed to democratic, critical, and participatory behavior. This is one indicator of whether a country is considered democratic. Democratic behavior reflects the national political culture. Society desperately needs a strong, participatory political culture to advance the nation's well-being. (Arshad, S. & Badar, NA: 2014)

Political culture is a description of a society's behavior in living as citizens, government politics, regulations, ethics or habits that are imbued by society every day (Saleh, K., & Munif, A: 2015). Political culture can also be interpreted as public awareness to participate in consensus and determine policies for Indonesian citizens. *Lucien Pye* stated that the idea of "political culture is the attitudes, sentiments and cognition that express and regulate political behavior in a society where coherent patterns reinforce each other." *Larry Diamond* stated that "political culture is the beliefs, attitudes, values, ideas, sentiments and evaluations of a society about their country's political system and the role of each individual in that system." Meanwhile, *Samuel Beer* stated that "political culture is the values, beliefs and emotional attitudes about how government should be implemented and about what the government should do." (Winkler, J.R: 2025)

Essentially, political culture is rooted in diverse political behavior. This can be seen in the Indonesian nation, which has embraced a democratic system since the beginning of independence. This is because democracy is considered a suitable system for Indonesia (Bonoli, G: 2005). Various types of political culture:

Table 1. Various Types of Political Culture

Various Type	The division of political culture
Parochial political culture is political activity that is low in participation.	papists (don't want to know, don't care, and passive)

Kuala political culture is a political activity in which the people who contribute are more developed in social and economic terms but are passive.	Mobilization (occurs because there is a push)
Participatory political culture is a political activity which has a very high level of sensitivity to politics.	participatory (active, caring)

Essentially, political culture is rooted in diverse political behavior. This can be seen in the Indonesian nation, which has embraced a democratic system since the beginning of independence. Democracy is considered a suitable system in Indonesia due to the progress of Indonesian society (Miriam Budiarjo: 2008). Therefore, democracy is carried out through deliberation and consensus, striving to reach agreements in various fields, especially politics. A participatory political culture is characterized by a person's concern for political matters, not only caring but also actively participating in various political activities, and possessing a high level of political awareness. In other words, empathy and enthusiasm for both input and output from a political field are very high. Signs participants in political culture according to Almond and Verbs (Hefner, RW: 2007):

- Understanding of the provisions in political culture by society.
- Public understanding of political patterns that are oriented towards the role of government in making regulations that are confirmed.
- Active community contribution in politics.
- Community contribution within the government structure.

Participatory political culture Not only should the public be active in elections, but they should also actively involve the public in the political process and political activities. Therefore, the government should provide opportunities for public participation in policy-making. The public should be involved in policy-making by providing input and feedback. the reality is that so far the community has not been involved in make policies so that the policies made do not meet the targets. Building a participatory political culture among first-time voters is done in the following ways: thinking must be changed so that it is not anti-political. The reality among first-time voters is that politics is a negative thing. Most of them think this way because social media and the mass media often expose political figures involved in numerous cases; There needs to be political learning (Susanto, A: 2010).

Political science is the science that studies politics. This political learning aims to increase the public's knowledge and insight about politics, so that it can be expected to become provisions in making state policies. Studying political science can enhance our knowledge of analyzing more fundamental government systems. With greater understanding, we can offer more skilled and advanced thinking when errors arise within the government system. Furthermore, studying political science enhances our negotiation skills, which are crucial for providing a more attractive offer than others. Empathy will develop, meaning we won't discriminate against one another. This will make it easier to achieve public welfare.

First-Time Voters ' Perceptions of Culture and Political Participation

A first-time voter is a 17-year-old citizen who already holds an ID card, which gives them political rights and responsibilities, such as voicing their opinions through general elections. Unfortunately, in Indonesia, political education has not been fully provided to the younger generation, who should already have a basic understanding of politics (Rachmat, Basuki and Esther: 2015). Yet, the younger generation is our nation's strongest bulwark. They are capable of influencing this nation to achieve its goals. With their strong opinions and youthful enthusiasm, Indonesian politics should be spearheaded by active and creative young people. Quantitatively, first-time voters contribute significantly to general elections. However, in reality, political culture in Indonesia, especially among first-time voters, appears to be apathetic, with first-time voters tending to be indifferent, indifferent, and passive toward all matters related to politics (Babawale, T: 2005). Furthermore, money politics is still prevalent in the political arena. As the nation's successors, young voters should be more up-to-date on news and political issues. Within the first-time voters are divided into three groups (Jenkins, H., & Jie, Y: 2024).

