

Persistence of social media on political activism and engagement among Indonesian and Pakistani youths

by Mustain Mashud

Submission date: 27-Apr-2023 06:10PM (UTC+0800)

Submission ID: 2077047486

File name: Persistence_of_social.pdf (590.77K)

Word count: 7818

Character count: 42877

Persistence of social media on political activism and engagement among Indonesian and Pakistani youths

2

Rachmah Ida*

Department of Communication,
Faculty of and Political Science,
Universitas Airlangga, Indonesia

13

Email: rachmah.ida@fisip.unair.ac.id

*Corresponding author

Muhammad Saud

Department of Sociology,
Faculty of Social and Political Science,
Universitas Airlangga, Indonesia
and
Center for Scientific Research and Publication,
Universitas Airlangga, Indonesia
Email: muhammad.saud@gmail.com

Musta'in Mashud

2

Department of Sociology,
Faculty of Social and Political Science,
Universitas Airlangga, Indonesia
Email: mustain@fisip.unair.ac.id

Abstract: In recent years, the emergence of social media has encouraged and influenced our youth to participate in political matters. The current study was conducted in Indonesia and Pakistan. The objective of the study was to analyse the persistence of social media and youth political participation in democratic activities. The study opted quantitative research design through an offline and online survey to obtain data from 400 individuals (falling in age group 18th to 29th), having political experience and knowledge of participation. The data gathered through structured questionnaires using scales to compile the results, and data was carried out through Excel and SPSS software. The results show that social media is a persuasive medium in providing platform to youth to participate in political activism. Youth healthy engagement in such activities plays a significant role in the political structure of states. It was also observed that youth participation is essential for prosperity and growth of nation. The study suggests that the Government of Indonesia and Pakistan have a good opportunity to socialise youths through online spheres.

27

Keywords: youth engagement; social media activism; Indonesia; Pakistan; youth in politics.

Reference to this paper should be made as follows: Ida, R., Saud, M. and Mashud, M. (2020) 'Persistence of social media on political activism and engagement among Indonesian and Pakistani youths', *Int. J. Web Based Communities*, Vol. 16, No. 4, pp.378–395.

Biographical notes: Rachmah Ida received her Bachelor's degree from the Department of Communications, Universitas Airlangga, Surabaya and her Master's in Media Studies from the Edith Cowan University, Perth. While for the Doctoral degree, she received it from the Curtin University of Technology, Perth. She became a Professor in Media, Culture, and Society and lecturing at the Universitas Muhammadiyah Sidoarjo, she already writes numerous articles, book chapters, and also books. Her latest one, published in 2019 entitled *Sunar Perempuan dan Konstruksi Seksualitas Perempuan Madura (Female circumcision and Madura Women's Sexuality Construction)*. Her main research areas are media, culture, and society.

Muhammad Saud is a young political researcher based in Indonesia and Pakistan. He is an author of studies on youth and political participation. He lectures in Sociology, worked in the development sector (NGOs) and has contributed to a series of youth development projects and particularly on health and education, at the grassroots level. He is working with think tanks to promote youth as the main indicator of social change in the democratic society. He started his career from the spirit of volunteerism and received the Best Volunteer Award from the Rozan Pakistan. He is currently engaged in funded projects with Indonesian and Malaysian universities on the democratic practice and youth political participation. He is also associated with national and international forums.

Musta'in Mashud is currently working as the Dean in the Faculty of Social and Political Science. He received his Doctoral Education from the Universitas Airlangga Indonesia. His major in Sociology and Political Participation. He participated in many international and national forums for the policy making of youth in Indonesia. His main research areas are community development, political participation and sociology of crime.

1 Introduction

As the election year came, the phenomenon of youth participation raised up in Indonesia and Pakistan. The emerging discussion on youth in the developed and developing countries has focused the youth in contributing to political structure (Rossi, 2009; Fisher, 2012). The use of social media trends in the countries has primarily derived the attention of 200 million users in Indonesia and Pakistan (Kemp, 2019). This paper tries to raise the importance of social media today spheres. The social media plays a significant role in political structure, promotes awareness and enhances the political efficacy in particular. The similar practice in the Arab spring period has led the youth to use social media for political oppression (Howard, 2010).

The critical debate on contemporary media has forced the youth to use social media for their freedom of expression and participation. The main hurdle to participate in such practices is because the owner of media houses have strong ties or affiliation with the

political regime (Blankson and Murphy, 2007). However, in such cases, they may risk the proper function of democracy (Thomaß and Tzankoff, 2001).

In the history of Indonesian politics, the role of students is known and appreciated. The Suharto period, where the young people contributed to political matters. They organised and participated in protests against the ruling regime of Suharto in 1998s. This participation has increased and motivated the youth to participate in political matters of the country (Lee, 2011).

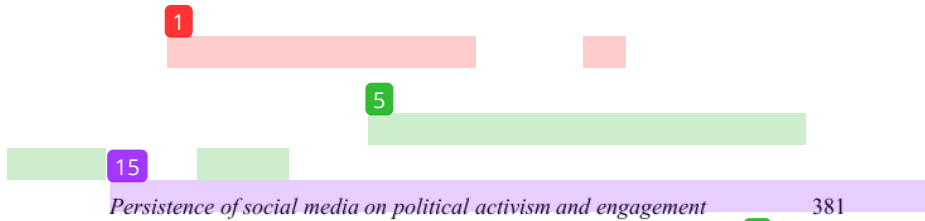
In the global era, science and technology increasingly growing and fast experiencing by humans (Borup et al., 2006). At present, information and communication technology (ICT) has been proven as a very reliable mean of getting information (Dewett and Jones, 2001). The social media has become a primary need for everyone (Shirky, 2011). This is with the invention of devices, internet-based media, such as social media (Instagram, Facebook, and so on). However, various types of information are easily found in various parts of the world with access to media through the internet network.

This paper addressed the democratic situation of Indonesia and Pakistan. In Indonesia, the youth is likely to use social media for political campaigns and sensitising the people for a common cause. Whereas, in Pakistan, young people are using social media accounts for supporting their associations, political parties, and speaking on common issues. The freedom of speech in both countries raised and provided the opportunity for the youngsters to take part in the national or common interests. Furthermore, youngsters have only a suitable platform 'social media' where they can speak freely and show their presence, and it is fast growing tools for the e-participation (Yousuf Al-Aama, 2015; Herran, 2018). The electronic media such as Television or news channels has colonised by the capitalist's economy and controlled the mainstream media (Papacharissi, 2019). The current phenomenon takes the attention of social media users to participate in an online and offline political engagement of youths.

