

Social Media Engagement and Civic Participation among Young Adults: Evidence from Indonesian Digital Communities

Abdul Kholik¹, Agus Kusman², Arfin Nurma Halida³, Fiqi Restu Subekti⁴, Miftakhul Jannah⁵

¹ Universitas Negeri Jakarta, Jakarta, Indonesia

² Universitas Indraprasta PGRI Jakarta, Jakarta, Indonesia

³ Universitas Negeri Surabaya, Surabaya, Indonesia

⁴ UIN Sunan Kalijaga Yogyakarta, Yogyakarta, Indonesia

⁵ UIN Sunan Kudus, Kudus, Indonesia

ARTICLE INFO	ABSTRACT
<p>Article history: Submitted: June 02, 2026 Final Revised: June 27, 2026 Accepted: June 29, 2026 Published: June 30, 2026</p> <p>Keywords: social media engagement; civic participation; young adults; digital citizenship; Indonesian youth.</p>	<p>Purpose This study examines the influence of social media engagement on civic participation among Indonesian young adults. As social media increasingly shapes communication, information access, and public discourse, understanding its role in fostering civic participation has become essential for contemporary digital societies.</p> <p>Methods A quantitative cross-sectional survey design was employed. Data were collected through an online questionnaire distributed to 327 Indonesian young adults aged 18–25 years using purposive sampling. Social Media Engagement was specified as the exogenous variable and Civic Participation as the endogenous variable. Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4.</p> <p>Findings The results indicate that respondents demonstrated high levels of social media engagement ($M = 4.18$) and moderate-to-high levels of civic participation ($M = 3.96$). Social Media Engagement positively and significantly influenced Civic Participation ($\beta = 0.681$, $t = 18.742$, $p < 0.001$). The model explained 46.3% of the variance in Civic Participation ($R^2 = 0.463$), while the effect size indicated a strong practical impact ($f^2 = 0.863$). The predictive relevance assessment also confirmed satisfactory predictive capability ($Q^2 = 0.298$).</p> <p>Research Implications The findings suggest that social media can serve as an effective platform for strengthening civic awareness and participation among young adults. Educational institutions, policymakers, and community organizations should utilize digital platforms to promote civic engagement and digital citizenship competencies.</p> <p>Originality This study contributes empirical evidence from Indonesia by demonstrating that social media engagement functions as a significant driver of civic participation among young adults in digital communities.</p>



INTRODUCTION

The expansion of digital communication technologies has transformed the way young adults interact with public issues, civic organizations, and community activities. Social media platforms have evolved beyond interpersonal communication tools and increasingly function as spaces for information exchange, political discussion, collective action, and civic engagement. Contemporary digital environments enable individuals to participate in public discourse with lower barriers to entry, creating new opportunities for civic involvement among younger generations. Recent studies indicate that digital platforms facilitate the dissemination of civic information, encourage public discussion, and support the development of participatory citizenship in various social and political contexts (Saud et al., 2023; Mulyono et al., 2022; Anggraeni et al., 2024).

Indonesia represents one of the largest digital societies in Southeast Asia, characterized by extensive social media adoption among young people. Individuals aged 18–25 years constitute a significant segment of active social media users, engaging with various platforms for communication, information seeking, entertainment, and social interaction. The increasing integration of digital technologies into everyday life has reshaped patterns of civic participation, particularly among youth populations. Social networking platforms provide channels through which young citizens can express opinions, engage in social campaigns, discuss public issues, and mobilize collective action. Empirical evidence suggests that social media usage has become an important factor influencing civic engagement and political participation among Indonesian digital natives (Tarsidi et al., 2023; Ida et al., 2025; Suhariyanto & Rozak, 2025).

The relationship between social media engagement and civic participation has attracted growing scholarly attention. Previous studies demonstrate that digital interactions may encourage awareness of social issues, strengthen civic knowledge, and increase participation in community-oriented activities. Social media exposure facilitates access to information and expands opportunities for interaction with diverse viewpoints, potentially contributing to civic development among young adults (Maulana & Milanti, 2023; Isdendi et al., 2023; Nurhayati et al., 2025). Research also highlights that digitally connected citizens are more likely to engage in civic discussions and collective activities when social media platforms provide opportunities for meaningful participation and information exchange (Mulyono et al., 2022; Anggraeni et al., 2024).

Several studies have documented the role of social media in supporting political activism and social movements in Indonesia. Digital platforms have facilitated youth involvement in public campaigns, advocacy initiatives, and issue-based mobilization efforts. The emergence of online movements such as #ReformasiDikorupsi and #TolakOmnibusLaw demonstrates the capacity of social media networks to encourage civic expression and collective participation among young citizens (Wahyuningroem et al., 2024). Similarly, digital activism has become an important mechanism through which youth contribute to social change and public discourse in contemporary Indonesian society (Nugroho, 2025). Meta-analytic evidence further confirms a positive relationship between social media use and various forms of political participation in the Indonesian context (Kurniawan et al., 2024).