Table 2. Voters are Divided into Three Groups

Group	typologies
Objective voters	are voters who are firm in their choice of party.
Emotionally responsive voters	are voters who are visionary in party elections.
First-time voters	are voters who are voting for the first time.

From the grouping above, it can be concluded that in the democratic ritual, new voters are made into objects where they, as pre-new voters, need guidance to make maximum contributions to the world of politics.

First-time voters, as a generation of change, will certainly find it easier to find access to express their opinions or perceptions regarding their views on existing political phenomena. However, the problem that occurs is the attitude of students as a young generation that is difficult to predict. Some first-time voters understand and are critical in using their role as civil servants, but many are apathetic and indifferent to political issues (Almond, G. A., & Verba, S: 2015). From a realistic objective and subjective perspective, when talking about political power, alienation and authenticity, domination and democracy, exploitation and freedom, students will feel very unfamiliar and lack a firm and clear understanding to explore the right perception (Viet, T. Q: 2025). However, there are also perceptions of several student activists who actively observe political developments, saying that the cultural contradictions and political participation that are developing in society that were promised from the beginning are far from reality. Efforts to build a participatory political culture (Peters, B. G., & Pierre, J: 2001):

- Changing people's mindset so that they are not anti-politics, especially among first-time voters.
- The government must facilitate its people to participate in politics.
- There is an introduction to politics for first-time voters.

Ethics of Political Communication in the Scope of Social Media

Social media currently holds a paramount position, as modern technology rapidly advances in the lives of the wider community. Social media, as part of political socialization, is not always well-behaved or polite. This also influences attitudes and behaviors on social media (Anamofa, JN, Sartini, SS, & Ariani, I: 2025).

Why is it important to behave ethically in political communication on social media? Communication on social media is highly susceptible to negative consequences. If political actors convey public messages using inappropriate language, the public's responses to the information will vary, negatively impacting the political landscape.(Edjo, Bing: 2009); Maryani, Eni. (2011)

According to Coutts & Gruman (2005: 254), the first challenge when political actors convey public messages is the loss of boundaries between social statuses on social media. In communication that occurs on gadgets or social media, all users will receive equal treatment compared to meeting in person. This opinion applies to communication within an organization. With the existence of social media, political actors are required to realize that in the world of social media, all users are equal, there is no difference, even political actors, even if they are high officials in a political party (Horsti, K. & Kaarina, N: 2013). Therefore, political actors must be prepared to face criticism from other social media users. Basically, everyone has the right to express their opinions, behavior, and so on. This right is misused by people for various interests by getting protection of Freedom of Speech. According to Sidra Arshand and Badar Nadeem Ashraf (2014: 3), *"Media ethics is concerned about both freedom and independence of media, on the one hand, and using this freedom and independence responsibly, on the other hand."* Therefore, it is highly likely that political activities or political socialization through social media will cause conflict. In these circumstances, ethics in social media are crucial, as they can serve as a medium for political education. Everyone is obligated to maintain ethical behavior when using social media, not just for all social media users; political actors, too, must maintain ethical behavior when conveying public messages. (Clarke-Dawson, C: 2025)

Development Approach to Political Systems as A Form of Participatory Political Activism

The term "political system" has become very common in textbook titles and in various works in comparative political science. Older textbooks used the terms "government," "nation," or "state" to describe what we call a political system (Simamora, Sahat: 1984). The concept of "political system" has become so widespread because it draws attention to the entire range of political activities within a society, regardless of the region in which those activities occur. Easton speaks of the allocation of values by those in authority; Lasswell and Kaplan of critical deprivation; Dahl of power, order, and authority. 1 All these definitions reflect legitimacy, severe sanctions; the power to punish, enforce, and coerce. We agree with Max Weber² who said that legitimate power is that element of the entire political system that gives it its distinctive and essential quality and its integrity as a system. Those in political authority, and only they, have the generally accepted right to coerce and obtain obedience by virtue of that legitimate power. (power is "legitimate" if there is confidence in the correctness of its use).