The political parties created social media accounts to sensitise the public and their voters for their activities and achievements (O'Shaughnessy, 2001). In Pakistan, political parties have changed their policies to utilise their voters, they have maintained social media offices for the correspondence with media and public. In Pakistan, Tehreek-Insaf (Imran Khan) Government has a prime focus on youth in their institutional policies. The new program 'digital Pakistan' has taken into consideration to improve the quality of government offices and enhance the use of digital media for correspondence (The Express Tribune, 2019).

The practice of the internet and social media in the democratic process has focused on the social institution, government and communication system. The social media presence may strengthen or weaken the political values in society. It encourages the freedom of expression among the public to participate in any form of action to the state. Thus, the present situation in both countries primarily has addressed the importance of social media. Thus, the youth is actively participating and involving their peer groups as a part of their events (Driskell, 2017). A study found that social media provides opportunities to citizens can make decisions based on their choices, needs and participate through the Internet and social media. There is a hope that citizens will be able to increase their involvement and achieve their own goals better (Muñoz-Expósito et al., 2017).

The experience of youth and democracy in Indonesia, a study conducted by Lim (2013), showed that Indonesia has dramatically transformed the regime from authoritarianism to democracy. Therefore, the situation in Pakistan, where the political parties have changed their strategy to mobilise and integrate their voter through social

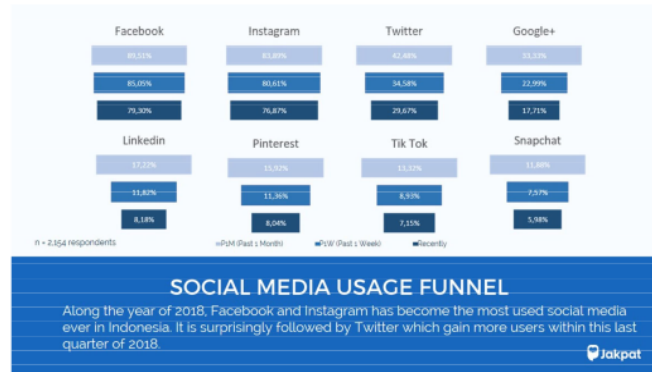


media (Woolley and Howard, 2018). Almost all political parties have their own social media accounts. Many political parties are engaging the public on social media, but the most popular is Pakistan Tehreek-e-Insaf (PTI) led by the former cricket star Imran Khan. These political organisations are very actively participating in social media, and their posts and replying to comments are quite normal. The new trend of social media has changed the political discussion, where the political aspirants follow the blogs, Facebook pages, Instagram, WhatsApp groups, may receive news and can be a part of debates on social networks (Haque, 2010).

1.1 Social media and political activism

Where the other social application contributed to the political structure of the states, Twitter has contributed to historical events. Which demonstrated its importance and need of the day. Today the twitter is a method of correspondence among political figures or statesmen. It provides larger voices and the ability to determine the trending in the world (Bane, 2017). People from diverse backgrounds are using twitter for information, social affairs, and, most importantly, for political communication by political leaders, journalists, and internet users (Esfandiari, 2010; Michaelsen, 2011). The concept of e-participation has introduced in Indonesia, where a survey was carried out to analyse public participation in the social media application. The results indicate in Figure 1, depicted that almost 89% of the respondents are using 'Facebook' to participate in politics (Jakpat Report, 2018). Therefore, the social media accounts are encouraging youth or the public to participate in state matters, and through these accounts, they may discuss, share and sensitise general masses.

Figure 1 Pictorial view of Indonesian usage of social media applications (see online version for colours)



1.2 Social media and democratic practices

The connection between social media and democratic practices is wider and spreading continuously (DePaula et al., 2018). Howard and Parks (2012) in their study on social media and democratic practices documented that social media is good for the democratic



institutions (Dahlgren, 2013), and it leads as catalysts to the political activities (Halpern and Gibbs, 2013) and keep full information to the public. Therefore, social media be information access channels in various fields, namely to communicate with their political agent, political gathering, protests, political seminars, political corner meetings, and also the posting political updates. For example, in that is used in election campaigns to socialise the vision and mission and work programs of a candidate or even in the 2019 election yesterday, the incessant social media used as a venue to promote the presidential candidate pair and legislative candidates.

Gilardi (2016) in his latest research on digital democracy, explained that social media and democracy now covered the political mobilisation, campaign strategies, public opinion polarisation, and governance tools and channels began to change. The practice of politics in contemporary democracy has this digital technological revolution also directly influenced how social sciences are reproduced and disseminated.

19

1.3 Social media and political engagement

The use of social media for political purposes is the future of youth in Pakistan and Indonesia (Noorhaidi, 2009; Ali and Fatima, 2016). The increasing trend of political engagement of youth in the public spheres has gained the attention of politicians in the world (Jenkins, 2016). Those who are using social media accounts on regular bases may have strong ties and interests toward political participation and affiliations (Carlisle and Patton, 2013).

The followers of social media are using social apps to contribute to posting, commenting and liking the comments in online spheres, which presented their engagement and commitment to political matters. Moreover, social media has increased the interests of political activists to engage in the political posting, observing, replying and writing to support the cause of political aims. Thus, youth engagement through social media apps in Indonesia and Pakistan may foster the political participation of the population in both countries.

1.4 Social media and youth activism

Social media is an online sphere, where users through the various social networking apps, may contact their peers, associations and social networks (Fletcher and Nielsen, 2018). With the presence of social media, youth are become the main link for using such apps (Lewis, 2018). The usage of social media enhances their capacity and empower youth to think critically. The first trajectory seeks to understand that social media have a vital role among the new generation to create awareness and provide the opportunity to participate in political and civic activities (Bimber and Davis, 2003; Foot and Schneider, 2006).

