



Harnessing Social Media for Political Socialization to Boost Youth Participation in Society 5.0

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Article history: Received: June, 15, 2026 Revised: July, 18, 2026 Accepted: August, 6, 2026 Keywords: Digital Political Communication; Political Socialization; Society 5.0; Social Media; Youth Political Participation.	Social media has become a dominant digital environment for political communication and civic engagement, particularly among young people who represent the largest proportion of voters in Indonesia. However, despite widespread digital connectivity, youth political participation remains inconsistent, highlighting the need to better understand the role of social media in political socialization within the Society 5.0 framework. This study aims to examine how social media contributes to strengthening youth political participation through political socialization. A qualitative literature review was conducted by systematically analyzing peer-reviewed journal articles, academic books, official reports, and publicly accessible digital sources related to social media, political participation, and Society 5.0. The collected data were analyzed using the Miles and Huberman interactive model, encompassing data reduction, data display, thematic coding, interpretation, and verification. The findings indicate that social media facilitates political learning by expanding access to political information, encouraging interactive civic dialogue, and promoting democratic engagement among young citizens. Platforms such as YouTube, Instagram, TikTok, and AI-assisted political communication initiatives demonstrate considerable potential to strengthen political awareness when supported by credible information and adequate digital literacy. This study contributes to the literature by integrating political socialization, digital political communication, and the Society 5.0 perspective into a comprehensive conceptual framework while providing practical insights for policymakers, educational institutions, electoral management bodies, and civil society organizations in designing more effective digital political education strategies.
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INTRODUCTION

The rapid expansion of digital technologies has fundamentally transformed the way societies communicate, access information, and participate in public affairs. Rather than functioning merely as communication tools, emerging digital technologies have become integral components of governance, economic activities, education, and democratic engagement (Asimakopoulous et al., 2025; Troitiño et al., 2024). This transformation has accelerated the transition from the Industry 4.0 paradigm toward Society 5.0, a concept introduced by Japan that emphasizes the integration of cyberspace and physical space to create a human-centered society supported by artificial intelligence (AI), the Internet of Things (IoT), big data, and other advanced digital technologies. Unlike previous technological revolutions that primarily prioritized industrial productivity and automation, Society 5.0 seeks to ensure that technological innovation contributes directly to improving human well-being, social inclusion, and sustainable development (Ghobakhloo et al., 2024; Kasinathan et al., 2022; Mouazen et al., 2025). Consequently, digital platforms are no longer viewed solely as

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technological infrastructures but also as strategic environments where social values, civic interactions, and democratic practices are continuously negotiated. This transformation has substantially altered how governments, institutions, political actors, and citizens interact within increasingly interconnected digital ecosystems (Panori et al., 2021; Ramjit, 2025). As societies become progressively dependent on digital communication, understanding the implications of these technological changes for democratic participation has become an increasingly important scholarly concern.

Among the technological innovations shaping Society 5.0, social media has emerged as one of the most influential platforms affecting political communication and civic engagement. The widespread adoption of social networking platforms has dramatically reduced barriers to information exchange while enabling citizens to communicate directly with political leaders, institutions, and fellow citizens without relying exclusively on conventional media channels (Chami, 2025). In Indonesia, this transformation is particularly significant because social media penetration continues to increase across almost all demographic groups (Tewu et al., 2025; Wibawa et al., 2025). Recent national statistics indicate that approximately 191 million Indonesians actively use social media, representing more than seventy percent of the country's population, with YouTube, Instagram, Facebook, WhatsApp, and TikTok dominating digital communication activities (Kartikawangi, 2026). At the same time, younger citizens constitute the largest proportion of digital users and demonstrate substantially higher levels of online activity than previous generations (Matthes, 2022). This demographic dominance creates unprecedented opportunities for political institutions, electoral bodies, and civil society organizations to disseminate political information through digital platforms. Nevertheless, increasing digital connectivity has not automatically translated into stronger democratic participation, revealing an important contradiction between technological accessibility and actual civic engagement (Deseriis, 2021; Nurlinah et al., 2025). This discrepancy suggests that digital expansion alone cannot guarantee meaningful political participation without effective political socialization mechanisms.

