

Research Article

The relationship between attitudes and the use of instagram for political participation among college students

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Abstract

This study aimed to determine the relationship between students' attitudes toward Instagram using for political participation and the use of Instagram for political participation. This study used a quantitative method with correlational descriptive research. Data collection employed student's attitudes towards Instagram usage for political participation scale and Instagram usage for political participation scale. The calculation of the product moment analysis technique from Pearson gained in the correlation coefficient (r_{xy}) = .506; $p = .000^{**}$ ($p < .001$). These results indicated there was a significant positive relationship between attitudes toward Instagram usage and Instagram usage for political participation among students. Descriptive analysis results showed 73 students had positive attitudes and 65 students had negative attitudes toward Instagram usage for political participation, as many as 66 students had a high level and 72 students were low level of Instagram usage for political participation. Implication this research was use of instagram for political participation will be profitable, useful, fun, inexpensive, and provide adequate insight into political participation among college students.

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Introduction

In the developed era of technology, people cannot be silent without interacting with digital technology. Daily activities carried out have a tendency to use technology, ranging from internet-based educational activities, buying and selling online, and communication not only face to face but also with various online applications including in carrying out government and political mechanisms.

One of the information communication technologies that are increasingly being used today is Instagram social media. According to the Indonesia Millennial Report (Utomo et al, 2019), Indonesia is referred to as the global social media capital. On average, Indonesians as active users of social media spend at least three hours a day accessing social media. The activity patterns of Indonesian teenage Instagram users use the like, comment, and follow features more (Hafidz et al, 2017). However, in fact, the increasingly open political environment is not able to increase the political participation of the younger generation. The intensity of millennial behavior following political news is quite low, only 23.4% of Indonesian millennials follow news or issues about politics (Utomo et al, 2019). For young people, politics is

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often considered too formal, even many of them refuse to talk about politics. Whereas social media has increased flexibility in discussing politics and public issues through connections anywhere and anytime.

Himelboim (2012) suggests that interest in interpersonal interactions about political issues and consuming content about political issues increases understanding and can predict behavior towards online political activities. The more politically open, the individual will show the higher the multi-directional use of online media. The reason, according to Wasesa (2013), the presence of new digital-based media makes political information not only more massive but also distributed quickly and interactively. Social media in the context of political participation is understood as a tool. Online political participation activities that are usually carried out are giving likes (likes) for political information and news that are shared from other friends or friends' comments on news and information sharing, then forwarding the news or information to friends. others or leave a private comment (Perangin-angin & Zainal, 2018).

The importance of role of social media has grown over time to become an important platform for political discourse and provide access to social networking sites for information and political engagement. Various studies indicate that public opinion is affected by the use of social media. In fact, its influence is not limited to mere opinion, but sometimes also involves political participation. The relationship between the use of social media and political participation has been explored and discussed by various studies. Based on the literature study conducted by researchers regarding the use of social media in political participation or online political participation including: (1) Research conducted by Ahmad et al (2019); Juditha & Darmawan (2018); Feezell et al (2016), each of them has researched about political participation on the internet, however, they have not discussed the attitude of internet users towards information systems as one of the factors that influence the use of information technology. So this study aims to determine the use of information technology in this case is Instagram as a medium for student political participation and its relationship with attitudes towards these activities. This issue is important to know because students who are also included in the millennial generation category are considered to have a high intellectual level and critical thinking, so students are required to have a big role and contribution, especially in political participation. In addition, according to developmental tasks, students are at an age stage that is ready to take responsibility as citizens, including being active in political participation.

Problem of Study

The purpose of this research is to examine the relationship between attitudes and the use of social media Instagram for political participation in students. The main problem of this research is how the relationship between attitudes and the use of social media Instagram for political participation in students?

Methods

Research Model

This study used a descriptive correlational analysis design that examines whether there is a relationship between the attitudes and the use of social media Instagram for political participation in students.

Participant

The population in this study were students of class 2015 at the State University of Malang who actively used an Instagram account marked by having a minimum of 200 followers. The sample of this study is 138 students consisting of 29 students from the Faculty of Economics, 28 students from the Faculty of Engineering, 16 students from the Faculty of Letters, 15 students from the Faculty of Mathematics and Natural Science, 14 students from the Faculty of Education, 13 students from Faculty of Social Science, 12 students from Faculty of Sport Science, and 11 students from Faculty of Educational Psychology.

Data Collection Tools

The data of this research were collected by an online Likert scale. The participants are asked to state the suitability or discrepancy with the contents of the statements.