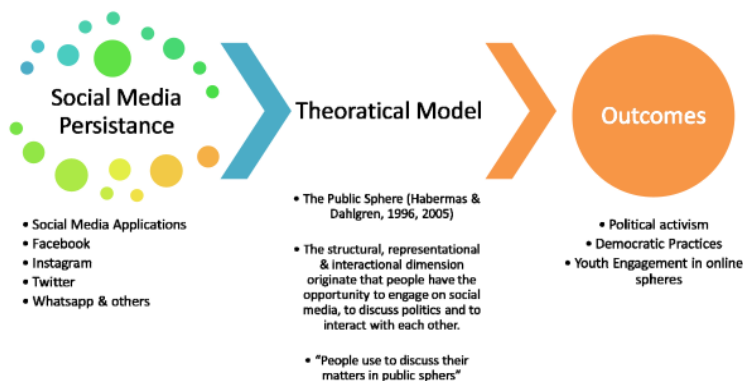
The sum of youth activism has discussed by scholars that is a political activism that helps to endure democracy (Distelhorst, 2017; Clark, 2017). In addition to the current debate, another author inserted that activism is an essential component of politics (Halupka, 2016). The crucial part of activism is to sensitise government or policymakers for a common issue (Gill, 2017). Consequently, activism is the key for youth to enhance and take part in political activities for their country and society to ensure the stability of democracy.

1.5 Theoretical model

The idea of the public sphere derived from the concept of the democratic ideal, which assumes the engagement in public spheres (Batorski and Grzywinska, 2018). The article contributes to the public sphere theory of Jürgen Habermas, 'the public sphere'. Youth used to discuss political matters, to participate in political engagement in online spheres. The online participation of youth has emerged a new trend of sensitising the governments and the public on a specific social problem. In Indonesia and Pakistan, youths are using social media tools to engage in political matters. Their participation in civic engagement activities and the spirit of volunteerism boost the researcher to conduct valuable research on this phenomenon. In Indonesia and Pakistan, people are more likely to volunteer for a social cause (Wu, 2011). The article also added the supportive theory of Dahlgren (2009) also discussed the public sphere; there space where the public is connected and informed to participate in democratic politics. Thus the three dimensions of online public spheres are structural, representational and interactional. The first dimension leads to the freedom of expression on social media platforms, the argument of Habermas (1996) stated that people are free to participate and should not be restricted to refrain from participation and anyone can discuss and allowed to present his/her views. The representational dimension explained the media have output in the public spheres (Dahlgren, 2005). The diverse sources of media are presenting different content and literature in comparison to others. The studies explained that online communities show alternative discussion forums to participate, and this is a trend observed in many countries (Etling et al., 2014). In last, the interactional dimension resumes the main spirit of public spheres theory that connected the public and exchanging views and opinions (Dewey, 1954; Habermas, 1996).

The theoretical model predicts how the youth is engaged in Indonesia and Pakistan in the political landscape, whereas social media is the main factor that persuades followers to engage in democratic and political activism. The main and supportive framework of the theory is in Figure 2.

Figure 2 Theoretical framework of this study [self-sourced] (see online version for colours)



2 Experimental design, material and methods

The current study deployed the quantitative methodology and used a questionnaire as a research tool. The cross-sectional study was first data was collected from Pakistan and then from Indonesia. The general election was organised by the Government of Pakistan in June 2018 while in Indonesia in April 2019. The data was collected from 400 respondents comprised of 185 males and 215 females. The research instrument was disseminated among respondents of this study by hard copies in Pakistan while in Indonesia google forum was generated and translated into Bahasa Indonesia to get the data. The research target was 500 respondents, but we only get a response from 400 respondents. The data was analysed through Microsoft Excel and SPSS-20 after giving coding and variables names. The data is presented in tables, graphs, and figures. The universe of the study explained in Figure 3.

Figure 3 Universe of the study, 'Indonesia and Pakistan on world map' [self-sourced] (see online version for colours)



3 Result and description

The presented socio-demographic variables portrays the gender, age, country of belongingness and educational qualification of the respondents. The gender of respondents in this table explained male and female segregation, thus, more than half, 53.8% are females, and almost the 46% are male. The second variable is the age that shows the respondent's level of participation. However, 18–22 years old are more interested in participating (55.3%), the prediction of 23–27 years of age is 29.2% in this population, whereas 28 years and above (15.5%) have participated in this study. Thus, between 18 to 22 years old are actively involved in political activities, it signifies a positive indicator for the potential political participation of youth in both countries. The country wise status of respondents, which shows total was 400 and 200 from each country. The results also address the respondent's family type; thus, a greater number

12 (61.8%) belonged to the nuclear family system, only 38.3% are stated from the joint family system.

Table 1 Frequency distribution regarding age and education of the respondents

No.	Item	F	%
A Gender			
1	Male	185	46.2
2	Female	215	53.8
B Age			
1	18–22 years	221	55.3
2	23–27 years	117	29.2
3	28–above	62	15.5
C Country-wise belongingness			
40 1	Indonesia	200	50.0
2	Pakistan	200	50.0
D Family type			
1	Nuclear family	247	61.8
2	Joint family	153	38.3
E Educational qualification			
1	Intermediate	102	25.5
2	Diploma	56	14.0
3	Bachelor	162	40.5
4	Master	80	20.0
Total		400	100.0

The socio-demographic analysis also indicates the educational attainment of the respondents. Education performs a crucial part in comprehension and identifying the behaviour of the respondent and is regarded as a significant positive measure (Persson, 2010). The results from statistical analysis on educational attainment are around 40% were graduated from bachelor (s1), 25.5% have inter-level education, 14% of the population has passed the diploma (technical course) and the rest 20% entirely did master from the educational institutes. The finding of this variable shows that education help to socialise people to learn and engage in political activities (Carretero et al., 2016; Lo, 2017). It also enhances the public capacity to think critically and enlightened their future (Lo, 2017).

Table 2 Frequency distribution of the respondents about following political news on social media

No.	Scale	F	%
1	Regularly	230	57.5
2	Several times in a week	108	27.0
3	Once a week	21	5.3
4	Rarely	41	10.2
Total		400	100.0

The table shows the scale of the frequency of using social media accounts in their daily routine. According to the current table results, the greater number (57.5%) of respondents are following politics-oriented news on their smartphones via social media; 27% population of this study are using social media accounts 'several times a week' to participate in posting, reading, and writing the comments on social and political literature. The results also found that very few (10.2%) are using social media apps rarely, and only 5.3% of the respondents are using once a week to participate in political activities.

Table 3 Scale of political discussion on social media

No.	Category	Frequency	Percentage
1	Once	88	22.0
2	Twice	17	4.2
3	More times	233	58.3
4	Never	62	15.5
Total		400	100.0

The study conducted by Goode (2009) explained that people use to discuss political matters in the public sphere, the statistical results presented, 58% are using social media accounts such as *Facebook*, *Instagram*, *Twitter*, and *WhatsApp* to contribute and engage more time to political discussions on social media.