Despite the growing body of literature, findings regarding the influence of social media engagement on civic participation remain inconclusive. While many studies report positive associations, concerns persist regarding the quality of digital interactions and their implications for civic outcomes. Social media environments may facilitate information sharing and participation, but they can also contribute to opinion polarization, misinformation, and fragmented public discourse. Research on information flow and opinion formation within Indonesian social networks indicates that online interactions significantly shape attitudes and behavioral responses among youth populations (Irwanto et al., 2025). The transformation of Indonesian culture in the digital era further illustrates how technological developments continuously reshape social values, communication patterns, and civic behaviors (Alauddin et al., 2025).

Existing studies have predominantly examined political participation, digital activism, citizenship education, or specific online movements. Comparatively fewer studies have focused on the broader relationship between everyday social media engagement and civic participation among young adults within Indonesian digital communities. Furthermore, many investigations employ qualitative approaches or concentrate on particular forms of political involvement, leaving limited empirical evidence regarding the structural relationship between social media engagement and civic participation measured through large-scale survey data (Nugroho, 2025; Wahyuningroem et al., 2024). This limitation suggests the need for quantitative research capable of examining the magnitude and direction of the relationship between these variables among Indonesian youth.

Young adults constitute a particularly relevant population for such investigation because they represent the most digitally connected generation and play an increasingly important role in civic life. Their patterns of digital engagement influence not only personal communication but also community participation, social responsibility, and public involvement. Studies concerning millennials and younger generations in Indonesia indicate that digital literacy, cultural diversity, local values, and online interaction collectively shape civic attitudes and social participation (Amin & Ritonga, 2024; Herani & Pranandari, 2024). Understanding how social media engagement contributes to civic participation is therefore essential for evaluating the civic implications of digital transformation in contemporary Indonesian society.

Based on these considerations, this study investigates the relationship between social media engagement and civic participation among young adults in Indonesian digital communities. Using survey data collected from more than 300 respondents aged 18–25 years and analyzed through a quantitative approach, the study seeks to examine whether higher levels of social media engagement are associated with greater civic participation. The findings are expected to contribute to the growing literature on digital citizenship, youth participation, and civic engagement while providing empirical evidence regarding the role of social media in shaping civic behavior among Indonesian young adults.

METHOD

Research Design and Participants

This study employed a quantitative cross-sectional survey design to examine the influence of social media engagement on civic participation among Indonesian young adults. The target population consisted of individuals aged 18–25 years who actively used social media platforms. Data were collected through an online questionnaire distributed via social networking platforms, university communities, and youth organizations.

A purposive sampling technique was applied to ensure that respondents met the predetermined criteria. Participants were required to be Indonesian citizens, aged between 18 and 25 years, and active social media users. A total of 342 questionnaires were returned. After data screening and removal of incomplete responses, 327 valid responses were retained for analysis.

Table 1. Demographic Criteria of Respondents

Criteria	Description
Nationality	Indonesian
Age Range	18–25 Years
Social Media Usage	Active User
Sampling Technique	Purposive Sampling
Valid Responses	327

The final sample of 327 valid responses provided an adequate empirical basis for examining the relationship between social media engagement and civic participation among Indonesian young adults. The purposive sampling approach ensured that all participants possessed the characteristics required to address the research objectives, particularly active engagement with social media platforms. Focusing on individuals aged 18–25 years reflects the relevance of this demographic, as young adults constitute one of the most active groups in digital communication and civic expression, making them an appropriate population for investigating the influence of social media on civic participation.

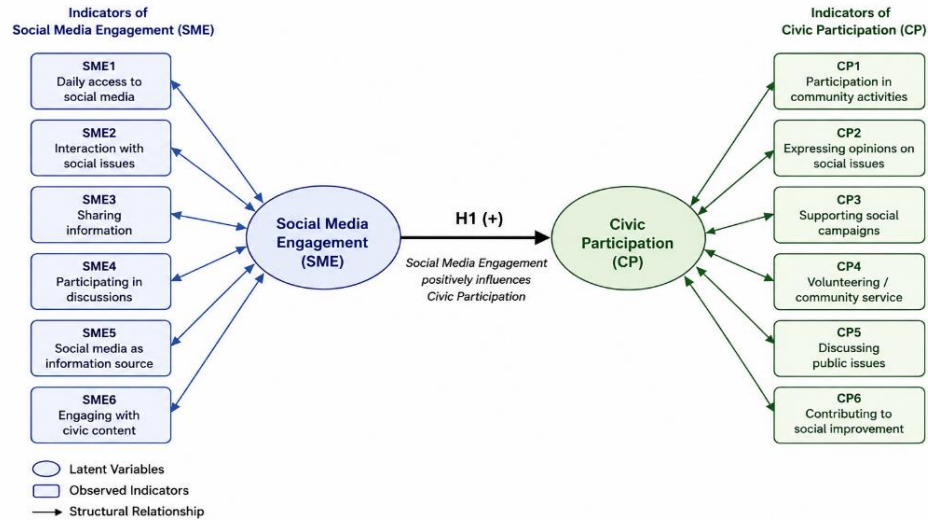
Research Instrument and Conceptual Model

Data were collected using a structured questionnaire measured on a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The study consisted of two latent constructs: Social Media Engagement (SME) and Civic Participation (CP).

