

The Influence of Social Media Marketing Adoption, Information Quality and Digital Culture on Political Engagement

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Abstract: Study This aim For analyze influence social media marketing adoption , quality information , and digital culture towards involvement political Generation Z in Padang Sappa Subdistrict , Palopo City , with use approach quantitative through analysis multiple linear regression . Test results show that instrument study has fulfil criteria validity and reliability , with Cronbach's Alpha value is above 0.6 . Findings study indicates that third variables independent influential positive and significant to involvement politics , good in a way partial and simultaneous . Coefficient value determination (R^2) of 0.729 indicates that amounting to 72.9% variation involvement political can explained by the adoption of social media marketing, quality information , and digital culture . Among third variables said , digital culture becomes the most dominant factor in influence involvement politics , which emphasizes that generation active young people interacting in digital spaces tends to own level awareness and participation more politics high . In terms of overall , results study This confirm importance role of social media , quality information , and digital culture in form participation political Generation Z in the era of digital democracy.

Introduction

Social media has the power to transform various aspects of society by shaping public perceptions, accelerating cultural transformation, and providing a space for self-expression and activism. Social media encompasses a variety of sites and applications that enable users to create and share content, such as text, images, and videos, and interact with other users through comments, messages, and other forms of communication. In general, social media refers to digital technologies that enable connectivity, interaction, and the widespread production and distribution of information.

Globalization and the development of information technology have increased global awareness of the importance of local culture and values. In this context, social media has become a primary means of social interaction, communication, and self-expression, ultimately influencing societal behavior and values, particularly among the younger generation. However, this phenomenon also presents various challenges, such as the erosion of traditional cultural values, increased dependence on technology, the spread of misinformation, and clashes between cultural values and modernity (Ayu & Bela, 2023).

Currently, Indonesia is experiencing very rapid development in the field of information technology. In general, information technology functions to process and analyze data to produce relevant, fast, clear, and accurate information. The ease of internet access via mobile devices in the era of globalization has made Generation Z highly dependent on the internet as a primary source of information. This dependence makes the quality of information obtained from the internet and social media a crucial factor in shaping the views of this generation. The quality of information influences the way individuals think, the decision-making process, and their behavior in interacting with technology, including the utilization of new technologies by Generation Z (Simbolon & Nasution, 2025).

Political engagement and social aspects of society are significantly influenced by the internet and social media platforms. Political actors, such as prospective leaders, government officials, and political party members, utilize social media as a digital communication channel to build and influence public opinion. The presence of social media also increases the effectiveness of political campaigns and the dissemination of political information. Each generational group has distinct behavioral characteristics according to the cultural environment in which they grew up.

Generation Z, often referred to as the digital generation, was born and developed amidst rapid technological advancements and exhibits a high level of dependence on technology. This generation, born between 1995 and the early 2010s, tends to prefer digital-based activities over outdoor activities. With the support of available technological devices, Generation Z has extensive access to various types of information. Political marketing activities through social media have been shown to influence the level of trust and loyalty of young voters. When internet users trust information shared by their friends or colleagues online, they tend to be more actively involved in online political activities, such as sending political messages, signing online petitions, reading political blogs, and joining political communities on social media. In a democratic system, activities in the digital space can build political capital and public trust, while social media marketing is part of an online marketing strategy that is used not only to promote products and services but also applied in political party marketing and political communication (Putri & Prihardini Wibawa, 2023).

Study previously generally only highlight social media influence to involvement political in a way partial , without integrate factor quality digital information and culture in general simultaneously . Besides that , some big studies Still focused on generation millennials or context general society , so that Not yet in a way specific study behavior Generation Z as digital natives in context involvement politics .

On the other hand , research about digital culture is often more Lots associated with behavior consumptive or performance organization , not in context participation politics . This is show existence limitations studies that connect digital culture with involvement political in a way empirical.

Study This own novelty with integrate three variables main , namely social media marketing adoption , quality information , and digital culture to in a comprehensive research model For explain involvement political Generation Z. Different with study previously tended to study variables the in a way separate research This combine all three in One framework complete analysis.

Besides that , research this also provides contribution new with put Generation Z as focus main , remembering its characteristics as a very close digital native with technology and social media . Research this also emphasizes role digital culture as variables dominant , not just variables supporters , in influence involvement politics . More further research This test in a way simultaneous combination factor technology , quality information and culture in context digital politics , so that give greater understanding comprehensive.