There is a various scale of engagement are once, twice, more times, and never. The results show 22% have once availed this chance to discuss politically oriented discussion on social media, whereas the majority of 58.3% are participating more frequently. The more they are using social media apps the more they get aware (Gleason and Von Gillern, 2018).

It shows the political activism that was performed through the use of social media accounts in the society. There are various kinds of political activities where youth activists gain to learn and experience their political views. So far, there are five important questions to get an opinion on political activism in the present study. The first variable 'do you like to participate in online spheres', the meaning of online spheres is participation in commenting, posting, or writing online media; thus around 68% said, they like to participate online spheres, as it is easy and comfortable for the people to contribute. A study conducted by Kruse et al. (2018) said, social media is a platform that attracting millions of users in the public sphere who are connected digitally.

The interests in politics are important to patterned the political activism among the youth; therefore, the variables indicates 'up to what extent do you have an interest in politics?' the respondents show high interests in politics, around 84.5% of the study population are interested in participating in online debate. Whereas only 15.5% are fairly interested in joining such discussions.

Additionally, the question on 'what kind of political news you would like to follow' the respondents of the present study shows that they are more interested in following the 'national' level news information as compared to *international* and *local*. The result shows the respondent's view regarding their interests in political news, thus at a national level 47.7%, local level 23.3% and at International around 29.5%.

Table 4 Participation in political activities through social media accounts

No.	Variables	F	%
<i>Do you like to participate in online spheres</i>			
1	I like to participate in online spheres	275	68.8
2	I rarely like to participate in online spheres	125	31.3
Total		400	100.0
<i>Up to what extent do you have an interest in politics</i>			
1	Very interested	177	84.5
2	Fairly interested	143	15.5
3	Not much	80	20.0
Total		400	100.0
<i>At which level of politics you like to follow in online spheres</i>			
1	Local	93	23.3
2	National	189	47.3
3	International	118	29.5
Total		400	100.0
<i>Do you have anyone in your family who are regularly using social media accounts?</i>			
1	Yes	252	63.0
2	No	97	24.3
3	Sometimes	51	12.8
Total		400	100.0
<i>Is it important for you that your friends have the same political opinion as yours in online spheres?</i>			
1	Fairly important	162	40.5
2	Not very important	80	20
3	Very important	102	25.5
4	Not at all important	56	14.0
Total		400	100.0

Family association and friends have a greater impact on using social sites (Taylor et al., 2011), thus the variable on 'do you have anyone in your family who are regularly using social media accounts?' shows much interests around 63% of the respondents are sharing and following families member recommended apps. Thus family members are a major source of recommending or sharing social apps to other members (Zhang et al., 2019). Thus, the family has a role in sharing politically oriented news through social media groups, and social media platforms are increasingly dominant in everyday life (Swart et al., 2019). The studies show, social media connected families and increase the sense of belongingness (Sharaievskia and Stodolska, 2017).

Social media is promoting the social capital in social spheres, but it also strengthening ties among young people in online spheres (Hay et al., 2018). *Is it important for you that your friends have the same political opinion as yours in online spheres?* The results show n = 162 are mentioned; it is fairly important to have the same peer opinion in political

persuasion. Moreover, peers are the contributor and useful to connected with political oriented news and stuff through social media spheres.

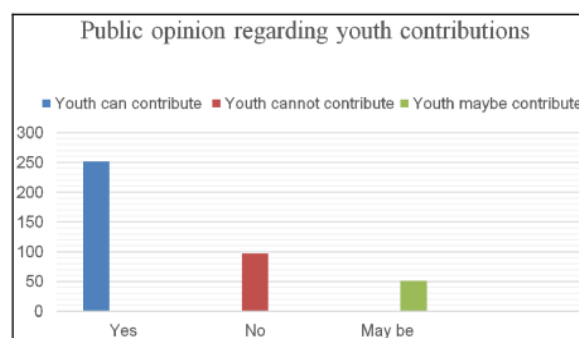
Table 5 How frequently are you using these social media accounts

No.	Social media accounts	N	%
1	Facebook	226	56.5
2	Instagram	100	25
3	Twitter	24	6.0
4	WhatsApp status or other social accounts	50	12.5
Total		400	100.0

The respondents were asked to choose their regular social media apps, such as Facebook, Instagram, Twitter, WhatsApp, and others. These social media applications are more frequently used in this digital affairs, where people are connected with their link minded stuff. The greater number (f 226, 56.5%) of respondents are using 'Facebook' for the social and as well as political purpose. Facebook raised the attention of the public, and it changed the political landscape (Carlisle and Patton, 2013). The studies on 'Facebook' found that it has positive effects on building social capital and connecting with the on 28 community (Ellison et al., 2006, 2007; Boogart and Robert, 2006). There are other examples; it coded the examination and the use of 'Facebook' that found the three types of social capital are bridging, bonding and maintaining the online relationship among fellows. Thus, Facebook plays a significant role in reducing the barrier to participate online (Ellison et al., 2006).

Instagram was a powerful application during the electoral phase of the Scottish independence referendum and the UK 2015 elections (Mahoney et al., 2016). Their study found that Instagram as an online platform to craft and present as political selves. The statistical results in the study show that 25% of the population is using Instagram for sharing, posting and liking and watching clips. In this study, respondents were also using twitter; consequently, 6% are using it again and learn the political news from it. The study conducted by Acar and Muraki (2011) stated that twitter is a useful tool to inform citizens about disasters in Japan. While the WhatsApp and other social media applications are also a source of information and engagement of respondents.

Figure 4 Youth contribution in changing the political scenario of Indonesia and Pakistan (see online version for colours)



According to the statistics (Khan, 2018), 64.0% of the young population is under the age of 30 in Pakistan, whereas, as compared to the Indonesian statistics (SPI, 2018), 34% are younger than those in Pakistan. In Indonesia, the legal age to vote starts at the age of 17, while in Pakistan, the permitted age to vote starts from 18 years. Figure 3 explains the 63% is believed that youth involvement in political activities had changed the political scenario of Indonesia and Pakistan. Yet, there were other (24.2%) respondents who do not agree if youth could change their country's politics, and the rest (12.8%) of the respondents in both of the countries were hesitant to share the opinion regarding youth has changed the political scenario.