The urgency of addressing this issue becomes even greater when viewed from Indonesia's contemporary electoral landscape, where Millennials and Generation Z collectively account for more than half of registered voters in the 2024 general election (Nurjanah & Zaenal, 2026). Their demographic dominance positions young people as decisive actors capable of shaping future democratic outcomes and influencing national political development. However, empirical evidence indicates that many young citizens continue to demonstrate relatively limited political participation despite their intensive use of digital platforms, reflecting persistent challenges in political awareness, civic responsibility, and electoral engagement (WARA, 2026; Younis et al., 2023). This situation illustrates that extensive exposure to digital media does not necessarily produce informed political behavior or sustained democratic involvement. Instead, the effectiveness of social media depends largely on how political information is communicated, interpreted, and internalized by young users within increasingly complex digital environments (Daud, 2021; Mann, 2026). Furthermore, the rapid circulation of misinformation, algorithm-driven content personalization, online polarization, and political disinformation has complicated the process of political learning among digital natives, making critical political literacy more essential than ever (Tayie, 2025). Consequently, investigating how social media functions as a platform for political socialization is not merely relevant to understanding contemporary political communication but is also essential for identifying strategies capable of strengthening youth participation and promoting more inclusive democratic governance in the era of Society 5.0.

Political socialization has long been recognized as a fundamental process through which individuals acquire political knowledge, internalize democratic values, and develop attitudes toward political institutions and civic responsibilities. In contemporary societies, this process increasingly occurs within digital environments where information is produced, distributed, and interpreted through social media rather than conventional communication channels. Interactive features embedded in platforms such as YouTube, Instagram, TikTok, and X enable users not only to consume political information but also to discuss public issues, evaluate competing narratives, and actively participate in political conversations (Kim, 2026). These characteristics distinguish digital political socialization from traditional mass communication by encouraging multidirectional interaction and continuous public engagement. At the same time, the integration of algorithmic recommendation

systems has transformed how political information reaches different audiences, influencing both the visibility of political messages and the formation of political attitudes (Bojić et al., 2025; Papathanassopoulos & Giannouli, 2025). Consequently, social media has evolved into a dynamic arena where democratic participation can either be strengthened through informed engagement or weakened by selective exposure, misinformation, and ideological polarization. Understanding these dual characteristics is therefore essential for evaluating the strategic role of social media within the broader framework of Society 5.0.

Recent scholarship has increasingly examined the relationship between social media and political participation from multiple disciplinary perspectives, including political communication, media studies, public administration, and digital democracy (Basha et al., 2026; Boulianne et al., 2023). Previous studies consistently report that social media facilitates access to political information, expands opportunities for civic expression, and encourages political engagement among younger citizens (Gilmore & Moffett, 2021; Saud et al., 2023). Other investigations emphasize that digital platforms enhance political efficacy by enabling direct interaction between citizens and political actors while supporting online activism, campaign participation, and issue-based mobilization (Muya & Onyinge, 2026; Rasul & Shin, 2026). Additional research has explored how social media algorithms influence political preferences, demonstrating that personalized content distribution may simultaneously increase political awareness and reinforce ideological polarization through echo chambers and filter bubbles. Studies have also highlighted the importance of media literacy, family communication, and digital citizenship in moderating the effects of online political information (Munger et al., 2021). Collectively, these findings establish that social media represents a powerful instrument for contemporary political communication; however, the effectiveness of this instrument depends heavily on broader social, technological, and institutional contexts. Although the existing literature has substantially advanced understanding of digital political engagement, it remains fragmented across different theoretical perspectives and national settings.

Despite the growing body of research, several important limitations continue to constrain current knowledge regarding political socialization in the context of Society 5.0. First, many previous studies have concentrated primarily on measuring political participation or voting behavior without explicitly examining political socialization as the underlying mechanism connecting digital interaction with democratic engagement (Gil de Zúñiga et al., 2021; Hansen, 2022). Second, existing investigations frequently analyze individual social media platforms or specific electoral campaigns, resulting in fragmented evidence that provides limited understanding of how multiple digital platforms collectively shape political learning among young citizens. Third, although recent studies acknowledge the influence of artificial intelligence, algorithmic curation, and big data on political communication, relatively few have discussed how these technological developments redefine political socialization within the human-centered philosophy of Society 5.0 (Setiadi et al., 2023). Furthermore, empirical discussions concerning Indonesia have generally focused on campaign effectiveness, digital activism, or electoral marketing, while providing limited attention to the broader educational function of social media in cultivating democratic awareness among the country's largest voter demographic. These shortcomings reveal a clear research gap indicating the need for a more comprehensive examination that integrates political socialization, youth political participation, social media ecosystems, and the Society 5.0 framework into a unified analytical perspective. Addressing this gap is expected to enrich the theoretical understanding of digital political socialization while offering practical insights for policymakers, electoral institutions, educators, and digital communication practitioners seeking to strengthen democratic participation in increasingly technology-driven societies.