The Attitude Scale towards The Use of Instagram for Political Participation

This scale was compiled based on the development of the components of an attitude from Ajzen's perspective (1991). This scale consists of two aspects: beliefs and evaluations. The loading factor of beliefs aspect is 0.473 - 0.845 and reliability $\alpha = 0.870$ and the factor loading of evaluations aspect is 0.572 - 0.847 with reliability $\alpha = 0.881$. This scale consists of 40 statements with favorable and unfavorable items in four categories of answers, namely, "very inappropriate" (STS), "not appropriate" (TS), "very appropriate" (SS), "appropriate" (S).

The Use of Instagram for Political Participation Scale

This scale is compiled based on two aspects of the actual use of a technology proposed by Davis et al (1989), the frequency and the duration of use. The loading factor of frequency aspect is 0.568 - 0.919 and reliability $\alpha = 0.839$ and the factor loading of duration aspect 0.576 - 0.859 with reliability $\alpha = 0.960$. The concept of political participation is limited to the component of political participation which is taken from Milbrath's opinion (in Long, 1981), including 1) submitting suggestions/suggestions on public policy 2) submitting criticism to straighten state policies 3) participating in discussions about general elections. The form of measurement is in the form of measuring the frequency and duration of time when posting, liking (like), reposting, making comments, and following individual accounts or information accounts relating to political participation on Instagram accounts. This scale consists of 36 statements arranged in favorable and unfavorable items with 5 answer choices; "almost never" (HTP), "very rarely" (SJ), "sometimes" (KD), "very often" (SS), and "almost always" (HSL).

Data Analysis

The data obtained were analyzed using correlational analysis. Before performing correlational analysis, the data will go through normality and linearity tests, it was found that the significant value was 0.198 (for the attitude variable) and 0.080 (for the use variable), with a significant level of $p > 0.05$, so it can be said that the data had a normal distribution. Based on the results of the linearity test, it was found relationship between attitude and use variables, p -value of $0.200 > 0.05$ so that it can be concluded that the data is linear and feasible to test correlation parametric statistics.

Results

The results of this study indicate that based on table 1, it can be seen that the results of descriptive statistical calculations obtained on the attitude scale towards the use of Instagram for political participation in students there are 40 statement items with a range of 1 to 4, the lowest score is 57 and the highest score is 125, with an average score of 57. mean 94.93 and standard deviation 13,327. On the scale of using Instagram for political participation, there are 36 items with a range of values from 1 to 5. The results obtained are the lowest score is 66 and the highest score is 142, with an average of 103.10 and a standard deviation of 9.955 (Table 1).

Table 1. Descriptive statistics calculation results

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Attitude	138	57	125	94,93	13.327
Use	138	66	142	103,10	9.955

The results of the instrument show that both variables have a normal distribution, so how to categorize them into two categories refers to the mean (average). Categorization of attitudes on the subject by categorizing high-low scores obtained scores of positive attitudes as many as 73 subjects and having negative attitudes as many as 65 subjects. So that it can be concluded that the subject has a positive attitude of 52.90% and a negative attitude of 47.10% (Table 2). Based on the research, it was found that most of the 2015 undergraduate students at the State University of Malang had an attitude towards the use of Instagram for political participation with a high category or in the sense of having a positive attitude. While the rest have an attitude with a low category which means they have a negative attitude towards the use of Instagram for political participation. The difference between subjects categorized as having positive and negative attitudes is not too far away, only having a difference in the number of eight subjects or 5.8% only.

Table 2. Subject category based on total attitude scale score on using instagram for political participation

Guidelines	Score	Category	Frequency	Percentage
$X \geq \text{Mean}$	$X \geq 94.93$	Tall	73	52.90 %
$X < \text{Mean}$	$X < 94.93$	Low	65	47.10 %
	Amount		138	100%

Attitude is the result of consideration of the beliefs and expectations of each individual towards the behavior. Predominant beliefs about the outcomes of a behavior and their evaluation of these outcomes shape attitudes toward behavior. Individuals who believe that a behavior can produce positive outcomes will have a positive attitude and vice versa. Attitude is a positive belief in the consequences of the behavior.

The essence of attitude is an evaluation of the action and the consequences of the action whether it is felt to be quite valuable, important, pleasant, comfortable, safe or otherwise the behavior is a futile act, a waste of time and energy, troublesome, or even risky. Cognitive balance theory from Heider (in Benesh-Weiner, 1990), which states that attitudes maintain a balanced relationship between a person and one or two attitude objects. If someone is favorable then the attitude towards behavior is good, like or positive. Conversely, if someone is unfavorable, then the attitude towards the behavior is bad, disliked or negative. Although the process of forming attitudes can occur in a balanced way or not.