Table 6 Model of the persistence of social media on family decisions, personal attributes, peer and political campaigns

Social media	β	R	Adj. R square	P. value
Family influence	0.848	0.719	0.718	0.0001
Political efficacy	0.511	0.204	0.200	0.0001
Peers	0.187	0.035	0.033	0.0001
Campaigns	0.015	0.011	0.010	0.0001

The model on the persistence of social media on family, peer groups, and political campaigns. The predictors include four variables. The regression model used fulfilled basic assumptions. The findings of the study revealed that family ($\beta = 0.84$, $p < 0.001$), political efficacy ($\beta = 0.51$, $p < .001$), peers group ($\beta = 0.18$, $p < 0.001$) and political campaign ($\beta = 0.01$, $p < .0001$). The results of this analysis found that social media and findings pointed out that family influence and political efficacy explained $R^2 = 0.718$ and $R^2 = 0.20$, respectively.

4 Discussion

The current study utilises the persistence of social media in the democratic practices of youth in Indonesia and Pakistan. Social media has provided opportunities for the youth to contribute and participate in political activities. This is vital that scholars learned how social media is used for political purposes. The demographic variables, gender, age and education results show that majority 53.8 (female) and 46.2% (males) was the part of this study, their ages are 55.3% belonged to the category of 18–22 years old, and their education level was a bachelor and falls in the highest category. The research conducted on political socialisation and education that shows pre-adult predicts political participation and education choice (Persson, 2010). Thus the more education of youth may lead to greater political engagement (Campbell, 2008). There is also a supportive argument that education provides civic skills, cognitive capacity, and affects individuals that turn to increase their engagement in politics (Verba et al., 1995; Campbell, 2012).

The social media facilitate the respondents to follow and participate in the politically oriented news; however, the majority $n = 233$ (58.3%) of the respondents are practicing or engaged in the political discussion online. The wider the youth engagement in online spheres may lead to strengthen their knowledge and capacity toward political matters (Audunson and Evjen, 2017). Similarly, the respondents used to discuss politics on online spheres to get updated on political matters.

As youth is the main source of Indonesia and Pakistan, thus the respondents are more likely to believe that they can contribute to the political shift of their country. The majority of 63% shows that youth can change the political scenario of their county. The studies found that youth engagement in public spheres may enlighten their future (Papacharissi, 2002; Polat, 2005; Gripsrud, 2019).

Despite the youth's interests, social media is persisting in political activities in online spheres. Those activities support them to engage and participate fully are: '*do you like to participate in online spheres*' therefore, the greater number (68.8%) of the population declare their more interests in online participation. Thus, participation in online spheres may engage their activities in political or social commenting or posting; they may use such social media applications to shows their identity online.

The research also suggests that, if youth have interests in online political spheres they may comment, post and like or in simple meaning to participate, thus the results show 'up to what extent do you have an interest in politics?' they majority said, 84.5% are very interested in participating online spheres. While it is interesting to know that, the family do affect or impact the public perception for using social media application; hence the respondents show more interests, if the family is regularly using social media accounts, greater value around 63% is using social media apps. A study conducted by Margetts et al. (2015) found that social media shapes collective actions.

There are several social media applications such as Facebook, Twitter, Instagram, WhatsApp and others which are useful and regularly used by the youth in both countries. The results suggest that Facebook is a major (56.5%) application that is using by respondents for political activism. The fact that the frequency of using Facebook for political engagement is comparatively high during the elections period (Batorski and Grzywinska, 2018). The results relatively explained the high level of engagement of youth on the Facebook application, their political discussion might be with their social networks or private friends (Cowan and Baldassarri, 2018).

In particular, the simple leaner regression results depicted the family association, efficacy, peers, and engagement in campaigns. The social media has an influence of such variables in society. It may persist and influence the use of social media among families, peers and as well as in the community. The use of social media applications is also increasing political efficacy ($\beta = 0.51, p < 0.001$), and connecting bonds among friends ($\beta = 0.18, p < 0.001$), family ($\beta = 0.84, p < 0.001$) and increased the engagement in political campaigns ($\beta = 0.01, p < 0.001$). The results of these variables suggest that social media platforms among the most used sites on the Internet and it is effecting or impacting the family and peers' institutions.

5 Conclusions

The article sheds the persistence and the use of social media in democratic practices and political engagement among youths. The study found that social media platforms facilitating youths to get informed about social and political affairs. It is offering online public spheres to express their opinion through political activism. The social media users may also able to comments, post and can engage in online participation. The results also found that youths in Indonesia and Pakistan are frequently engaged in online politics that may increase their political efficacy and enlightened their efforts toward political change.

Furthermore, earlier argument support that 'Facebook' and Instagram application are a good instrument to utilise youth for the online spheres. Where they may express and discuss their matters freely. The theoretical model of Jürgen Habermas and Dahlgren in this study found that structural, representational and interactional dimension originates public to have the opportunity to engage on social media, and to discuss politics and to interact with each other in offline and online public spheres.

The current study suggests that the Government of Indonesia and Pakistan have a good opportunity to avail the use of social media platforms to engage the young population for socio-political awareness.

Acknowledgements

We would like to thanks to the respondents of this study. This research in Pakistan and Indonesia cannot be finalised without the support of the Deans of the Faculty of Social and Political Sciences (FISIP) and highly dedication and motivation gained from Lembaga Penelitian dan Inovasi (LPI-PUF-2019) Universitas Airlangga, Surabaya, Indonesia. We also would like to thanks to our respondents, who gave their opinion for this study.