Against this background, the present study aims to examine the strategic role of social media as a platform for political socialization in strengthening youth political participation within the Society 5.0 era. Rather than focusing solely on the effectiveness of individual social media platforms or specific political campaigns, this study adopts a broader analytical perspective by synthesizing contemporary evidence on how digital communication ecosystems facilitate political learning, civic awareness, and democratic engagement among young citizens. The study contributes theoretically by integrating the concepts of Society 5.0, political socialization, digital political communication, and youth political participation into a comprehensive conceptual discussion that reflects current technological developments. It also extends previous scholarship by positioning social media not

merely as a communication channel but as a strategic social institution capable of shaping political knowledge, democratic values, and participatory behavior in digitally connected societies. From a practical perspective, the findings are expected to provide valuable insights for governments, electoral management bodies, educational institutions, civil society organizations, and political stakeholders in designing more effective digital political education and communication strategies for younger generations. Furthermore, the study highlights the importance of promoting critical digital literacy and responsible political communication to maximize the democratic benefits of social media while minimizing the risks associated with misinformation, algorithmic bias, and online polarization. By addressing the identified research gap, this study seeks to advance the understanding of political socialization in contemporary digital societies and provide evidence that supports the development of more inclusive, informed, and sustainable democratic participation in the Society 5.0 era.

METHOD

Research Design

This study employed a qualitative research design using a literature review approach to examine the strategic role of social media as a platform for political socialization in enhancing youth political participation within the Society 5.0 era. A qualitative literature review was considered the most appropriate approach because the research sought to synthesize, interpret, and critically evaluate existing scholarly knowledge rather than generate primary empirical data. Unlike conventional narrative reviews, this study adopted a structured and transparent review process to identify, select, analyze, and synthesize relevant evidence from multiple academic and authoritative sources. The analytical orientation was interpretive-descriptive, allowing the researchers to explore conceptual relationships among social media, political socialization, democratic participation, and technological transformation. The review also incorporated publicly available digital information from official social media platforms to enrich contextual understanding of contemporary political communication practices in Indonesia. This methodological design enabled a comprehensive examination of current knowledge while identifying emerging trends, theoretical developments, and practical implications relevant to political participation in the Society 5.0 context.

Data Sources and Search Strategy

The study relied exclusively on secondary data obtained from peer-reviewed journal articles, academic books, conference proceedings, official government publications, institutional reports, and publicly accessible digital content. Literature was primarily retrieved from internationally recognized databases, including Scopus and Google Scholar, complemented by authoritative reports from governmental institutions and reputable digital media sources. To ensure the relevance and currency of the evidence, priority was given to publications released between 2021 and 2026, while earlier seminal works were retained only when they provided essential theoretical foundations for political socialization and digital political communication. The literature search employed combinations of keywords such as social media, political socialization, political participation, youth participation, digital democracy, Society 5.0, artificial intelligence, and political communication. Retrieved publications were subsequently screened according to predefined inclusion criteria, namely relevance to the research objectives, methodological credibility, publication quality, and direct discussion of social media within political or democratic contexts. Sources that lacked academic rigor, duplicated findings, or were unrelated to the scope of the study were excluded from further analysis.

Research Procedure

To ensure methodological transparency and facilitate research replication, the overall research procedure is illustrated in Figure 1. The workflow demonstrates the sequential stages undertaken throughout the literature review, beginning with the identification of the research problem and continuing through literature retrieval, eligibility assessment, source selection, data extraction, qualitative analysis, thematic synthesis, interpretation, and trustworthiness verification. This structured procedure reflects the principles of systematic qualitative inquiry while remaining consistent with the analytical framework proposed by Miles and Huberman.

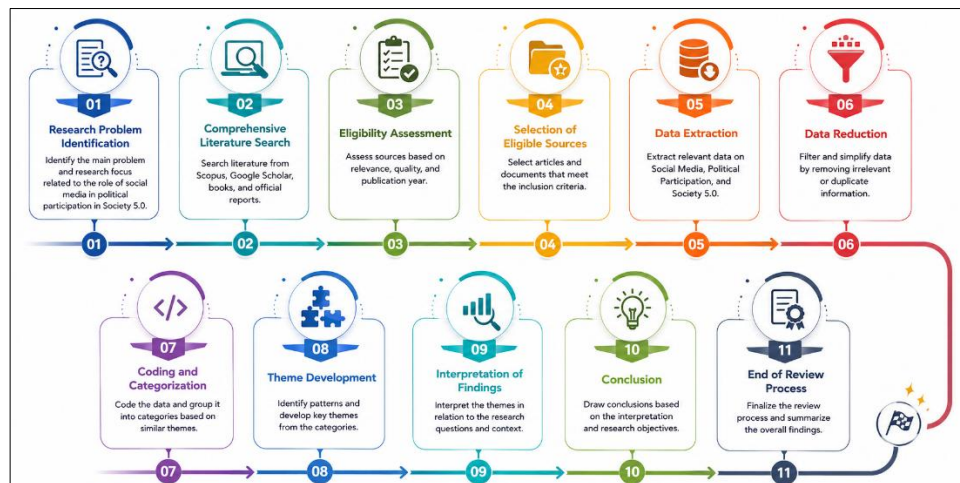


Figure 1. Research Procedure Flowchart

As presented in Figure 1, the research process followed an iterative rather than strictly linear sequence. During the analytical stage, researchers repeatedly revisited the selected literature to refine coding, verify thematic consistency, and strengthen conceptual interpretation. This iterative approach enhanced analytical rigor by allowing continuous comparison across studies and ensuring that the synthesized findings accurately reflected the available body of evidence.