Social Media Engagement refers to the extent to which individuals interact with, consume, share, and discuss information through social media platforms. Civic Participation refers to involvement in social, community, and public-oriented activities intended to contribute to societal development.

Table 2. Research Variables and Indicators

Variable	Code	Number of Indicators
Social Media Engagement	SME	6
Civic Participation	CP	6



H1: Social Media Engagement positively influences Civic Participation among Indonesian young adults.

Figure 1. Conceptual Research Model

Figure 1 illustrates the conceptual relationship proposed in this study, in which Social Media Engagement functions as the independent variable and Civic Participation as the dependent variable. The model assumes that greater engagement with social media facilitates access to information, interpersonal interaction, and opportunities for public discourse, which may encourage individuals to participate more actively in civic and community activities. This conceptual framework provides the theoretical basis for testing the proposed hypothesis and evaluating the extent to which social media engagement contributes to civic participation among Indonesian young adults.

Data Analysis

Data analysis was performed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The analysis was conducted in two stages. The first stage involved assessing the measurement model through indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. The second stage evaluated the structural model by examining path coefficients, coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and hypothesis testing. Bootstrapping with 5,000 subsamples was employed to determine the statistical significance of the proposed relationship. The hypothesis was accepted when the p-value was below 0.05 and the t-value exceeded 1.96.

Table 3. Evaluation Criteria for PLS-SEM

Assessment	Threshold
Factor Loading	> 0.70
Cronbach's Alpha	> 0.70
Composite Reliability	> 0.70
AVE	> 0.50
HTMT	< 0.90
VIF	< 5.00
p-value	< 0.05
t-value	> 1.96

The application of PLS-SEM enabled simultaneous evaluation of both the measurement model and the structural relationships proposed in the conceptual framework. Assessing reliability and validity ensured that the latent constructs were measured accurately before testing the hypothesized relationship. The use of bootstrapping with 5,000 resamples enhanced the robustness of statistical inference by providing stable estimates of standard errors and significance levels. Collectively, these analytical procedures strengthened the validity and credibility of the empirical findings by ensuring that the structural model was evaluated using established methodological criteria.

RESULTS

Social Media Engagement and Civic Participation among Indonesian Youth

The initial analysis examined the overall distribution of respondents' perceptions regarding social media engagement and civic participation. Mean scores indicate that respondents reported relatively high levels of engagement with digital platforms and moderate-to-high levels of civic participation.

Table 4. Construct-Level Descriptive Statistics

Construct	Mean	SD	Interpretation
Social Media Engagement	4.18	0.79	High
Civic Participation	3.96	0.88	Moderate-High

The findings suggest that social media has become an integral component of respondents' daily lives. Civic participation also demonstrated favorable levels, indicating that young adults actively engage in discussions, campaigns, and community-oriented activities. The relatively higher score of social media engagement compared to civic participation suggests that digital interaction may provide an important foundation for participatory behavior.

Measurement Quality Assessment

Before examining the relationship between variables, the quality of the measurement model was evaluated. Reliability, convergent validity, and discriminant validity assessments were conducted to ensure that all constructs met established statistical criteria.

Reliability and Convergent Validity

Table 5. Reliability and Convergent Validity Results

Construct	Loading Range	Alpha	CR	AVE
Social Media Engagement	0.811–0.875	0.912	0.932	0.697
Civic Participation	0.814–0.878	0.906	0.927	0.679

The measurement model demonstrated satisfactory reliability and convergent validity across both constructs. Indicator loadings exceeding 0.80 indicate that each observed variable contributes strongly to its corresponding latent construct. The Cronbach's Alpha and Composite Reliability values above 0.90 confirm a high degree of internal consistency, suggesting that the measurement items consistently capture the intended constructs. Furthermore, AVE values greater than 0.50 indicate that each construct explains more than half of the variance in its indicators, providing evidence that the measurement model possesses adequate convergent validity. These results support the suitability of the measurement model for subsequent structural model evaluation and hypothesis testing.

Discriminant Validity

Discriminant validity was assessed using the Heterotrait–Monotrait ratio (HTMT) to determine whether the latent constructs were empirically distinguishable from one another. HTMT is considered a robust criterion for evaluating discriminant validity in PLS-SEM, with values below 0.90 indicating that the constructs measure different theoretical concepts and exhibit acceptable construct distinctiveness.

Table 6. Discriminant Validity Assessment (HTMT)

Construct	SME	CP
SME	—	
CP	0.674	—

The discriminant validity assessment demonstrated that the two latent constructs are empirically distinct. The HTMT value of 0.674 remained well below the recommended threshold of 0.90, indicating that Social Media Engagement and Civic Participation do not exhibit excessive conceptual overlap. This result suggests that the indicators measure their intended constructs more strongly than they relate to other constructs in the model. Establishing discriminant validity is important because it confirms that the structural relationship tested in the

subsequent analysis reflects the association between two separate theoretical constructs rather than redundancy in measurement. The findings therefore support the adequacy of the measurement model and provide a sound basis for structural model evaluation and hypothesis testing.