The attitude referred to in this study is attitude toward using where the use of Instagram social media accounts as an information technology product is currently in accordance with the technology acceptance model. As the initial opinion of Davis and Warshaw (1992) stated that the user's attitude towards a system is the main determinant or the most influential factor in the use of information technology, whether users will actually use or reject the system.

Table 3. Subject categories based on total scores on the use of instagram for political participation

Guidelines	Score	Category	Frequency	Percentage
$X \geq \text{Mean}$	$X \geq 103.10$	Tall	66	47.83 %
$X < \text{Mean}$	$X < 103.10$	Low	72	52.17 %
	Total		138	100 %

The indicator of political participation in this study focuses on the form of subject participation in the 2019 general election. This is reflected in 40% of the statements provided on the research instrument, both the student attitude scale and the Instagram usage scale. As represented through attitude scale statements including: "I'm tired of following the conversations of my friends' Instagram accounts about the general election" approved by as many as 90 subjects. "I don't like to talk about elections using my Instagram account" agreed by 68 subjects who expressed negative views on the discussion of elections. The statement, "In my opinion, Instagram is a medium that quickly gets the attention of policy makers when people make suggestions", approved by 123 subjects. The statement "Using Instagram to criticize policies to emphasize the content of the message to be conveyed" was approved by 106 subjects. The statement "I think that submitting criticism through Instagram speeds up action on what is being criticized" was agreed by 103 subjects who expressed positive views regarding the activity of submitting suggestions or criticisms regarding certain policies.

Discussion and Conclusion

Categorizing the use of Instagram on subjects by categorizing high-low scores, it was found that subjects with high usage scores were 66 subjects and 72 subjects had low usage. So it can be concluded that 47.83% of subjects are categorized as high in the use of Instagram for political participation and 52.17% of subjects have a low category in the use of Instagram for political participation (Table 3.).

Furthermore, the results of research conducted on research subjects found that most of the 2015 undergraduate students at the State University of Malang had a low level of use of Instagram for political participation. While the rest have a high level of use of Instagram for political participation. However, the difference between subjects categorized as having high and low usage is not too far away, only having a difference in the number of 6 subjects or equivalent to 4.34%.

This is obtained based on the results of measurements using the scale of use of information technology developed according to Rigopoulos & Askounis (2007), that actual system usage is conceptualized in the form of measuring the frequency and duration of technology use, in other words, the measurement of actual use is measured as the number of the time spent interacting with technology and the frequency with which it is used.

In addition to descriptive statistical calculations obtained through research instruments, logically by looking at the number of Instagram followers belonging to research subjects, only 6 (3.6%) subjects have followers over 2000, only 54 (29.9%) subjects have followers above 1000, the rest are mostly below 1000, i.e. 78 (43.1%) subjects have followers above 500, and 40 (22.1%) other subjects only have followers above 200, so it is reasonable if most of the subjects have a low category in using Instagram for political participation because the influence that the account has is not too big on the purpose of the activity.

Based on the research findings, most of the research subjects, namely 78 (43.1%) subjects in terms of duration of accessing Instagram in a day are categorized as medium users (accessing 1-3 hours a day) when referring to the category of internet consumption according to Utomo et al (2019), while there are 48 (26.5%) subjects were categorized as heavy users (4-6 hours a day), 32 (17.7%) other subjects were categorized as light users (<1 hour a day) and 23 subjects (12.7%) met the category addicted user (> 7 hours a day).

When viewed from the duration of some of the research subjects above, most of the subjects are in the medium user category, which means that most research subjects access Instagram 1-3 hours a day should lead to the possibility of using Instagram for greater political participation. However, on the other hand, the research findings also found that the frequency of updating Instagram stories (snapgrams) in a day was categorized as low, as many as 134 subjects (74%) only updated Instagram stories (snapgrams) in a day, 43 other subjects. (23%) update stories (snapgrams) 2-5 times a day, only 2 subjects (1.1%) update their Instagram stories (snapgrams) 6-8 times a day and only 2 subjects (1.1%) updated stories up to 8 times. In fact, to measure the use of Instagram for political participation in this study, user activities can be measured by activities like, share and comment, so that the high use of Instagram accompanied by low updating of their Instagram stories (snapgrams) allows research subjects to use Instagram for activities other than political participation, or just use Instagram to follow political news or information from political figures without using their accounts to like, share and comment on political information obtained.