Data Collection Procedure

Data collection was conducted through several sequential stages. The process began with identifying the research problem and defining the conceptual boundaries of the study based on current issues surrounding social media, political socialization, youth political participation, and Society 5.0. Relevant literature was then systematically searched using predefined keywords across selected academic databases and complementary documentary sources. After the initial retrieval process, each publication underwent eligibility screening to evaluate its relevance, methodological quality, publication period, and contribution to the research objectives. Eligible sources were subsequently subjected to detailed data extraction, during which bibliographic information, research characteristics, theoretical perspectives, methodological approaches, principal findings, and practical implications were recorded in an analytical matrix. To complement the academic literature, publicly available information from official social media platforms, digital political communication initiatives, and governmental publications was also documented to provide contextual evidence supporting the literature synthesis.

Data Analysis

The collected data were analyzed using the interactive model developed by Miles and Huberman, consisting of data reduction, data display, conclusion drawing, and verification. During the data reduction stage, irrelevant information was removed while significant findings related to political socialization, youth participation, and social media were retained and organized. The remaining evidence was then systematically displayed through thematic matrices to facilitate comparison across studies. Subsequently, qualitative coding was conducted to classify similar concepts into broader analytical categories, enabling the identification of recurring patterns and emerging themes. These themes were continuously interpreted by comparing theoretical perspectives with empirical findings reported in previous studies, allowing the development of an integrated understanding of the role of social media in contemporary political socialization. Throughout the analytical process, interpretation remained closely aligned with the objectives of the study to ensure that the synthesized findings accurately reflected the evidence available in the selected literature.

Trustworthiness

To enhance the credibility and dependability of the findings, several trustworthiness strategies were implemented throughout the review process. Source triangulation was applied by comparing evidence obtained from peer-reviewed journal articles, academic books, official reports, and publicly accessible digital documents. Methodological consistency was maintained through predefined inclusion and exclusion criteria, systematic coding procedures, and repeated verification of thematic interpretations across multiple sources. The researchers also maintained an audit trail documenting literature selection, coding decisions, thematic refinement, and analytical interpretation to improve transparency and confirmability. Furthermore, interpretative conclusions were continuously cross-checked against the original publications to minimize subjective bias and ensure that the synthesized findings faithfully represented the available evidence.

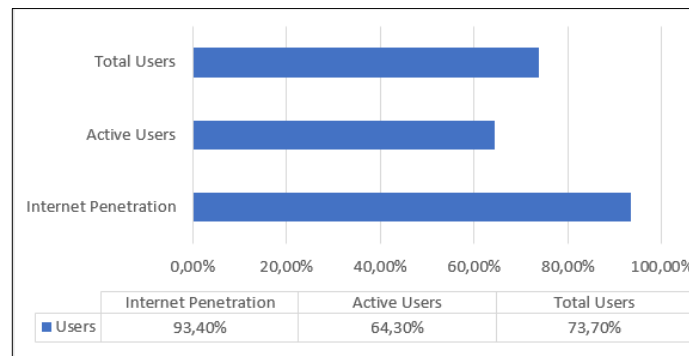
Ethical Considerations and AI-Assisted Research

This study exclusively utilized publicly accessible secondary data and therefore did not involve human participants, personal data collection, or ethical risks requiring institutional review board approval. Nevertheless, the research adhered to principles of academic integrity by accurately citing all original sources and ensuring responsible use of published materials. Artificial intelligence tools were employed solely as supportive instruments during manuscript preparation. ChatGPT (OpenAI, GPT-5.5) assisted with language refinement, paraphrasing, and improving academic readability, whereas Scopus AI (Elsevier) was used to facilitate literature exploration and identify potentially relevant scholarly publications. All analytical decisions, interpretation of findings, synthesis of evidence, and final conclusions remained entirely under the responsibility of the authors.

RESULTS AND DISCUSSION

Results

In the era of Society 5.0, technological advancements have transformed patterns of communication and interaction within society, particularly through social media. The increasing variety and prevalence of social media platforms have created new spaces for various activities, including political socialization. In Indonesia, social media has evolved beyond being a mere tool for communication and entertainment to becoming a vital instrument for political socialization, targeting the younger generation as a key driver of voter participation. Amid the growing use of the internet, data reveals that the majority of social media users are from the younger age group, making it a strategic platform for disseminating relevant political messages. In 2024, it was reported that social media in Indonesia reached a total of 191 million users, accounting for 73.7% of the total population, with 64.3% being active users. See figure 2.