With Thus , research This expected can give perspective new in understand dynamics involvement politics in the digital era, especially among generation young .

Based on this description, this study aims to analyze the influence of social media marketing adoption, information quality, and digital culture on political engagement. Furthermore, this study aims to examine the relationship between these three independent variables and political engagement, both partially and simultaneously.

Adoption Social Media Marketing

Utilization of social media as means campaign political the more increase along with his abilities reach wide audience with cost relatively low as well as level participation high user . Politician young show increasing skills Good in using social media For weave connection with voters , expanding range communication , and convey message political in a way effective . With support digital devices and innovative strategies , they capable increase Power competition to more politicians experienced , at the same time open opportunity new in involvement discourse politics and formation opinion public . Besides that , mastery to various social media platforms allows occurrence interaction direct and fast with voters , such as give response to question as well as strengthen support in real time (Idris & Jamalullail , 2025).

In a way theoretical , use of social media in context political can explained through theory digital communication that emphasizes interactivity , participation , and engagement users as factor main in form opinion public and behavior politics .

H1: Adoption influential social media marketing positive to involvement politics.

Quality Information

Quality information refers to the level relevance , accuracy time , security , and method presentation interesting information in a website . Quality information can obtained via the internet if information the easy accessible , structured in a way systematic and available in a way adequate . Besides that , quality information can also be evaluated based on his abilities in produce information without limits , good For internal and external needs external organization . Information that has quality tall covers element accuracy , clarity , completeness , relevance , ease access , accuracy time , frequency updates , as well as suitability with need users . Research results previously show that quality good information play a role in increase perception users to utility system and encourage intensity its use . More advanced , level reception or rejection users to something system information influenced by the quality provided by the system said . In context study this , quality information defined as perception users to quality

information generated via the internet and utilized by students For fulfil need information (Pawirosumarto , 2016).

Quality information can also be explained through Information Quality theory states that that accurate , relevant and precise information time will increase trust users as well as influence taking decision .

H2: Quality information influential positive to involvement politics.

Digital Culture

Digital culture has now become an integral part of people's lives, with many individuals' activities, time, and attention absorbed in the digital space. This phenomenon is further amplified by the presence of social media, which allows people to obtain and disseminate information more easily and quickly. Koentjaraningrat argued that culture in a society is shaped by seven main elements, one of which is technology. The impact of the development of digital culture is evident in changes in people's consumption patterns, which tend to shift from face-to-face transactions to online shopping activities. Essentially, digital culture aims to support work execution, making it more efficient and saving time. However, as it develops, the use of digital technology has also given rise to a tendency towards excessive consumption behavior in society (Fikri Al Farasyi & Iswati, 2021).

Furthermore, Suparman and Sugiyanto (2022) explain that the characteristics of digital culture can be identified through the technical processes used, the cultural forms produced, and the types of experiences experienced in the digital environment. Rapid developments in technology, particularly in the information and communication sector, have accelerated this cultural transformation. Another perspective states that digital culture is a set of beliefs, assumptions, and symbols that serve as the foundation for organizations in conducting digital business activities through collaboration, creativity, and innovation supported by digital strategies.

Digital culture can understood through digital culture theory perspective which emphasizes that interaction man with technology will form pattern behavior new , including in activity social and political .

H3: Digital culture has an influence positive to involvement politics.

Involvement Political

Communities play a strategic role in fostering the development of political engagement, particularly in the digital era, marked by rapid advances in information and communication technology. The presence of social media, online discussion forums, and various other digital communication tools has transformed patterns of public participation in the political sphere. In this context, political engagement is no longer limited to conventional activities such as attending meetings or demonstrations, but has expanded into digital spaces, enabling broader and more inclusive political participation (Lubis, 2021).

In line with this, Lusi (2024) emphasized the importance of political participation theory in understanding this phenomenon. This theory explains the level of individual involvement in various political activities, including participation through online media. The use of social media and other digital platforms has the potential to influence the intensity of political participation by providing easier access and greater opportunities for people to engage in discussions, campaigns, and political movements.

Conceptually, political participation can be defined as the willingness of citizens to play an active role in influencing political institutions, processes, and decision-making. Public involvement in politics is a crucial foundation for governments, both at the central and regional levels, in formulating public policies that align with community aspirations. A group often highlighted in studies of political participation is first-time voters, individuals exercising their right to vote in a general election for the first time. The level of political engagement is often depicted as a rising curve, with participation among young adults tending to be lower than among older adults. Therefore, political engagement from adolescence is crucial because it can influence patterns of political participation in adulthood, thus encouraging research on the political engagement of adolescents as first-time voters (Alfaruqy, 2023).