Predictive Capacity of the Structural Model

The structural model was evaluated to determine its explanatory and predictive performance after the adequacy of the measurement model had been established. Model evaluation included the assessment of multicollinearity, explanatory power, predictive relevance, and effect size to examine the extent to which Social Media Engagement explains variations in Civic Participation..

Table 7. Structural Model Evaluation

Indicator	Value
VIF	1.000
R ²	0.463
Adjusted R ²	0.461
Q ²	0.298
f ²	0.863

The structural model demonstrated satisfactory explanatory and predictive performance. The VIF value of 1.000 indicates the absence of multicollinearity, confirming that the estimated relationship is not affected by collinearity among predictors. The coefficient of determination (R² = 0.463) shows that Social Media Engagement explains 46.3% of the variance in Civic Participation, representing moderate explanatory power and suggesting that social media engagement constitutes an important determinant of civic participation while additional factors may also contribute to the outcome. The positive Q² value (0.298) provides evidence that the model possesses adequate predictive relevance for observations beyond the estimation sample. Furthermore, the large effect size (f² = 0.863) indicates that Social Media Engagement makes a substantial contribution to explaining Civic Participation, reinforcing its theoretical and practical importance within the proposed structural model.

Direct Effect of Social Media Engagement on Civic Participation

The primary objective of this study was to determine whether social media engagement significantly influences civic participation among Indonesian young adults. The structural relationship was evaluated through bootstrapping procedures.

Table 8. Structural Path Estimates

Path	β	SE	t-value	p-value
SME → CP	0.681	0.036	18.742	0.000

The results indicate a strong positive association between social media engagement and civic participation. The standardized coefficient ($\beta = 0.681$) demonstrates that increased engagement with social media is associated with higher levels of civic participation. The relationship was statistically significant, as evidenced by the t-value exceeding 1.96 and a p-value below 0.001.

Empirical Evidence Summary

To facilitate interpretation, the principal findings are summarized below.

Table 9. Summary of Empirical Results

Research Objective	Finding
Measure social media engagement	High
Measure civic participation	Moderate-High
Assess measurement quality	Valid and Reliable
Evaluate model prediction	Moderate Predictive Power
Test research hypothesis	Supported
Direction of relationship	Positive

The empirical evidence consistently indicates that social media engagement serves as an important determinant of civic participation among Indonesian young adults. Respondents who reported higher levels of interaction, information sharing, and participation within social media environments also demonstrated stronger involvement in civic-related activities and public engagement.

DISCUSSION

Social Media as a Civic Engagement Infrastructure for Indonesian Youth

The findings indicate that Social Media Engagement significantly predicts Civic Participation among Indonesian young adults ($\beta = 0.681$, $p < 0.001$). The magnitude of the coefficient suggests that digital engagement is not merely associated with civic behavior but represents a substantial mechanism through which civic participation is facilitated. The explanatory power of the model ($R^2 = 0.463$) further demonstrates that nearly half of the variation in civic participation can be explained by differences in social media engagement. This result highlights the growing importance of digital environments in shaping participatory behaviors among younger generations.

The finding aligns with previous studies that identify social media as an important arena for civic interaction, public discussion, and democratic participation. Digital platforms provide opportunities for individuals to access information, exchange viewpoints, and engage with social issues beyond geographical and institutional boundaries. The integration of communication technologies into daily life has expanded opportunities for participation in civic activities that were previously constrained by physical and organizational limitations (Suherlan, 2023; Saputra et al., 2026). Social media therefore functions not only as a communication tool but also as a participatory infrastructure that supports civic involvement among digitally connected populations.

The descriptive results further reinforce this interpretation. Social Media Engagement exhibited a relatively high average score ($M = 4.18$), indicating that respondents actively interact with digital platforms as part of their daily routines. The highest indicator score was associated with regular social media access, suggesting that digital communication has become deeply embedded in the everyday experiences of Indonesian youth. This finding reflects broader transformations within Indonesian society, where social media increasingly mediates social interaction, information consumption, and community participation (Aidulsyah, 2023; Juhaidi, 2024; Novianti et al., 2025).

The strong effect identified in this study is also consistent with evidence demonstrating that digital technologies enhance opportunities for civic expression and democratic engagement. Political education, civic awareness, and public participation are increasingly supported through online communication channels that allow young citizens to engage with social and political issues in accessible ways (Santika & Tripayana, 2025). As participation becomes integrated with digital communication practices, social media emerges as a significant mechanism through which democratic values and civic responsibilities are enacted in contemporary society.

From Digital Interaction to Civic Action

The large effect size observed in the model ($f^2 = 0.863$) indicates that social media engagement contributes substantially to the formation of civic participation. This result suggests that civic behavior among young adults is influenced not only by traditional institutions such as schools, communities, or political organizations but also by patterns of interaction occurring within digital spaces.