References

- Acar, A. and Muraki, Y. (2011) 'Twitter for crisis communication: lessons learned from Japan's tsunami disaster', *International Journal of Web Based Communities*, Vol. 7, No. 3, pp.392–402 [online] <https://doi.org/10.1504/IJWBC.2011.041206>.
- Ali, R. and Fatima, A. (2016) 'Social media, newspapers and political awareness of youth in Pakistan', *Pakistan Library & Information Science Journal*, Vol. 47, No. 1, pp.30–41, 12pp.
- Audunson, R. and Evjen, S. (2017) 'The public library: an arena for an enlightened and rational public sphere? The case of Norway', *Information Research*, Vol. 22, No. 1, CoLIS paper 1641 [online] <http://InformationR.net/ir/22-1/colis/colis1641.html> (Archived by WebCite at <http://www.webcitation.org/6oUJdKIVw>).
- Bane, K. (2017) 'Tweeting the agenda', *Journalism Practice*, Vol. 12, No. 1, pp.1–15 [online] <https://doi.org/10.1080/17512786.2017.1413587>.
- Batorski, D. and Grzywińska, I. (2018) 'Three dimensions of the public sphere on Facebook', *Information, Communication & Society*, Vol. 21, No. 3, pp.356–374.
- Bimber, B. and Davis, R. (2003) *Campaigning Online: The Internet in U.S. Elections*, Oxford University Press, New York.
- Blankson, I.A. and Murphy, P.D. (2007) *Negotiating Democracy: Media Transformations in Emerging Democracies*, State University of New York Press, Albany, ISBN: 978-0-7914-7233-0.
- Boogart, V. and Robert, M. (2006) *Uncovering the Social Impacts of Facebook on a College Campus*, Doctoral dissertation, Kansas State University.
- Borup, M., Brown, N., Konrad, K. and Van Lente, H. (2006) 'The sociology of expectations in science and technology', *Technology Analysis & Strategic Management*, Vol. 18, Nos. 3–4, pp.285–298.
- Campbell, A.L. (2012) 'Policy makes mass politics', *Annual Review of Political Science*, Vol. 15, pp.333–351, <https://doi.org/10.1146/annurev-polisci-012610-135202>.

- Campbell, D.E. (2008) 'Voice in the classroom: how an open classroom climate fosters political engagement among adolescents', *Political Behavior*, Vol. 30, No. 4, pp.437–454.
- Carlisle, J.E. and Patton, R.C. (2013) 'Is social media changing how we understand political engagement? An analysis of Facebook and the 2008 Presidential Election', *Political Research Quarterly*, Vol. 66, No. 4, pp.883–895 [online] <https://doi.org/10.1177/1065912913482758>.
- Carretero, M., Haste, H. and Bermudez, A. (2016) 'Civic education', in Como, L. and Anderman, E.M. (Eds.): *Handbook of Educational Psychology*, 3rd ed., Chapter 22, pp.295–308, Routledge Publishers, London.
- Clark, W. (2017) *Activism in the Public Sphere: Exploring the Discourse of Political Participation*, Routledge, New York NY 10017, USA.
- Cowan, S.K. and Baldassarri, D. (2018) 'It could turn ugly': selective disclosure of attitudes in political discussion networks', *Social Networks*, Vol. 52, pp.1–17, <https://doi.org/10.1016/j.socnet.2017.04.002>.
- Dahlgren, P. (2005) 'The internet, public spheres, and political communication: dispersion and deliberation', *Political Communication*, Vol. 22, No. 2, pp.147–162.
- Dahlgren, P. (2009) *Media and Political Engagement: Citizens, Communication, and Democracy*, Cambridge University Press, London.
- Dahlgren, P. (2013) *Young Citizens and New Media: Learning for Democratic Participation*, Routledge, New York.
- DePaula, N., Dincelli, E. and Harrison, T.M. (2018) 'Toward a typology of government social media communication: democratic goals, symbolic acts and self-presentation', *Government Information Quarterly*, Vol. 35, No. 1, pp.98–108.
- Dewett, T. and Jones, G.R. (2001) 'The role of information technology in the organization: a review, model, and assessment', *Journal of Management*, Vol. 27, No. 3, pp.313–346.
- Dewey, J. (1954) *The Public and Its Problems*, Swallow Press, Athens, GA.
- Distelhorst, G. (2017) 'The power of empty promises: quasi-democratic institutions and activism in China', *Comparative Political Studies*, Vol. 50, No. 4, pp.464–498.
- Driskell, D. (2017) *Creating Better Cities with Children and Youth: A Manual for Participation*, Routledge, London.
- Ellison, N., Steinfield, C. and Lampe, C. (2006) 'Spatially bounded online social networks and social capital', *International Communication Association*, Vol. 36, pp.1–37.
- Ellison, N.B., Steinfield, C. and Lampe, C. (2007) 'The benefits of Facebook 'friends': social capital and college students' use of online social network sites', *Journal of Computer-Mediated Communication*, Vol. 12, No. 4, pp.1143–1168.
- Esfandiari, G. (2010) 'The Twitter devolution', in *Foreign Policy*, 7 June [online] http://www.foreignpolicy.com/articles/2010/06/07/the_twitter_revolution_that_wasnt.
- Etling, B., Roberts, H. and Faris, R. (2014) *Blogs as an Alternative Public Sphere: The Role of Blogs, Mainstream Media, and TV in Russia's Media Ecology*, Berkman Center Research Publication, 2014–2018.
- Fisher, D.R. (2012) 'Youth political participation: bridging activism and electoral politics', *Annual Review of Sociology*, Vol. 38, pp.119–137, <https://doi.org/10.1146/annurev-soc-071811-145439>.
- Fletcher, R. and Nielsen, R.K. (2018) 'Are people incidentally exposed to news on social media? A comparative analysis', *New Media & Society*, Vol. 20, No. 7, pp.2450–2468.
- Foot, K. and Schneider, S. (2006) *Web Campaigning*, MIT Press, Cambridge.
- Gilardi, F. (2016). *Digital Democracy. How Digital Democracy is Changing Democracy and Its Study* [online] <https://www.fabriziogilardi.org/resources/papers/Digital-Democracy.pdf>.
- Gill, G.J. (2017) *Dynamics of Democratization: Elites, Civil Society and the Transition Process*, Macmillan International Higher Education, London, ISBN: 978-0-333-80197-0, <https://doi.org/10.1007/978-0-333-98554-0>