The political system encompasses not only government institutions, such as legislatures, courts, and administrative bodies, but also all structures that have a political aspect (Lawless, J. L: 2009). These include traditional structures such as family ties and caste groups; anemic phenomena such as assassinations, riots, and demonstrations; and formal organizations such as political parties and interest groups and the media. The second aspect of the "system" concept is the idea that the boundaries of a system begin somewhere and end somewhere. When we look at an organism or a car, it is easy to determine its boundaries and understand the interaction between the system and its environment.

The form of participatory politics as activism of new voters can be seen in several components below (Huntington, Samuel, P., and Joan N: 1990):

Structure and Culture

The terms "structure" and "culture" are also crucial to our analytical scheme. Structure is all the observable activities that constitute a political system. One of the basic units of a political system is the political role. We refer to a specific set of interrelated roles as structures. Thus, a judgment is a role; a court is a structure of roles. "Role" and "structure" refer to the observable behavior of individuals. Legal rules and ideal legal norms can influence that behavior but rarely fully describe it.

Input and output

David Easton, the first political scientist to analyze politics in a truly systematic way, distinguished two types of input into the political system: demands and supports.

The following classification illustrates the scope and variety of demands of the political system: Demands for the availability of goods and services, such as wages and working hours, educational opportunities, recreational facilities, travel and transportation; Demands for regulation of behavior, such as demands for public safety, control of markets, regulations regarding marriage, health and sanitation; The demand to participate in the political system—the right to vote and be elected, to petition government bodies and their leaders, and to organize political associations; Demands for communication and information, such as the demand and enforcement of norms, the publicity of the policy intentions of the policy-making elite, or the display of the majesty and power of the political system in times of threat or on ceremonial occasions. (Siregar, Amir E: 1991)

Input and output flows include transactions between the political system and components of the domestic and foreign environments, and inputs may come from any of three sources, namely domestic society, political elites and the international environment.

Functional Aspects of the Political System

Functionalism is a long-standing theme in political theory. In its modern form, its emphasis is drawn from anthropology and sociology. Prominent social theorists associated with functionalism include anthropologists Malinowski and Radcliffe-Brown and sociologists Parsons, Merton, and Marien Levy. Although they differed fundamentally in their concepts of systems and functions, they essentially argued that the ability to explain and predict in the social sciences is to perform functions within systems. By comparing them, we can analyze seemingly very different systems (Odoemelmam, Uche: 2013).

Some political systems are primarily regulative and extractive. Totalitarian systems emphasize demands derived from the international environment. At the same time, they regulate and coerce behavior within their society and seek to extract maximum resources from their population. Communist totalitarianism differs from fascist totalitarianism in that it also possesses strong distributive capabilities. This means that the political system itself actively transfers resources from some groups of its population to others.

Development of the Political System

Events that drive political development come from the international environment, society, or from political elites within the political system itself.

The desire for political development entails several significant changes. Development ends when the structure and culture of the political system are unable to address the problems or challenges it faces without continued structural differentiation and cultural secularization. Both traditional and advanced societies may experience the collapse of differentiated modern structures and the dominance of irrational appeals and attitudes when obstacles become overwhelming (Riyanto Astim: 2006).

Problems in state development can arise from threats to the political system originating from the international environment. They can also arise from threats originating from society in the form of revolutionary pressures that challenge the stability or viability of the political system. They can also result from the development of new goals among political elites, such as national expansion or the creation of a luxurious palace lifestyle. (Husain, Wahyuni: 2009)

Institutional Development as a View and Effort: Political Movement Activism

Institution Building as an Argument About Perspective

What is meant by the above is an attempt to put perspective in perspective—that is, to study and evaluate several arguments about institution building, and to note and consider several implications and possible extensions of those arguments. The "arguments" are the most correct principles of the opinion on institution building, namely: Technology is the key, and can even be the main key, in building; Establishing good groups is a major problem in the tools for delivering technology; Normative factors are critical problems in group building in delivering technology and the results to develop it.