One explanation can be found in the communicative characteristics of social media platforms. Digital environments facilitate rapid information dissemination, encourage public discussion, and expose users to diverse social issues. Continuous exposure to public discourse may increase awareness of societal concerns and stimulate engagement in civic activities. Jung et al. (2024) argue that algorithmic systems embedded within social media platforms influence offline civic participation by shaping information exposure, attention allocation, and social-psychological processes. Individuals who frequently encounter civic information are more likely to develop attitudes and behaviors associated with public participation.

The present findings are also supported by research examining online political participation among university students. Digital communication platforms encourage political discussion and interpersonal exchanges that subsequently increase participation in public affairs (Intyaswati & Fairuzza, 2023). Similar mechanisms may explain the relationship identified in this study. Frequent engagement with social media increases opportunities for discussion, opinion formation, and exposure to civic narratives, which collectively contribute to participatory behavior.

The relatively high mean score of Civic Participation ($M = 3.96$) provides additional evidence that digitally engaged youth are not passive consumers of online content. Respondents reported active involvement in expressing opinions, supporting social initiatives, and discussing public issues. Such findings support the growing literature suggesting that online participation increasingly complements offline forms of civic engagement rather than replacing them (Venus et al., 2024; Venus et al., 2025).

The development of civic participation through digital engagement can also be understood through the concept of social capital. Social media facilitates the formation of networks, trust, and collaborative relationships that strengthen collective action. Online interactions create opportunities for individuals to establish connections with communities sharing similar concerns and interests. Previous studies in Indonesia demonstrate that digital communication contributes to the development of social capital and collaborative engagement across various social contexts (Baharuddin et al., 2022; Kharisma, 2022). The current findings suggest that these processes may also contribute to the emergence of civic participation among young adults.

Civic Participation in the Era of Digital Society

The significance of Social Media Engagement as a predictor of Civic Participation reflects broader changes in the nature of civic life within contemporary digital societies. Civic participation is no longer confined to conventional activities such as organizational membership or attendance at community meetings. Digital communication technologies have expanded the forms, channels, and accessibility of participation.

The findings support recent observations that civic engagement increasingly emerges through digitally mediated practices. Online campaigns, advocacy initiatives, issue-based discussions, and community mobilization have become important components of contemporary civic participation. Research on digital democracy in Indonesia documents a growing shift from traditional forms of participation toward hybrid forms that combine online and offline engagement (Sumartias et al., 2025; Saputra et al., 2026). The positive relationship identified in this study provides empirical evidence supporting this transformation.

The role of social media extends beyond political participation alone. Digital platforms have been utilized to promote environmental awareness, public health campaigns, charitable giving, sustainable lifestyles, and community-based initiatives. Studies conducted in Indonesia demonstrate that social media contributes to climate communication, public health promotion, environmental engagement, institutional trust, and community mobilization (Briandana & Saleh, 2022; Hamdani et al., 2024; Suryani, 2024; Suryaputra et al., 2024; Yandri et al., 2023). These diverse applications suggest that civic participation increasingly occurs across multiple domains of social life rather than solely within political contexts.

At the same time, the findings should be interpreted within the broader realities of digital society. Although social media can encourage participation, digital engagement does not automatically produce positive civic outcomes. Concerns regarding political apathy, misinformation, algorithmic filtering, and psychological consequences remain relevant challenges within contemporary digital environments (Siregar, 2024; Fadillah, 2025; Ezeaka, 2025). Consequently, the positive relationship identified in this study should be understood as evidence of social media's participatory potential rather than as proof that all forms of digital engagement inevitably enhance civic participation.

The predictive relevance of the model ($Q^2 = 0.298$) suggests that social media engagement possesses meaningful explanatory capacity for understanding civic participation among Indonesian youth. Nevertheless, approximately 53.7% of the variance remains unexplained, indicating that civic participation is influenced by additional factors beyond digital engagement. Digital literacy, civic education, political efficacy, institutional trust, social identity, communication competence, and collaborative skills may represent important determinants that should be incorporated into future research (Lee et al., 2025; Ristiana et al., 2026; Santika & Tripayana, 2025). Expanding the model to include these variables may provide a more comprehensive understanding of civic participation within contemporary digital societies.

CONCLUSION

This study contributes to the growing body of knowledge on digital citizenship and youth participation by examining the relationship between social media engagement and civic participation among Indonesian young adults. The findings demonstrate that social media has evolved beyond its traditional function as a communication platform and increasingly serves as a space where civic awareness, public interaction, and participatory behaviors are cultivated. The study confirms that engagement within digital environments is closely associated with the development of civic-oriented attitudes and actions among young people, highlighting the importance of digital platforms in contemporary civic life.

The findings carry several practical implications. For policymakers and civic institutions, social media can be utilized as a strategic channel for promoting civic education, public awareness campaigns, and youth participation initiatives. Educational institutions may integrate digital citizenship and responsible online engagement into learning activities to strengthen students' civic competencies. Community organizations and public agencies can also leverage social media to encourage greater participation in social programs, volunteer activities, and community development efforts. These implications suggest that digital engagement should be viewed as a resource for strengthening participatory culture rather than solely as a medium for information consumption.