- Gleason, B. and Von Gillern, S. (2018) 'Digital citizenship with social media: participatory practices of teaching and learning in secondary education', *Journal of Educational Technology & Society*, Vol. 21, No. 1, pp.200–212.
- Goode, L. (2009) 'Social news, citizen journalism and democracy', *New Media & Society*, Vol. 11, No. 8, pp.1287–1305 [online] <https://doi.org/10.1177/1461444809341393>.
- Gripsrud, J. (2019) 'Public sphere', *The International Encyclopedia of Journalism Studies*, pp.1–7, Copyright © 2019 John Wiley & Sons, Inc., <https://doi.org/10.1002/9781118841570.iejs0055>
- Habermas, J. (1996) *Between Facts and Norms: Contributions to a Discourse Theory of Law and Democracy*, Polity Press, Cambridge.
- Halpern, D. and Gibbs, J. (2013) 'Social media as a catalyst for online deliberation? Exploring the affordances of Facebook and YouTube for political expression', *Computers in Human Behavior*, Vol. 29, No. 3, pp.1159–1168.
- Halupka, M. (2016) 'The rise of information activism: how to bridge dualisms and reconceptualise political participation', *Information, Communication & Society*, Vol. 19, No. 10, pp.1487–1503.
- Haque, J. (2010) 'Pakistan first...Facebook second?', *The Express Tribune*, 22 April [online] <http://tribune.com.pk/story/8360/pakistan-first-facebook-second/>.
- Hay, D.F., Caplan, M. and Nash, A. (2018) 'The beginnings of peer relations', in Bukowski, W.M., Laursen, B. and Rubin, K.H. (Eds.): *Handbook of Peer Interactions, Relationships, and Groups*, pp.200–221, The Guilford Press.
- Herran, A. (2018) 'Right to freedom of expression and access to social media: the Packingham case with North Carolina', *Chilean Journal of Law and Technology*, Vol. 7, No. 2, pp.163–186, <https://doi.org/10.5354/0719-2584.2018.49020>.
- Howard, P.N. (2010) *The Digital Origins of Dictatorship and Democracy: Information Technology and Political Islam*, Oxford University Press, New York, USA.
- Howard, P.N. and Parks, M.R. (2012) 'Social media and political change: capacity, constraint, and consequence', *Journal of Communication*, Vol. 62, No. 2, pp.359–362, <https://doi.org/10.1111/j.1460-2466.2012.01626.x>.
- Indonesian Youth Statistics [Statistik Pemuda Indonesia – SPI] (2018) [online] <https://www.bps.go.id/publication/2018/12/21/572f941511d090083dd742d6/statistik-pemuda-indonesia-2018.html> (accessed 27 June 2019).
- Jakpart Report (2018) *Indonesia Social Media Trends* [online] <https://blog.jakpat.net/indonesia-social-media-trend-2nd-semester-of-2018-jakpat-survey-report/>.
- Jenkins, H. (2016) 'Youth voice, media, and political engagement', *By Any Media Necessary: The New Youth Activism*, pp.1–60, New York University Press ISBN: 9781479899982.
- Kemp, S. (2019) *Digital 2019: Global Digital Overview* [online] <https://datareportal.com/reports/digital-2019-global-digital-overview> (accessed 20 May 2019).
- Khan, D. (2018) *Pakistan Has the Largest Percentage of Young People in Its History*, Pro Pakistani, 27 June [online] <https://propakistani.pk/2018/05/04/pakistan-has-the-largest-percentage-of-young-people-in-its-history/>.
- Kruse, L.M., Norris, D.R. and Flinchum, J.R. (2018) 'Social media as a public sphere? Politics on social media', *The Sociological Quarterly*, Vol. 59, No. 1, pp.62–84.
- Lee, D. (2011) 'Styling the revolution: masculinities, youth, and street politics in Jakarta, Indonesia', *Journal of Urban History*, Vol. 37, No. 6, pp.933–951.
- Lewis, M.A. (2018) 'Supporting media-savvy youth-activists: the case of Marcus Yallow', in *Critical Media Literacy and Fake News in Post-Truth America*, pp.127–140, Brill Sense, The Netherlands.
- Lim, M. (2013) 'The internet and everyday life in Indonesia: a new moral panic?', *Bijdragen tot de Taal-, Land-En Volkenkunde*, Vol. 169, No. 1, pp.133–147.

- Lo, J.C. (2017) 'Empowering young people through conflict and conciliation: attending to the political and agonism in democratic education', *Democracy and Education*, Vol. 25, No. 1, p.2.
- Mahoney, J., Feltwell, T., Ajuruchi, O. and Lawson, S. (2016) 'Constructing the visual online political self: an analysis of Instagram use by the Scottish electorate', in *Proceedings of the 2016 CHI Conference on Human Factors in Computing Systems*, May, pp.3339–3351.
- Margetts, H., John, P., Hale, S. and Yasseri, T. (2015) *Political Turbulence: How Social Media Shape Collective Action*, Princeton University Press, USA.
- Michaelsen, M. (2011) *New Media vs. Old Politics: The Internet, Social media, and Democratisation in Pakistan*, Friedrich-Ebert-Stiftung, Pakistan Office.
- Muñoz-Expósito, M., Oviedo-García, M.Á. and Castellanos-Verdugo, M. (2017) 'How to measure engagement in Twitter: advancing a metric', *Internet Research*, Vol. 27, No. 5, pp.1122–1148, <https://doi.org/10.1108/IntR-06-2016-0170>.
- Noorhaidi, H. (2009) *Islamist Party, Electoral Politics and Da'wa Mobilization among Youth: The Prosperous Justice Party (PKS) in Indonesia*.
- O'Shaughnessy, N. (2001) 'The marketing of political marketing', *European Journal of Marketing*, Vol. 35, Nos. 9/10, pp.1047–1057 [online] <https://doi.org/10.1108/03090560110401956>.
- Papacharissi, Z. (2002) 'The virtual sphere: the internet as a public sphere', *New Media & Society*, Vol. 4, No. 1, pp.9–27.
- Papacharissi, Z. (2019) 'The virtual sphere. The internet as a public sphere', in *Praktiken der Überwachten*, pp.43–60, Springer VS, Wiesbaden.
- Persson, M. (2010) 'Reconsidering the role of education in political socialization: results from a panel study', in *Annual Meeting of the International Society of Political Psychology*, San Francisco, July.
- Persson, M. (2010) 'Reconsidering the role of education in political socialization: results from a panel study', in the *Annual Meeting of the International Society of Political Psychology*, San Francisco.
- Polat, R.K. (2005) 'The internet and political participation: exploring the explanatory links', *European Journal of Communication*, Vol. 20, No. 4, pp.435–459.
- Rossi, F.M. (2009) 'Youth political participation: is this the end of generational cleavage?', *International Sociology*, Vol. 24, No. 4, pp.467–497.
- Sharaievska, I. and Stodolska, M. (2017) 'Family satisfaction and social networking leisure', *Leisure Studies*, Vol. 36, No. 2, pp.231–243, DOI: 10.1080/02614367.2016.1141974.
- Shirky, C. (2011) 'The political power of social media: technology, the public sphere, and political change', *Foreign Affairs*, Vol. 90, No. 1, pp.28–41.
- Swart, J., Peters, C. and Broersma, M. (2019) 'Sharing and discussing news in private social media groups: the social function of news and current affairs in location-based, work-oriented and leisure-focused communities', *Digital Journalism*, Vol. 7, No. 2, pp.187–205.
- Taylor, D.G., Voelker, T.A. and Pentina, I. (2011) *Mobile Application Adoption by Young Adults: A Social Network Perspective*, WCOB Faculty Publications, Paper 1 [online] http://digitalcommons.sacredheart.edu/wcob_fac/1.
- The Express Tribune (2019) *PM Imran Launches 'Digital Pakistan' Initiative*, News Paper [online] <https://tribune.com.pk/story/2112360/1-digital-pakistan-pm-imran-addresses-launch-ceremony/> (accessed 7 December 2019).
- Thomaß, B. and Tzankoff, M. (2001) *Medien and Transformation in Osteuropa*, Westdeutscher Verlag, Wiesbaden.
- Verba, S., Schlozman, K.L. and Brady, H.E. (1995) *Voice and Equality: Civic Voluntarism in American Politics*, Harvard University Press, England, London.
- Woolley, S.C. and Howard, P.N. (2018) *Computational Propaganda: Political Parties, Politicians, and Political Manipulation on Social Media*, Oxford University Press, USA.