Institutional Development as a Theory

Institution building is not just a theory (except in the broadest and most metaphorical sense of that much-abused word). This perspective suggests that there is something that can be called "institutionalize." It asserts that this property can be an aspect of organizations, viewed as open systems. It notes that to achieve this valuable property, there must be the "right" kind of leadership, linkages, and so on. The class of phenomena dealt with by institution building differs from that of the exact sciences. This is not to deny that assumptions about order and interaction can readily be applied to social phenomena. Nor is it to deny the possibility of theorizing about institutionalization. What is meant is simply that there is a difference between "as if" statements and "if/then" statements and that statements about institution building, formulated as if theoretical, need not be the kind of "if/then" statements that propose a particular kind of explanation—namely, a theoretical explanation.

These three views strengthen political development, which is part of national development, where this development is aimed at realizing a democratic society so that political order is created. In ancient times, humans were faced with various kinds of real changes in the places where they lived. Over time, these events change into something different that occurs in living creatures. (Mutaqin, Zeen Zaenal: 2017). Evolution means unrolling or unfolding layers which comes from Latin. In a revolution, the changes that occur can be planned and carried out without resorting to violence. Poverty and hunger are closely related to democracy. The opinion that repression can be a drag on economic growth. Substantial hunger will never occur in any independent country. Political development is related to the issue of participation in democratic and totalitarian political activities.

Political Development as Support for Participatory Culture

Participation is the involvement of the public in identifying problems, voting, and decision-making. In political activities, every Indonesian citizen has the right to participate in political development. They also have the right to participate in political activities. Indonesians can also participate in government decision-making by providing criticism and suggestions on the official websites of state institutions (Weatherbee, Donald E: 1985).

Political development is a part of the overall national development, where the development aims to advance democracy in Indonesia, advance a peaceful social and cultural life and drive economic growth. Political development includes political culture, political parties, political stability, democracy (Valiana, Anna, and Anita Trisiana: 2016) . With the existence of political development, community contributions are created in political participation in supporting political development. In Indonesia today, many people contribute, one of which is in politics. Contributions are not only in the form of money but also in the form of ideas and all forms that can achieve predetermined goals. Political contributions can be made by participating in political parties directly or indirectly. There are also stages of political development, namely (Suryo, Harning: 2015):

Table 3. Stages of Political Development

Typical	Function of political	Example
Primitive unification politics	at this stage, there are only the birth/childhood stages.	They are not yet focused on a single goal, namely the welfare of the people. This is because they are still preoccupied with self-actualization and how to create national unity
Industrialization politics	In this stage, a new class holds power to develop a country's economy	In building its economy, the country takes cues from developed nations, thus adopting Western democratic systems, communist or fascist governments, which reflect a nation entering the industrialization stage.
National welfare policy	with the emergence of an effort between the people and the government in a perfect form and shape, with an increasingly perfect form and shape	The government is obliged to establish laws for the welfare of citizens
Politics of abundance	This stage marks the beginning of a new industrial revolution, an automatic revolution	The government's role is to provide the basis for new arrangements and organizations to create a peaceful society.

Public participation involves identifying problems, selecting, and making decisions. Public participation is a citizen's right and obligation to contribute. This provides an opportunity for the public to contribute creatively and proactively. This form of participation concerns political participation. Political participation is the involvement of citizens from the very beginning of a decision-making process to the very end of the decision-making process.

Political participation concerns political development. Indonesians contribute to politics not by using money, objects, or other means. Indonesians contribute to political participation as supporters of political development by participating in general elections, being active in political parties, and campaigning, both in conventional and non-conventional ways. Political participation is the activity of citizens to influence government decision-making. Political development is related to the issue of public participation and involvement in political activities. In the element of universal law enforcement, everyone must obey the law and have skills and achievements, rather than status considerations based on a traditional social system. The most important thing in political development is sovereignty in the hands of the people. In developing countries, political instability often arises.

The Main Characteristics of Political Development: First, it is concerned with efforts to realize a spirit or attitude that is currently very influential among the nations of the world, namely, a spirit or attitude that longs for equality. In the political field, this will involve mass participation and the participation of the people in political activities ; Second, it is concerned with the capabilities of a political system. A developed political system is seen as capable of carrying out far more tasks, and is heavier than a political system that has not yet developed ; Third, it concerns the most frequently discussed phenomenon in discussions about political development. More concretely, the process of political development can be seen in the increasing function of political groups as infrastructure institutions, increasing political participation, and the increasing number of professions. Samit, Arbi. (2002): Samit, Arbi (1995).