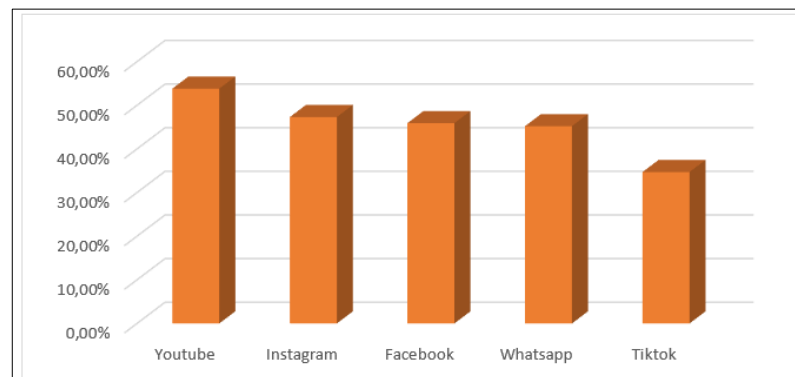


Source: Panggabean (2024)

Figure 2. Internet users data in Indonesia

The most popular social media platforms such as YouTube, Instagram, Facebook, WhatsApp, and TikTok have successfully gathered a significant number of users in Indonesia. YouTube holds the top spot with a total of 139 million users, or approximately 53.8% of the population, demonstrating its role as a primary source for accessing video content and visual information. Next in line is

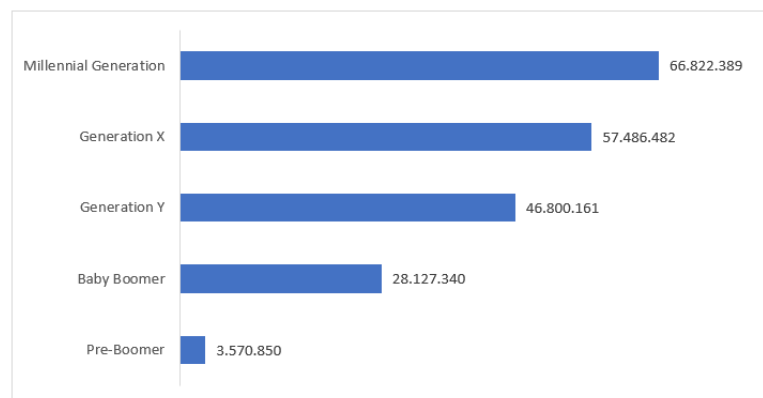
Instagram, with 122 million users, or 47.3% of the population, functioning not only as a platform for photo sharing but also as a media for building self-image and following current trends, including political contexts. Facebook, with 118 million users, or 45.9% of the population, remains one of the important platforms for society, especially for sharing news and engaging in active community group discussions. Meanwhile, WhatsApp, with 116 million users (45.2%), also plays an important role as a fast and easy communication tool, enabling discussions and sharing of political information through private chat groups. TikTok, accessed by 89 million users or 34.7% of the population. See figure 3 is the graph of social media usage in Indonesia.



Source: Panggabean (2024)

Figure 3. Social Media User Data in Indonesia

With the dominance of users aged 18-34 reaching 54.1%, social media has become a gathering place for millennials and Generation Z, who together form the majority of voters in the 2024 General Election. This data highlights the urgency of social media as the primary platform for virtual-based political socialization. See figure 4.

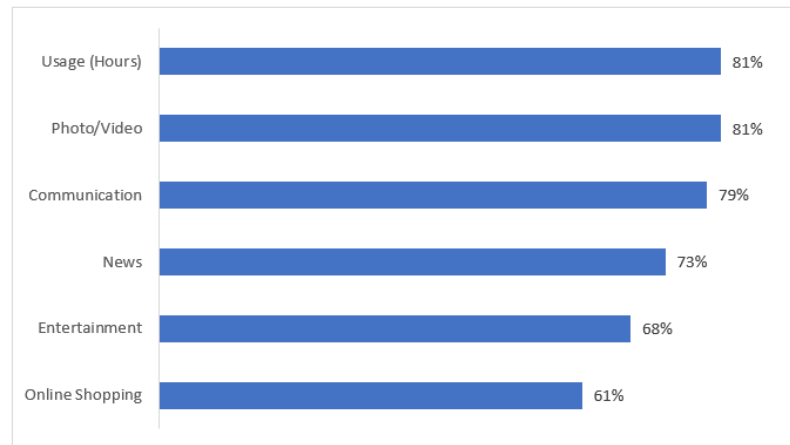


Source: Muhamad (2023)

