

ABSTRAK

Studi ini mengkaji hubungan antara konten politik di akun Instagram Anies Baswedan dengan opini Presiden Republik Indonesia, Generasi Z. Sebagai generasi yang sangat dekat dengan internet dan media sosial, Gen Z memiliki kebiasaan unik dalam mengonsumsi informasi, khususnya dalam konteks politik. Melalui metode kuantitatif, studi ini mengkaji respons Gen Z terhadap konten politik yang muncul di media sosial Anies Baswedan, termasuk keterlibatan, persepsi, dan dampak emosional terhadap pilihan politik mereka. Berdasarkan temuan studi, konten politik yang relevan dan interaktif dengan isu sosial Gen Z secara bertahap meningkatkan minat dan keakraban mereka terhadap tokoh-tokoh terkait. Penggunaan platform media sosial, khususnya Instagram, untuk strategi komunikasi politik berpotensi memengaruhi preferensi politik Gen Z di Indonesia secara signifikan. Berdasarkan hasil perhitungan uji signifikansi (uji t) didapatkan nilai thitung yaitu sebesar 7,190 > 1,667 dan memiliki nilai signifikansi dari Pengaruh Konten Politik yaitu sebesar 0,001 lebih kecil dari tingkat signifikansi yang digunakan yaitu 5% ($0,001 < 0,05$). Jadi, dengan hasil perhitungan tersebut dapat disimpulkan bahwa H_a diterima dan H_0 ditolak, artinya terdapat Pengaruh Konten Politik Pada Akun Instagram Anies Baswedan Terhadap Penentuan Pemilih Anies Baswedan Pada Kalangan Capres Gen Z mahasiswa Ilmu Komunikasi Angkatan 2020 Universitas Malikussaleh. Berdasarkan hasil uji Koefisien Determinasi (R^2), diperoleh nilai sebesar 42,8%. Angka ini memberikan pemahaman bahwa pengaruh konten politik akun Instagram Anies Baswedan terhadap penentuan pilihan capres Gen Z berada pada tingkat yang cukup signifikan. Artinya, 42,8% dari variasi dalam penentuan pilihan capres oleh Gen Z dapat dijelaskan oleh variabel konten politik di Instagram.

Kata Kunci: Konten Politik, Teori Efek Media, Instagram, Anies Baswedan

ABSTRACT

This study examines the relationship between politica content on Anies Baswedan's Instagram account and the opinions of the President of the Republic of Indonesia, Generation Z. As a generation that is very close to the internet and socia media, Gen Z has unique habits in consuming information, especialy in the context of politics. Through quantitative methods, this study examines Gen Z's response to politica content that appears on Anies Baswedan's socia media, including engagement, perception, and emotiona impact on their politica choices. Based on the study's findings, politica content that is relevant and interactive with Gen Z's socia issues gradually increases their interest and familiarity with the figures concerned. The use of socia media platforms, especialy Instagram, for politica communication strategies has the potentia to significantly influence Gen Z's politica preferences in Indonesia. Based on the caculation of the significance test (t-test) in the t-test, the vaue of the 7.190 sample > 1.667 has a significance vaue of the Influence of Politica Content of the 0.001 sample, which is smaler than the significance level used at 5% (0.001 < 0.05). So, based on the caculation of the results, it can be concluded that the results of the anaysis in Ho were rejected, which means that the influence of politica content on the Anies Baswedan Instagram account is the most important factor in determining Anies Baswedan's voters among Gen Z presidentia candidates. Based on the determination coefficient (R²) test, a vaue of 42.8% was obtained. This level provides an explanation of the influence of politica content on the Anies Baswedan Instagram account on determining the choice of Gen Z presidentia candidates at a fairly significant level. This means that 42.8% of the votes in determining the choice of presidentia candidate by Gen Z were based on the votes for politica content on Instagram.

Keyword: *Politica Content, Media Effects Theory, Instagram, Anies Baswedan*