Involvement political in the digital era can also explained through theory participation modern politics which states that development technology has expand form participation from conventional to digital.

H4: Adoption social media marketing, quality information, and digital culture in general simultaneous influential positive to involvement politics.

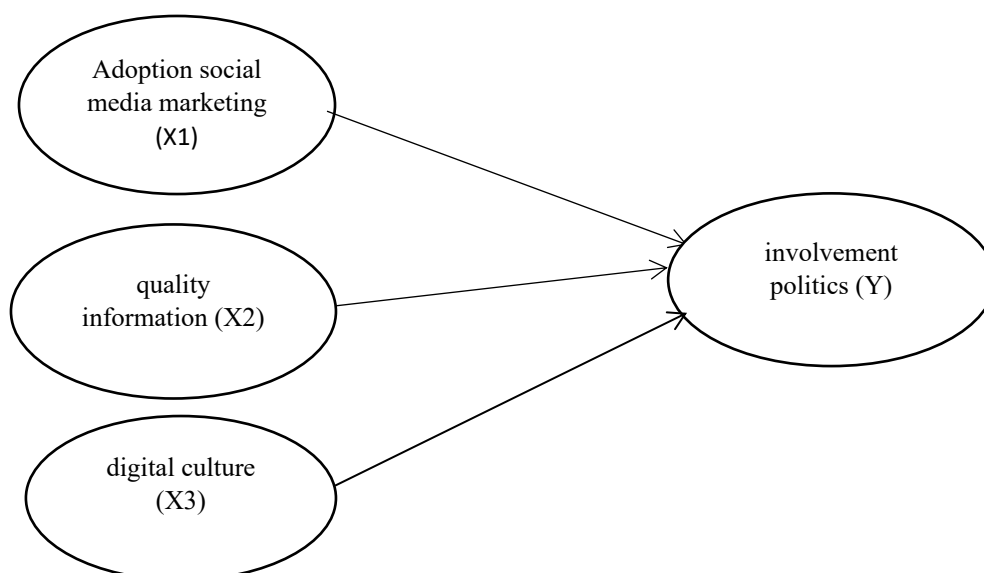


Figure 1. Framework Conceptual

Research Methods

Study This use approach quantitative as method research , with defined population as overall object or the subject that becomes target research , whereas sample is part from representative population characteristics certain (Amin et al., 2023). Population in study This is public Generation Z aged 17–35 years who are users active on social media and domiciled in Padang Sappa Subdistrict . Because of the number of population No can determined in a way certain , determination amount sample referring to the provisions minimum size , namely ten times the amount indicator measurement (Hair et al., 2017). With using 12 indicators , then amount The minimum sample is 120 respondents (10 × 12), and the research This involving 150 respondents so that has beyond minimum required limits . Data collection techniques are carried out through online questionnaire using Likert scale distributed via the Google Form platform, with type questionnaire closed which has range score from 1 (very much agree) to 5 (strongly agree). Next , data

analysis includes validity testing use Pearson Product Moment correlation at the level significance of 5% (0.05) for evaluate ability grains statement in measure constructs , and reliability tests use Cronbach's Alpha coefficient with minimum limit of 0.6. Testing hypothesis done through analysis multiple linear regression with help device SPSS software version 22 for know influence variables independent to variables dependent , good in a way simultaneous and partial.

Table 1. Research Variable Measurement Indicators

Variables	Item	Indicator	Source
Adoption of marketing media systems	Online interactivity between users and content politics on social media .	ASMM1	(Tatar & Eren- Erdoğan, 2016) (Hamid et al., 2022)
	Clarity and openness information politics on social media .	ASMM2	
	Trend follow trends and issues politics that are currently viral on social media.	ASMM3	
Information Quality	information politics delivered accurate and can trusted .	KI1	(Li et al., 2017) (Smith, Scott MAHmed et al., 2018)
	Information political served in a way appropriate timely and relevant with issue latest .	KI2	
	Information political served in a way clear and easy understood by the user.	KI3	
Digital Culture	Ability individual utilise digital technology for express view politics .	BD1	(Nambisan et al., 2017) (Dwivedi et al., 2022)
	Habit interact and discuss about issue political through digital media.	BD2	
	Attitude open to digital innovation and technology new in activity politics.	BD3	
Political involvement	Participation active in discussion politics on social media .	KP1	(Gil de Zúñiga et al., 2014) (Rice & Barman-Adhikari, 2014)

Results and Discussion

Validity Test

Validity test aim For evaluate to what extent each grains statement in questionnaire capable represent measured variables in a way accurate . Testing validity done with use method Pearson Product Moment correlation , namely with compare mark r count to r table of 0.149 at the level 5% significance . An item statement declared valid if mark r count more big from r table as well as own mark significance (Sig.) less from 0.05.