Figure 4. Data of Permanent Voters in the 2024 General Election

The General Election Commission (KPU) reported that voters from the millennial generation, born between 1980 and 1994, account for 33.60% of the total permanent voters (DPT) in the 2024 General Election. Additionally, Generation Z, born after 1995 and into the 2000s, represents 22.85% of the DPT. Together, these two generations dominate with a total of 56.45% of voters. This figure highlights that the youth demographic is the largest group in Indonesia's political participation, making social media-based political socialization an extremely relevant and potential strategy for spreading political information, raising awareness, and encouraging active participation in the democratic process. The society's dependency on social media is also very high, with the average user in Indonesia spending about 3 hours and 14 minutes per day, and 81% of them accessing social media every day. The activities on social media are diverse, ranging from sharing photos and videos

to reading news and seeking information (Panggabea, 2024). Below is a graph of the social media usage time in Indonesia. See Figure 5.



Source: Panggabea (2024)

Figure 5. Data on Social Media Usage and Content in Indonesia

In the era of Society 5.0, social media is no longer just about entertainment but has evolved into a primary source of information and communication. This trend is particularly relevant in the context of political socialization, as young users who spend time on social media daily are more easily exposed to accurate, fast, and relevant political information. This aligns with the research by Stallbaum, (2024), which emphasizes that socialization is crucial in shaping political identity and fostering collective awareness of the importance of political participation. In the modern era, social media plays a significant role in political socialization, especially among the youth, by providing easy access to political information and encouraging public participation in socio-political discussions.

Through social media, the process of political socialization can be more effective due to the interactive and personal nature of these platforms. Social media allows users to directly engage with political content through comments, content sharing, and by following politicians or government organizations. This creates an inclusive political environment where young people can ask questions, voice their aspirations, and participate directly in ongoing political discussions. Compared to conventional media such as television or radio, social media can present information in a more engaging and responsive manner, meeting the needs of the younger generation.

Moreover, social media enables communication strategies tailored to the characteristics of the younger generation, such as visual content on Instagram or short videos on TikTok. These platforms allow political messages to be delivered in a simple, easy-to-understand format while still having a significant impact. For example, politicians or public figures can use short videos to educate the public about specific political issues or share their vision and mission in a light, accessible manner. The use of infographics, interactive videos, and creative campaigns on social media can spark greater interest among young people to follow political developments and encourage their participation in elections.

In addition, social media also offers data access that enables real-time analysis of young voters' responses and engagement. This can assist relevant stakeholders, such as the General Elections Commission and other government agencies, in observing trends in young voters' interests, identifying key issues of concern, and designing more effective communication strategies. With this data, political messages can be tailored to the preferences and tendencies of the younger generation, enhancing their potential involvement in the electoral process.

The importance of social media as a tool for political socialization is further demonstrated by the increasing number of young voters who are aware of their rights and responsibilities as citizens. Utilizing social media as a platform for political socialization can encourage millennials and

Generation Z to become more critical voters, understand relevant social issues, and actively engage in the democratic process. In the era of Society 5.0, social media is not just a tool for disseminating information but also a medium for influencing the mindset and political views of the younger generation. Through the delivery of accurate political information, young people can form a clearer perception of the importance of their participation in shaping the nation's future.

One of the political socialization efforts promoted by a public figure provides an excellent alternative for educating social media users. The public figure in question is Najwa Shihab, through her platform, Narasi. The Mata Najwa program, especially on its digital platform Narasi, has grown to become one of the most influential and credible sources of political content in Indonesia. Known for its sharp analysis, exclusive interviews with political figures, and in-depth discussions of various national issues, Mata Najwa has successfully captured the attention of a wide audience, especially the younger generation. Narasi, initiated by Najwa Shihab, not only presents the Mata Najwa show on television but also extends its reach through social media platforms such as YouTube, Instagram, and TikTok. As a result, Mata Najwa has successfully reached diverse audiences, attracting those who may not actively follow news on conventional media. Below is the social media insight data for Najwa Shihab. See table 1.