Despite its contributions, this study has several limitations. First, the research relied on cross-sectional survey data, which limits the ability to observe changes in civic participation over time. Second, the study focused exclusively on Indonesian young adults aged 18–25 years, restricting the generalizability of the findings to other age groups or sociocultural contexts. Third, the model examined only the direct relationship between social media engagement and civic participation, while other potentially influential factors were not incorporated into the analysis.

Future research should explore more comprehensive explanatory models by including variables such as digital literacy, civic knowledge, political efficacy, institutional trust, social capital, and online community involvement. Longitudinal and comparative studies across different regions, demographic groups, or countries may provide deeper insights into how digital engagement shapes civic behavior in diverse contexts. Qualitative and mixed-method approaches may also enrich understanding by capturing the experiences, motivations, and meanings that underlie youth participation in digital spaces.

The contribution of this study extends beyond academic discourse. For the broader public, the findings emphasize that meaningful engagement with social media can support constructive forms of civic participation and community involvement. As digital technologies continue to influence social interaction and public communication, fostering responsible and participatory digital practices becomes increasingly important for strengthening democratic culture and social cohesion in contemporary society.

ACKNOWLEDGEMENT

The authors sincerely appreciate the support and encouragement provided by their respective institutions, including Universitas Negeri Jakarta, Universitas Indraprasta PGRI, Universitas Negeri Surabaya, UIN Sunan Kalijaga Yogyakarta, and UIN Sunan Kudus, throughout the completion of this research. The authors are also grateful to all participants from Indonesian digital communities who generously shared their time and perspectives, making this study possible. In addition, the authors thank the editors and anonymous reviewers for their insightful feedback and valuable recommendations, which contributed to enhancing the quality and rigor of this manuscript.

REFERENCE

- Aidulsyah, F. (2023). The rise of urban Salafism in Indonesia: The social-media and pop culture of new Indonesian Islamic youth. *Asian Journal of Social Science*, 51(4), 252-259. <https://doi.org/10.1016/j.ajss.2023.07.003>
- Alauddin, M. B., Fitri, D., & Wenando, F. A. (2025). Tradition to technology: The transformation of Indonesian culture in the social media era. *Asian Journal of Media and Culture*, 1(1), 1-21. <https://doi.org/10.63919/ajmc.v1i1.16>
- Amin, M., & Ritonga, A. D. (2024). Diversity, local wisdom, and unique characteristics of millennials as capital for innovative learning models: Evidence from North Sumatra, Indonesia. *Societies*, 14(12), 260. <https://doi.org/10.3390/soc14120260>
- Anggraeni, L., Wahyudin, D., Azis, A., Baeihaqi, B., Putra, T. F., & Wadu, L. B. (2024). Citizens in Hyperconnection: How to Civic Engagement Building through Character Education on Digital Platforms?. *Jurnal Moral Kemasyarakatan*, 9(1), 82-89. <https://doi.org/10.21067/jmk.v9i1.10225>
- Baharuddin, T., Sairin, S., Nurmandi, A., Qodir, Z., & Jubba, H. (2022). Building social capital online during the COVID-19 transition in Indonesia. *Jurnal Komunikasi Ikatan Sarjana Komunikasi Indonesia*, 7(1), 130-142. <https://doi.org/10.25008/jkiski.v7i1.607>
- Briandana, R., & Saleh, M. S. M. (2022). Implementing environmental communication strategy towards climate change through social media in Indonesia. *Online Journal of Communication and Media Technologies*, 12(4), e202234. <https://doi.org/10.30935/ojcm/12467>
- Ezeaka, N. B. (2025). Exploring the relationship between social media usage and mental wellbeing of young adults in Nigeria. *International Journal of Research and Innovation in Social Science*. <https://dx.doi.org/10.47772/IJRISS.2025.90300335>
- Fadillah, D. (2025). Unveiling the psychological impact of social media on adolescents in Indonesia: Implications for research and practice. *Asian Journal of Psychiatry*, 107, 104463. <https://doi.org/10.1016/j.ajp.2025.104463>
- Hamdani, L., Sunarsih, S., Yusfiarto, R., Rizal, A., & Khoirunnisa, A. N. (2024). Social media, trust and intention to pay zakat through institution: lessons from Indonesian experience. *Journal of Islamic Marketing*, 15(9), 2399-2418. <https://doi.org/10.1108/JIMA-01-2023-0016>
- Herani, R., & Pranandari, A. (2024). Promote or inhibit? Examining the influence of youth digital advocacy on digital social entrepreneurship. *Social Enterprise Journal*, 20(5), 654-677. <https://doi.org/10.1108/SEJ-11-2023-0136>
- Ida, R., Mashud, M., Saud, M., Yousaf, F. N., & Ashfaq, A. (2025). Politics in Indonesia: democracy, social networks and youth political participation. *Cogent Social Sciences*, 11(1), 2432071. <https://doi.org/10.1080/23311886.2024.2432071>