Based on results testing validity shown in Table 1, all statement items on the variables Social Media Marketing Adoption (X1), Quality Information (X2), Digital Culture

(X3), and Engagement Politics (Y) shows mark *r* count more tall compared to mark *r* table of 0.149 and own mark significance (Sig. 2-tailed) less of 0.05. Findings This indicates that all over indicator study fulfil criteria validity and capability represent construct variables studied in a way accurate . Therefore that , the instruments used in the four variables stated worthy For used at the stage analysis study furthermore.

Reliability Test

Reliability testing was conducted to assess the level of internal consistency of each statement item in the research instrument. Reliability testing used the Cronbach's Alpha coefficient. A variable is considered reliable if the Cronbach's Alpha value is greater than 0.70, indicating a good level of reliability in the research instrument.

Table 2. Reliability Test Results

Variables	Cronbach's Alpha	Condition	Information
X 1 Adoption Social Media Marketing	0.799	>0.70	Reliable
X 2 Quality Information	0.899	>0.70	Reliable
X 3 Digital Culture	0.842	>0.70	Reliable
Y Engagement Political	0.928	>0.70	Reliable

Based on the reliability test results presented in the table, all variables in this study obtained Cronbach's Alpha values exceeding the 0.70 limit. This finding indicates that the measurement instruments for the variables Social Media Marketing Adoption, Information Quality, Digital Culture, and Political Engagement have a good level of internal consistency, thus being declared reliable and suitable for use in further analysis.

Results of Multiple Linear Regression Analysis

Analysis multiple linear regression used For know influence Adoption Social Media Marketing (X1), Quality Information (X2), and Digital Culture (X3) towards Involvement Politics (Y). Based on results calculation regression , obtained equality as following :

$$Y=1.082+0.163X1+0.209X2+0.488X3+e$$

The results of the regression analysis show that all three independent variables have a positive and significant effect on political engagement. Among the three, the Digital Culture variable (X3) has the largest regression coefficient value, namely 0.488, so it can be said to be the most dominant factor in increasing political engagement. Furthermore, the Information Quality variable (X2) has a regression coefficient of 0.209, followed by the Social Media Marketing Adoption variable (X1) with a coefficient value of 0.163.

These findings indicate that the stronger the internalization of digital culture among the younger generation, the better the quality of information obtained, and the more optimal the use of social media marketing, the higher the level of political engagement tends to be. Thus, digital culture is the most influential factor in shaping respondents' political behavior when compared to the other two independent variables.

Partial Test (t-test)

t -test done For analyze the influence of each variable independent to variables dependent in a way partial . Retrieval decision based on values significance , where the variable independent stated influential significant if Sig. value more small from 0.05. In addition that , value coefficient regression (B) is used For show direction as well as size the influence exerted by each variable independent to variables dependent .

Based on the results of the *t-test*, all independent variables showed a significance value smaller than 0.05, so they were declared to have a significant effect on the Political Involvement variable. The Social Media Marketing Adoption variable had a positive effect with a coefficient value of 0.163, while Information Quality also had a positive effect with a coefficient of 0.209. Among the three, Digital Culture was the variable that had the strongest influence with a regression coefficient value of 0.488. This finding indicates that an increase in the three independent variables will be followed by an increase in the level of respondents' political involvement.

F test

F test done For know influence variables independent in a way simultaneous to variables dependent . Feasibility of the regression model determined based on mark significance , where the model is stated significant and worthy used if Sig. value more small from 0.05.

Based on results testing *F* , obtained mark *F* amounting to 45,728 with level significance by 0,000 which is more small of 0.05. Findings This show that variables Social Media Marketing Adoption , Quality Information , and Digital Culture in general simultaneous own significant influence to Involvement Politics . Therefore that , the regression model used in study This stated fit and able used For analysis at the stage furthermore.