The emergence of these symptoms in reality cannot be separated from the development of a number of aspects of life in the social and economic fields that can be seen as requirements for the possibility of a political development process, such as the level of per capital income, the percentage of people who are literate, the level of development in the field of communication and transportation and existing railways along with their growth rates, the number of newspaper readers, the number of radio/television owned and so on. The political development process will not reach a significant level of development without being supported by the results of socioeconomic development.

From the community's contribution in political participation is the community's participation in political parties by achieving predetermined goals. One way the community participates in politics is through political development, namely by being active in political parties directly or indirectly, and also conventionally and unconventionally. Conventionally includes: voting, submitting revisions and campaigning. While unconventionally includes: demonstrations, confrontations, strikes, acts of political violence, acts of violence against humans, kidnapping, murder, etc. However, many people are also reluctant to participate due to a lack of information about politics. And as for the problem regarding political development, one of them is per capital income.

The following are efforts to strengthen participatory culture that prioritize sociolect-cultural communication in political development, including (Serek, Jan and Pete Macek: 2014):

Creating Effective Socio-Cultural Communication

When communicating, people from different cultural backgrounds and social environments inevitably interact. Therefore, communication must utilize appropriate communication methods and follow each stage of communication to ensure effectiveness. For example, replacing regional languages with proper and correct Indonesian is crucial.

Conducive Environment

Sometimes environmental influences can lead to divisions due to cultural, religious, and religious differences, as well as differences in ethnicity, race, and social environment. Environmental influences that negatively impact intercultural communication must be eliminated and fostered to prevent divisions.

Cultural Acculturation

Intercultural acculturation can be seen in many places, where the culture brought by religious missionaries blends with local cultures, creating a new religious culture. Acculturation is the process of blending one culture with another, creating a new culture without eliminating the original culture.

Cultural Inculturation

Cultural inculturation is the blending of foreign cultures with indigenous cultures without losing their original characteristics. This goal of intercultural communication is still found in cross-cultural communication, for example, in the *Jaipong* dance, but accompanied by Betawi musical instruments.

Expanding relationships

The purpose of communication is to establish good relationships with other cultures and social environments, and to expand connections between communities of diverse sociocultural backgrounds. This is achieved by communicating across all existing contexts and seeking mutual agreement to achieve these goals.

Increase knowledge

The goal is to provide additional knowledge for people engaging in intercultural communication. For example, if Papuan culture is brought up and discussed in a discussion forum, Javanese and Sundanese people will understand and gain greater knowledge of Papuan culture.

Expanding Cultural Horizons

In sociolect-cultural communication, the goal is to foster empathy and concern for others' cultures. This goal is certainly essential because it indirectly teaches us to respect and protect each other, rather than to insult each other.

Facing Technological Change

Intercultural communication also aims to prepare people for technological change. This goal is to protect every member of a culture from the negative impacts of technological change. Therefore, despite the rapid development of communication technology in Indonesia, its citizens will remain able to control themselves.

Facing the Era of Globalization

Intercultural communication also aims to protect people from changes in the era of globalization. As we know, with today's rapid changes, many people no longer care about those around them. Therefore, intercultural communication must be, and continues to be, necessary to ensure these changes are implemented and prevent them from becoming increasingly negative.

Providing Learning

Intercultural communication also aims to provide learning in education, as the world of education encompasses a multitude of different cultures. This is expected to foster understanding and tolerance among students, regardless of their cultural differences.

CONCLUSION

Political culture is a society's attitude in national life, particularly in the implementation of state administration, government policies, laws, and customary rules that serve as role models for all citizens in their daily lives. The diverse patterns of political attitudes and behavior are the source of political culture. Carrying out democracy through deliberation and consensus together strives to achieve objectivity in various fields, especially politics. Learning objectives Politics is to increase people's knowledge and insight about politics. Political science can also provide very important negotiations in making attractive offers.

Studying political changes and issues from the perspective of students is essential. Students are the younger generation, agents of change for the betterment of the nation and state. Given current political developments, it's crucial to encourage young people to actively participate in providing input and messages regarding political processes and to begin to abandon apathy and become an active, intelligent generation. Social media makes it very easy to align public messages, as the general public is now more advanced and social media savvy. Political actors delivering public messages are required to recognize that all social media users are equal and without any discrimination.

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