- Intyaswati, D., & Fairuzza, M. T. (2023). The influence of social media on online political participation among college students: Mediation of political talks. *Southern Communication Journal*, 88(3), 257-265. <https://doi.org/10.1080/1041794X.2023.2165703>
- Irwanto, I., Bahfiarti, T., Unde, A. A., & Sonni, A. F. (2025). Social Network Analysis of Information Flow and Opinion Formation on Indonesian Social Media: A Case Study of Youth Violence. *Adolescents*, 5(2), 18. <https://doi.org/10.3390/adolescents5020018>
- Isdendi, R. R., Nanda, I., & Suganda, M. W. (2023, August). The role of Indonesia's digital citizenship generation in the realization of ethics in cyberspace. In *4th Annual Civic Education Conference (ACEC 2022)* (pp. 514-525). Atlantis Press. https://doi.org/10.2991/978-2-38476-096-1_57
- Juhaidi, A. (2024). Social media marketing of Islamic higher education institution in Indonesia: a marketing mix perspective. *Cogent Business & Management*, 11(1), 2374864. <https://doi.org/10.1080/23311975.2024.2374864>
- Jung, H., Dai, W., & Albarracín, D. (2024). How social media algorithms shape offline civic participation: A framework of social-psychological processes. *Perspectives on Psychological Science*, 19(5), 767-780. <https://doi.org/10.1177/17456916231198471>
- Kasemsarn, K., & Nickpour, F. (2025). Digital storytelling in cultural and heritage tourism: A review of social media integration and youth engagement frameworks. *Heritage*, 8(6), 200. <https://doi.org/10.3390/heritage8060200>
- Kharisma, B. (2022). Surfing alone? The Internet and social capital: evidence from Indonesia. *Journal of Economic Structures*, 11(1), 8. <https://doi.org/10.1186/s40008-022-00267-7>
- Kurniawan, W., Arham, M., & Muluk, H. (2024). Social Media's Influence on Political Participation: Insights from a Systematic Review and Meta-Analysis in Indonesian Psychology. *Jurnal Psikologi*, 51(3). <https://doi.org/10.22146/jpsi.101469>
- Lee, N. A. A., Tazijan, F. N., Adam, A. F. M., Ikhsanudin, I., & Bakar, R. A. (2025). Comparative analysis of digital literacy and 21st-century skills among university graduates in Malaysia and Indonesia: The role of collaboration, critical thinking, communication, and creativity. *Journal of Nusantara Studies (JONUS)*, 10(1), 166-191. <https://doi.org/10.24200/jonus.vol10iss1pp166-191>
- Maulana, M. Y., & Milanti, A. A. (2023). A systematic literature review on civic engagement program through citizenship education. *Jurnal Civics: Media Kajian Kewarganegaraan*, 20(2), 341-358. <https://doi.org/10.21831/jc.v20i2.66024>
- Mulyono, B., Affandi, I., Suryadi, K., & Darmawan, C. (2022). Online civic engagement: Fostering citizen engagement through social media. *Jurnal Civics: Media Kajian Kewarganegaraan*, 19(1), 75-85. <https://doi.org/10.21831/jc.v19i1.49723>
- Novianti, W., Noegroho, A., Yamin, M., Lotulung, L. J., & Desmiwati, D. (2025). Comparative study of the utilization of social media by indigenous religious organizations in Indonesia: The cases of Paguyuban Budaya Bangsa and Lalang Rondor Malesung. *Journal of Intercultural Communication*, 25(2), 30-45. <https://doi.org/10.36923/jicc.v25i2.1032>
- Nugroho, B. H. (2025). Digital activism and youth participation in Indonesia: A qualitative study of social media's role in contemporary social movements. *Priviet Social Sciences Journal*, 5(10), 91-105. <https://doi.org/10.55942/pssj.v5i10.603>
- Nurhayati, L., Supriadi, U., Jenuri, J., & Karim, A. (2025). Integrating digital citizenship and religious moderation in open and distance education: a holistic approach to character development in Indonesia. *Asian Association of Open Universities Journal*, 20(3), 261-276. <https://doi.org/10.1108/AAOUJ-02-2025-0025>
- Ristiana, H., Riswanto, D., Hopeman, T. A., Saputra, D. R., & Sholikhi, F. A. (2026). Collaborative Learning Models and Their Effect on Student Engagement and Learning Outcomes. *Journal of Contemporary Pedagogy and Learning Science*, 1(1), 61-72. <https://doi.org/10.65310/88te3790>
- Santika, I. W. E., & Tripayana, I. N. A. (2025). Strengthening Democracy Thorough Political Education in Indonesia. *International Journal of Education and Social Science Studies*, 1(2), 112-122. <https://doi.org/10.60153/ijesss.v1i2.202>
- Saputra, D. R., Asshofiah, K., & Sholikhi, F. A. (2026). Youth Participation in Digital Democracy: A Narrative Analysis of Global Civic Engagement Reports. *Anthroposia: Journal of Social and Human Development*, 1(1), 28-36. <https://doi.org/10.65310/e2vyra36>
- Saud, M., Ida, R., Mashud, M., Yousaf, F. N., & Ashfaq, A. (2023). Cultural dynamics of digital space: Democracy, civic engagement and youth participation in virtual spheres. *International Journal of Intercultural Relations*, 97, 101904. <https://doi.org/10.1016/j.ijintrel.2023.101904>
- Siregar, I. (2024). Phenomenological Review of the Issue of Political Apathy of Indonesia's Young Generation. *Polit Journal Scientific Journal of Politics*, 4(2), 135-147. <https://doi.org/10.33258/polit.v4i2.1159>