Coefficient Determination (R²)

Coefficient determination used For measure to what extent the variables independent capable explain variations in variables dependent . The *R²* value is in the range of 0 to 1, where the more big the *R²* value obtained show the more strong regression model capability in explain variation variables tied .

R-square value of 0.729 indicates that 72.9% of the variation in political engagement can be explained by the variables of social media marketing adoption, information quality, and digital culture. Meanwhile, the remaining 27.1% is influenced by other factors not included in this research model. Furthermore, the *adjusted R-square value* of 0.722 indicates that the regression model used has good predictive ability and an adequate level of stability.

Table 6. Summary of Multiple Linear Regression Test Results

$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$			
Variables	Coefficient	t-statistic	Sig.
Constant	1,082	5,051	0.000
Adoption of Social Media Marketing (X1)	0.163	2,421	0.017
Quality Information (X2)	0.209	2,827	0.005
Culture (X3)	0.488	6,859	0.000
N = 150			
<i>R²</i> = 0.729			
Adj. <i>R²</i> = 0.722			
F-Statistic = 45.728			
Sig. = 0.000			
Variables dependent is Involvement Politics (Y), whereas variables independent is Social Media Marketing Adoption (X1), Quality Information (X2), and Digital Culture (X3).			
<i>Significance at $\alpha = 0.05$</i>			
X1 is Social Media Marketing Adoption, X2 is Information Quality, and X3 is Digital Culture.			

Based on Table 6 results analysis multiple linear regression show that all over variables independent , namely Social Media Marketing Adoption (X1), Quality Information (X2), and Digital Culture (X3), have influence positive and significant to Involvement Politics (Y). This is can seen from mark the significance of each variable is greater small from 0.05.

Variables Adoption of Social Media Marketing (X1) has mark coefficient of 0.163 with the t-statistic value is 2.421 and the level significance of 0.017. This result show that the more tall utilization of social media in activity marketing and communication politics , then the more increased involvement politics .

Next , the variables Quality Information (X2) shows mark coefficient of 0.209 with the t-statistic value is 2.827 and the level significance of 0.005. This is indicates that quality , accurate and relevant information capable increase participation individual in activity politics .

Variables Digital Culture (X3) has mark coefficient the largest , namely of 0.488 with the t-statistic value is 6.859 and the level significance of 0.000. Findings This show that Digital Culture is the most dominant variable in influence involvement politics .

Besides that , value coefficient determination (R^2) of 0.729 indicates that as big as 72.9% variation Involvement Political can explained by the three variables independent in the research model this , whereas the rest 27.1 % is influenced by other variables outside the research model . The F-statistic value is 45.728 with level significance of 0.000 also shows that the regression model used in a way simultaneous significant and worthy For used in explain connection between variable .

With thus , it can concluded that Social Media Marketing Adoption , Quality Information , and Digital Culture in general partial and simultaneous influential significant to Involvement Politics.

Discussion

This chapter discuss and interpret results data processing that has been obtained through analysis multiple linear regression . Discussion focused on explanation the influence of each variable independent , namely Social Media Marketing Adoption , Quality Information , and Digital Culture towards Involvement Politics , well in a way partial and simultaneous . Interpretation results study This associated with theories and findings study previously For strengthen meaning empirical from results processing of the data obtained .

Besides that , discussion this also highlights existence gap research (research gap) from studies previously generally only study social media influence to involvement political in a way partial , without integrate factor quality digital information and culture in general simultaneously . Therefore that , research This make an effort fill in gap the with present a more approach comprehensive . On the other hand , the novelty study This lies in testing three variables main in a way integrated in context involvement political Generation Z, which during This Still limited in study empirical.

Influence Adoption of Social Media Marketing towards Involvement Political

Research result show that Adoption of Social Media Marketing is influential positive and significant to Involvement Politics . This is proven with mark coefficient regression of 0.163, the calculated t value is 2.421, and level significance of 0.017 which is higher small of 0.05. Findings This indicates that improvement utilization of social media as means marketing and communication political will followed by an increase

involvement political generation Z.

In a way substantive, results This show that social media No only functioning as a medium of entertainment, but also becoming room strategic for distribution message politics and interaction between public with actor politics. Content politics presented in a way interactive and easy accessible push individual For involved in a way active, good in form discussion, sharing information, as well as participation in campaign online politics.

Findings This in line with social media marketing theory states that that intensity interaction and engagement users in social media capable form attitudes and behavior audience. Research this also supports results study previously mentioned that marketing political through social media capable increase trust as well as participation politics, especially among generation young people who have dependence tall to digital technology.