Table 1. Najwa Shihab's Social Media Insights

No	Social Media	Owner	Account Name	Followers
1	Instagram	Najwa Shihab	@najwashihab	24,3 Million
2	Threads	Najwa Shihab	@najwashihab	1,8 Million
3	Tiktok	Najwa Shihab	@najwashihab	3,1 Million
4	Youtube	Najwa Shihab	@NajwaShihab	10,2 Million
5	Twitter	Najwa Shihab	@NajwaShihab	9,6 Million
6	Instagram	Narasi	@narasi.tv	1,4 Million
7	Instagram	Narasi	@narasinewsroom	1,6 Million
8	Threads	Narasi	@narasinewroom	224 Thousand
9	Threads	Narasi	@narasi.tv	243 Thousand
10	Tiktok	Narasi	@narasi	3,2 Million
11	Youtube	Narasi	@NarasiNewsroom	1,48 Million
12	Twitter	Narasi	@narasitv	202 Thousand
13	Instagram	Mata Najwa	@matanajwa	4,7 Million
14	Threads	Mata Najwa	@matanajwa	482 Thousand
15	Twitter	Mata Najwa	@MataNajwa	5,2 Million

Based on the table above, when calculated overall, Najwa Shihab's social media accounts, including those managed for her programs, have an average of around 4.52 million followers. This indicates that Najwa Shihab holds significant appeal on social media platforms, reflecting a high level of audience interest and engagement with the content she provides. The large following also signifies her potential influence in disseminating information and conducting political socialization through these platforms. In an era where fast and instant information is highly valued, Mata Najwa has become a highly relevant choice for exploring objective and in-depth political information. In each episode, the program presents diverse perspectives from experts, political observers, and government officials, allowing the audience to view issues from various angles. The host, Najwa Shihab, is known for her sharp and intelligent questioning, often asking critical questions rarely found on other news programs, making Mata Najwa an important reference for those seeking to understand politics more deeply.

Narasi has also succeeded in creating a space for the public to participate and engage through comment sections, polls, and online discussions. The digital format of Mata Najwa on social media enables the audience, especially the younger generation, to engage directly in political discussions without needing to be in formal spaces. This encourages young people to become more critical and

aware of political issues, as well as their role in democracy. For instance, in various topics discussed, such as corruption, elections, human rights, and other social issues, Narasi Mata Najwa frequently addresses relevant issues for society, raising broader collective awareness. As a political content platform, Mata Najwa also excels in providing current and factual information, presented in a format that is easy to digest for a wide audience. The program has successfully bridged the information gap between the younger generation and complex national issues. With its informative and educational content, Narasi Mata Najwa significantly contributes to the enhancement of political literacy in the public and has become one of the primary sources for expanding political knowledge in Indonesia.

This is in line with the research conducted by Wijayanti & Dhani, (2022), which states that the Mata Najwa program plays a significant role in increasing audience interest in participating in political activities. The correlation analysis shows a strong relationship (0.731), where the impact of the Mata Najwa show explains 53.5% of the variation in the increase in political participation. Additionally, this is supported by research conducted by Fauzi & Samatan, (2022), which indicates that the exposure to the Mata Najwa program has an influence on public interest in politics, with results surpassing the standard threshold and meeting the required significance level. This means there is a connection between how often the program is accessed and the increased interest in political engagement. The credibility of the sources of the program also plays an important role, directly contributing to political interest, with significant results. Furthermore, the combined influence of the program's exposure and the credibility of the sources indicates that 51.5% of political interest is influenced by the Mata Najwa program exposure and its source credibility.

Based on previous research, it can be concluded that the Mata Najwa program significantly influences increasing audience interest in politics, with 53.5% of the increase in political participation explained by exposure to the show. The statistical test analysis also shows a strong impact from both the exposure to and the credibility of the program on the public's political interest, where, overall, 51.5% of political interest is influenced by these factors. In addition to the Mata Najwa program, several other social media accounts have also become more active in raising political issues as part of their efforts to educate and provide virtual socialization for the public. These accounts play an important role in facilitating discussions and spreading political information widely, making digital platforms an alternative space for the public to understand current political developments. The content posted by these various accounts often includes issue analysis, policy discussions, and calls for active participation in political activities. Below table 2 are some Instagram accounts that provide political education.

Table 2. Instagram Social Media Accounts with Political Content

No	Account	Followers	Number of Posts
1	@pinterpolitik	653 Thousand	14,2 Thousand
2	@asumsico	355 Thousand	17,4 Thousand
3	@pamfletgenerasi	18,7 Thousand	1,3 Thousand
4	@generasimelekp politik	23 Thousand	1,1 Thousand

In 2024, the year of the political event, social media has become even more popular across various demographics as a platform for political campaigns. One of the platforms that has gained significant popularity for this purpose is TikTok. Many political parties now have TikTok accounts and are actively utilizing the platform to share content that attracts voters, particularly the younger generation, who are the primary users of this app. This phenomenon demonstrates that social media, including TikTok, has become one of the most effective platforms for reaching a wide audience quickly and interactively. With its creative features, TikTok allows politicians and political parties to deliver their messages in a more engaging, accessible, and visually appealing manner, in line with the communication style favored by society today. This makes social media an essential strategy in

modern political campaigns, which can strengthen public involvement in the political process. Below Table 3 are some TikTok accounts from political parties.