- Suhariyanto, D., & Rozak, A. (2025). Political Participation, Civic Education, and Social Media on Generation Z's Political Engagement. *The Eastasouth Journal of Social Science and Humanities*, 2(02), 161-170. <https://doi.org/10.58812/esssh.v2i02.455>
- Suherlan, S. (2023). Digital technology transformation in enhancing public participation in democratic processes. *Technology and Society Perspectives (TACIT)*, 1(1), 10-17. <https://doi.org/10.61100/tacit.v1i1.34>
- Sumartias, S., Dewi, E. A. S. D. S., Sjoraida, D. F. S., Budiana, H. R., & Ratnasari, E. (2025). From memes to activism: a bibliometric analysis of digital democracy research in Indonesia (2014-2024). *Ethiopian Renaissance Journal of Social Sciences and the Humanities*, 12(1). <https://doi.org/10.4314/erjssh.v12i1.1>
- Suryani, A. (2024). Digital dialogues: Analyzing the impact of social media on the effectiveness of public health campaigns. *Social Communication*, 25(1), 82-97.
- Suryaputra, R., Daryanti, S. R. I., & Setyowardhani, H. (2024). The role of social media in promoting sustainable green lifestyles: Influencers and value co-creation with Gen Z in Indonesia. *Journal of Entrepreneurial Economics*, 1(1), 45-62. <https://doi.org/10.61511/jane.v1i1.2024.1036>
- Tarsidi, D. Z., Suryadi, K., Budimansyah, D., & Rahmat, R. (2023). Social media usage and civic engagement among Indonesian digital natives: An Analysis. *Jurnal Civics: Media Kajian Kewarganegaraan*, 20(2), 257-269. <https://doi.org/10.21831/jc.v20i2.60812>
- Venus, A., Intyaswati, D., & Ayuningtyas, F. (2024). Exploring political expression among Indonesian youth on Youtube: An investigation of social identity and source credibility. *Sage Open*, 14(2), 21582440241262647. <https://doi.org/10.1177/21582440241262647>
- Venus, A., Intyaswati, D., Ayuningtyas, F., & Lestari, P. (2025). Political participation in the digital age: Impact of influencers and advertising on Generation Z. *Cogent Arts & Humanities*, 12(1), 2520063. <https://doi.org/10.1080/23311983.2025.2520063>
- Wahyuningroem, S. L., Sirait, R., Uljanatunnisa, U., & Heryadi, D. (2024). Youth political participation and digital movement in Indonesia: the case of# ReformasiDikorupsi and# TolakOmnibusLaw. *F1000Research*, 12, 543. <https://doi.org/10.12688/f1000research.122669.3>
- Yandri, P., Budi, S., & Putri, I. A. P. (2023). Waste sadaqah: a new community-based waste-management practice in Java, Indonesia. *Sustainability: Science, Practice and Policy*, 19(1), 2212510. <https://doi.org/10.1080/15487733.2023.2212510>

AI DISCLOSURE STATEMENT

During the preparation of this manuscript, the authors utilized an AI-assisted writing tool solely to enhance linguistic quality, improve sentence structure, and ensure consistency in academic writing. The AI tool did not contribute to the development of the research questions, methodology, data processing, findings, or scholarly interpretations. Every section of the manuscript was carefully evaluated, revised, and approved by the authors, who retain full responsibility for the content and conclusions presented in this article.

Abdul Kholik (Corresponding Author)

Department of Public Relations and Digital Communication, Faculty of Social Sciences and Law
Universitas Negeri Jakarta
Jakarta, Indonesia
Email: abdulkholik@unj.ac.id

Agus Kusman

Department of History Education, Faculty of Education and Social Sciences
Universitas Indraprasta PGRI Jakarta
Jakarta, Indonesia
Email: aguskusman2024@gmail.com

Arfin Nurma Halida

Department of Psychology, Faculty of Psychology
Universitas Negeri Surabaya
Surabaya, East Java, Indonesia
Email: arfinhalida@unesa.ac.id

Fiqi Restu Subekti

Department of Islamic Theology and Philosophy, Faculty of Ushuluddin and Islamic Thought

UIN Sunan Kalijaga Yogyakarta
Yogyakarta, Indonesia
Email: figirestu912@gmail.com

Miftakhul Jannah

Department of Islamic Education, Faculty of Tarbiyah and Teacher Training
UIN Sunan Kudus
Kudus, Central Java, Indonesia
Email: mifjanah9@gmail.com