However Thus, the results study This at a time strengthening the existing research gap, where research previously tend only placing social media as the only one factor main, without consider quality digital information and culture. New in findings This show that even though social media marketing is influential significant, its influence become more meaningful when analyzed together other variables in one integrated model.

Influence Quality Information to Involvement Political

Test results show that Quality Information own influence positive and significant to Involvement Politics, with mark coefficient regression of 0.209, the calculated t value is 2.827, and the level of significance of 0.005. Findings This indicates that the more Good quality information politics accepted by individuals, then the more high level involvement politics shown.

Quality the information in question covers accuracy, relevance, clarity, and accuracy time presentation information politics. Quality information help individual understand issues political in a way more objective and rational, so push emergence awareness politics and desires For participate in the political process.

Research result This strengthen view that information that is not accurate or misleading potential lower participation politics, meanwhile quality information precisely increase interest and involvement society. With Thus, the quality information become factor important in form behavior political generation Z in the middle heavy current digital information.

Findings this also fills emptiness study previously not yet optimally link quality information with involvement political in digital context. Novelty study This lies in the affirmation that quality information No only as factor supporters, but as variables important that in direct influence involvement politics.

Influence Digital Culture towards Involvement Political

Based on results analysis, Digital Culture is proven own the most dominant influence to Involvement Political compared to variables others. This is indicated by the value coefficient regression of 0.488, the calculated t value is 6.859, and level significance of 0.000. The largest coefficient value This show that Digital Culture is factor main influencing factors involvement political generation Z.

Findings This indicates that individuals who have strong digital culture marked with ability utilise technology, habits interact in digital space, as well as openness to innovation technology tend more active in activity politics. Digital culture encourages

individual For No only become consumer information , but also producers and disseminators information politics .

This result show that involvement politics in the digital era is not Again limited to activities political conventional , but rather develop to digital space through online discussions , online campaigns , and participation in digital community . With Thus , digital culture plays a role as foundation main in form participation political generation young people in the era of digital democracy .

Novelty from findings This lies in the placement digital culture as variables dominant , which is in study previously Still seldom made into focus main in explain involvement politics . Besides that , research This succeed show that digital culture has more influence strong compared to factor technology and information solely .

Influence Social Media Marketing Adoption , Quality Information , and Digital Culture in general Simultan to Involvement Political

Test results simultaneous show that Social Media Marketing Adoption , Quality Information , and Digital Culture in general together influential significant to Involvement Politics . This is proven with calculated F value amounting to 45,728 and the level significance of 0.000, which indicates that the research model worthy used For explain connection intervariable .

Besides that , value coefficient determination (R Square) of 0.729 shows that 72.9% of the variation involvement political can explained by the three variables independent in study this . Meanwhile that , the rest 27.1 % is influenced by other factors outside the research model , such as factor education , environment social , and characteristics individual .

The height mark coefficient determination show that involvement political Generation Z is greatly influenced by factors related to with utilization of social media , quality information , and digital culture . Findings This confirm that digital transformation has a very significant role in form pattern participation political modern society .

In a way overall , results This confirm novelty research that is capable integrate third variables in a comprehensive analysis model . Research this also works fill the research gap with show that involvement political No only influenced by one factor single , but rather is results interaction between factor technology , quality information , and digital culture in general simultaneous .

Conclusion

Based on the results of the study on the influence of Social Media Marketing Adoption, Information Quality, and Digital Culture on Political Engagement, it can be concluded that all research instruments have met the validity and reliability criteria, making them suitable for use in further testing. The results of the regression analysis indicate that the three independent variables have a positive and significant influence on political engagement. Social Media Marketing Adoption provides a positive contribution, indicating that the more optimal the use of social media as a means of conveying political information, the higher the level of individual political participation. In addition, Information Quality has also been shown to have a significant influence, where accurate, clear, and relevant information can increase respondents' political interest and engagement.

Furthermore, Digital Culture is the variable with the most dominant influence on political engagement. These findings indicate that the stronger the digital culture formed,

characterized by the ability to utilize technology, the intensity of interaction in the digital space, and participation in internet-based activities, the greater the individual's tendency to engage in political activities. Simultaneously, these three variables were able to explain 72.9% of the variation in political engagement, indicating that the research model has strong predictive power. Thus, the results of this study confirm that digitalization and information quality play a significant role in shaping political engagement in the modern generation.

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