The results of the product moment correlation test from Pearson to determine the relationship between attitudes and the use of Instagram for political participation in students obtained a correlation coefficient (r_{xy}) = 0.506 with p value = 0.000** ($p < 0.0005$). Then the hypothesis is accepted, or proven to be very significant. This means that there is a very significant positive relationship between attitudes towards the use of Instagram for political participation and the use of Instagram for political participation in students. The higher the positive attitude towards the use of Instagram for political participation, the higher the use of Instagram for political participation in students. Vice versa, if the lower the positive attitude towards the use of Instagram for political participation, the lower the level of use of Instagram for political participation in students. Based on the results obtained, it shows that attitudes towards the use of Instagram for political participation are predictors of the use of Instagram for political participation in 2015 students at the State University of Malang.

This finding supports the technology of acceptance model (TAM) which illustrates that before attitudes toward using technology form actual system use, the attitudes of technology users are also influenced by perceived ease of use, and perceived ease of use. perceived usefulness (Davis, 1989). In line with the theory put forward by Ajzen (1991) regarding the attitude component, namely evaluation and belief, it means that if students have a positive meaning for the usefulness of Instagram (perceived usefulness) for political participation, then positive beliefs about this behavior will significantly have the potential to shape behavior using social media. Instagram as a vehicle for political participation.

In this study, the use of Instagram for political participation can basically be categorized in general political participation, but uses tools or methods that are integrated with the rapid development of today's communication

technology in the form of social media. The form of political participation according to Chilcote (2018) is seen in terms of activities which are active participation, namely this form of participation is oriented to the input and output aspects of a political system. For example, the activities of citizens submit proposals on a general policy, propose alternative public policies that are different from government policies, submit criticisms and suggestions for improvement to straighten policies, pay taxes, and participate in the election of government leaders. In line with the description in this study, which was also taken from Milbrath's opinion (in Long, 1981), the researcher determined that the components of political participation were manifested in action indicators, including discussing suggestions for public policies, criticism of general policies and the 2019 general election discussions. In the context of the subject of this research, political participation is realized through Instagram social media.

There is a gap between high positive attitudes and low usage, it is possible because the object of attitude and the elaboration of the limits of political participation indicators determined in this study. That is only limited to shares, likes and comments on activities related to policy input, criticism of policies and 2019 general election discussions. Because there is a possibility that the subject may carry out other activities related to political participation but outside the categories that have been set in this study. Therefore, it is important to consider for further researchers who are expected to be able to expand research variables with other factors besides attitudes, expand the range of subjects. And not limiting the form of political participation on Instagram by only responding in the form of likes; share; comments from other user account feeds, but adds an indicator of political participation consisting of postings on the subject's own personal account feed in the form of suggestions on public policies, criticism of state policies and conversations about elections.

Conclusion

From the model formulated in this study, it is summarized that the attitude variable towards the use of Instagram for political participation has a high positive relationship with the use of Instagram for student political participation. This means that if the positive attitude towards the use of Instagram for political participation is higher, then the level of use of Instagram for political participation will be high. Conversely, if the positive attitude towards the use of Instagram for political participation is lower, the level of use of Instagram for political participation will be lower. Positive and negative attitudes are based on consideration of the beliefs and expectations of each student towards the use of Instagram as a medium for political participation. Students who believe that the use of Instagram as a medium for political participation can produce positive outcomes, students will have a positive attitude and vice versa. Likewise, the evaluation of the use of Instagram as a medium of political participation and the consequences of using Instagram as a medium of political participation, whether it is felt to be quite valuable, important, fun, comfortable, safe or otherwise using Instagram as a medium of political participation is a futile act, a waste of time and energy, a hassle. or even risk.

Recommendation

Strengthening positive attitudes in students is very necessary, through efforts to increase confidence that the use of social media, especially Instagram for political participation, is profitable, useful, fun, inexpensive, as well as providing adequate insight into political participation.

Students can increase the form of political participation on their Instagram social media by first strengthening positive attitudes towards the use of social media for political participation. One of them is to strengthen positive beliefs about the use of social media for political participation and to provide a positive evaluation picture of him if he does these activities. If there are still students who have negative attitudes towards the use of Instagram or other social media for political participation, they can further increase their knowledge and understanding of the importance of these activities. Through discussions with fellow students about the positive impacts and benefits of participating in politics, as well as the negative impacts or disadvantages of not participating in politics through social media.

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