- Wu, H. (2011) *Social Impact of Volunteerism*, Points of Light Institute [online] http://www.pointsoflight.org/sites/default/files/site-content/files/social_impact_of_volunteerism_pdf.pdf (accessed 2 February 2016).
- Yousuf Al-Aama, A. (2015) 'The use of Twitter to promote e-participation: connecting government and people', *International Journal of Web Based Communities*, Vol. 11, No. 1, pp.73–96 [online] <https://doi.org/10.1504/IJWBC.2015.067082>.
- Zhang, H., Wang, Z., Chen, S. and Guo, C. (2019) 'Product recommendation in online social networking communities: an empirical study of antecedents and a mediator', *Information & Management*, Vol. 56, No. 2, pp.185–195.

Persistence of social media on political activism and engagement among Indonesian and Pakistani youths

ORIGINALITY REPORT

10%

SIMILARITY INDEX

8%

INTERNET SOURCES

6%

PUBLICATIONS

0%

STUDENT PAPERS

PRIMARY SOURCES

1	etd.uum.edu.my Internet Source	1%
2	N Fitriani, M Aymen, N ul Huda, S M Tufail, S Amir, M Saud. "Gender perceptions and adaptation strategies to climatic hazards-floods in rural areas of District Sialkot, Punjab, Pakistan", IOP Conference Series: Earth and Environmental Science, 2019 Publication	<1%
3	www.accurateessays.com Internet Source	<1%
4	M. Akmal. "The Roles of Digital Democracy on Political Education for Young Generation", Emerald, 2018 Publication	<1%
5	d-nb.info Internet Source	<1%
6	wrap.warwick.ac.uk Internet Source	<1%
7	Eric Kwame Adae, Kojo Kakra Twum, Robert Ebo Hinson, Helen Inseng Duh, Doreen	<1%

Anyamesem Odame. "Social Media and Africa's Public Sector", Springer Science and Business Media LLC, 2023

Publication

8

Rehan Tariq, Izzal Asnira Zolkepli, Mahyuddin Ahmad. "Political Participation of Young Voters: Tracing Direct and Indirect Effects of Social Media and Political Orientations", Social Sciences, 2022

Publication

<1 %

9

hdl.handle.net

Internet Source

<1 %

10

tianjindaxuexuebao.com

Internet Source

<1 %

11

jurnal.ugm.ac.id

Internet Source

<1 %

12

arno.uvt.nl

Internet Source

<1 %

13

www.coursehero.com

Internet Source

<1 %

14

Dominik Batorski, Ilona Grzywińska. "Three dimensions of the public sphere on Facebook", Information, Communication & Society, 2017

Publication

<1 %

15

worldwar3report.com

Internet Source

<1 %

cicee.autonoma.pt

16	Internet Source	<1 %
17	open.uct.ac.za Internet Source	<1 %
18	www.econstor.eu Internet Source	<1 %
19	Hongwei "Chris" Yang, Jean L. DeHart. "Social Media Use and Online Political Participation Among College Students During the US Election 2012", <i>Social Media + Society</i> , 2016 Publication	<1 %
20	arcnjournals.org Internet Source	<1 %
21	talkingobjects.files.wordpress.com Internet Source	<1 %
22	www.emeraldinsight.com Internet Source	<1 %
23	Jason Gainous, Kevin M. Wagner, Jason P. Abbott. "Civic Disobedience: Does Internet Use Stimulate Political Unrest in East Asia?", <i>Journal of Information Technology & Politics</i> , 2015 Publication	<1 %
24	brage.bibsys.no Internet Source	<1 %
25	bsemaan.mysite.syr.edu Internet Source	<1 %

26	ijcmit.com Internet Source	<1 %
27	ir.canterbury.ac.nz Internet Source	<1 %
28	prer.hec.gov.pk Internet Source	<1 %
29	repository.nwu.ac.za Internet Source	<1 %
30	s3-ap-southeast-1.amazonaws.com Internet Source	<1 %
31	www.scirp.org Internet Source	<1 %
32	Judith Bessant. "Democracy Bytes", Springer Science and Business Media LLC, 2014 Publication	<1 %
33	Lori Pennington-Gray, Kiki Kaplanidou, Ashley Schroeder. "Drivers of social media use among African Americans in the event of a crisis", Natural Hazards, 2012 Publication	<1 %
34	cora.ucc.ie Internet Source	<1 %
35	core.ac.uk Internet Source	<1 %
36	digital.lib.washington.edu Internet Source	<1 %

37	ebin.pub Internet Source	<1 %
38	hrmars.com Internet Source	<1 %
39	mafiadoc.com Internet Source	<1 %
40	oidaijsd.com Internet Source	<1 %
41	purehost.bath.ac.uk Internet Source	<1 %
42	research-api.cbs.dk Internet Source	<1 %
43	www.monitoringjournal.ru Internet Source	<1 %
44	"ICT Analysis and Applications", Springer Science and Business Media LLC, 2022 Publication	<1 %
45	Wicks, R. H., J. L. Wicks, S. A. Morimoto, A. Maxwell, and S. R. Schulte. "Correlates of Political and Civic Engagement Among Youth During the 2012 Presidential Campaign", American Behavioral Scientist, 2014. Publication	<1 %
46	"Northern Lights on Civic and Citizenship Education", Springer Science and Business Media LLC, 2021 Publication	<1 %

Exclude quotes Off

Exclude matches Off

Exclude bibliography On