Table 3. TikTok Accounts of Political Parties in Indonesia

No	Party Name	Account	Followers	Number of Likes
1	Gerindra	@partaigerindra	2,2 Million	42,8 Million
2	PDI Perjuangan	@dpppdiperjuangan	1,4 Million	24,2 Million
3	PAN	@amanat_nasional	741,2 Thousand	34,1 Million
4	Golkar	@golkar.indonesia	350,4 Thousand	15,7 Million
5	PSI	@psi.id	922,1 Thousand	39,2 Million
6	PKB	@dpp_pkb	100,3 Thousand	2,8 Million
7	Demokrat	@pdemokrat	241,9 Thousand	4,4 Million
8	Nasdem	@partainasdem	81,6 Thousand	1,3 Million
9	Buruh	@partaiburuh	23,2 Thousand	247,7 Thousand
10	PKS	@pkssejahtera	110,9 Thousand	2,3 Million
11	PKN	@kitapkuid	6,7 Thousand	41,2 Thousand
12	Perindo	@partaiperindo	36,7 Thousand	699 Thousand
13	PPP	@dpp.ppp	86 Thousand	378,1 Thousand

The follower insights and the number of likes for each political party in Indonesia clearly demonstrate that social media has become a crucial platform for measuring the popularity and interaction of political organizations with the public. Major parties such as Gerindra and PDI Perjuangan both of which have accumulated millions of followers and tens of millions of likes—reflect not only high levels of political enthusiasm but also the increasingly digital nature of voter engagement. Meanwhile, smaller parties such as the Labor Party and PKN, despite having fewer followers, continue to rely on social media as a strategic channel for disseminating political messages and establishing early-stage connections with potential voters. This pattern aligns with global trends showing that political parties across various countries have integrated social media into their promotional and socialization activities, influenced by differences in available resources, audience size, and political competitiveness (Whitesell et al., 2023). For instance, in the United States, both Democratic and Republican parties vary widely in their social media engagement depending on strategic and structural factors, whereas in the United Kingdom, the 2015 General Election famously known as the “Selfie Election” marked an important shift toward personalized digital campaigning, particularly on Twitter (Houghton et al., 2017; Panfilova & Amin, 2015). Similar developments are observed in Turkey, where candidates with active Twitter accounts were significantly more likely to win elections, demonstrating the tangible impact of social media presence on electoral outcomes (Sobaci et al., 2016).

The Indonesian case mirrors these international trends, indicating that social media allows both large and small political parties to gain virtual visibility and build public support more broadly. Through platforms such as Facebook, Instagram, TikTok, and X (formerly Twitter), parties can introduce their visions, missions, and political programs with greater reach and efficiency, especially among younger voters who are more digitally connected. This reflects a global tendency toward both one-way and two-way communication strategies, wherein many parties still prioritize message dissemination over dialogue (Farkas & Schwartz, 2018; Ktoridou et al., 2018; Panfilova & Amin, 2015), yet some contexts such as Norway and Croatia show increasing use of social media for real-time interaction and personalized campaigning (Bagić Babac & Podobnik, 2018; Enli & Skogerbø, 2013). Beyond engagement, social media’s role in shaping political outcomes is well documented, as illustrated by its influence in Turkey’s 2014 local elections (Sobaci et al., 2016) and India’s 2014 Lok Sabha campaign, where platforms like Facebook and WhatsApp became central to electoral mobilization (Buragohain, 2019; Paruthi et al., 2021). However, this expansion is not without

challenges: the spread of fake news, propaganda, and hate speech observed during the 2019 Australian general election remains a major concern for the ethical use of digital platforms in politics (Buragohain, 2019; Warren, 2020).

Taken together, the Indonesian data and global research emphasize the growing influence of social media in transforming the political communication landscape. It is no longer merely a supplementary outreach tool but has become a dominant arena for image-building, persuasion, and voter mobilization. Whether in established Western democracies (Soon & Soh, 2014) or emerging political systems such as Singapore and Russia, social media continues to reshape the strategies through which parties connect with citizens, negotiate public narratives, and strengthen their support bases (Brodovskaya & Dombrovskaya, 2020; Soon & Soh, 2014). Thus, the experience of Indonesian political parties aligns with an international shift toward digital political engagement, highlighting social media's pivotal role in modern campaign strategies, electoral dynamics, and democratic participation.

Interestingly, the social media platform YouTube has also become an extremely effective tool for providing political education to the public. Podcasts, in particular, have become an effective strategy for delivering political socialization in a relaxed yet informative manner. Through an interactive and easily accessible format, podcasts allow for in-depth discussions on complex political issues while maintaining an approachable and entertaining style for viewers. This trend is further reinforced by the involvement of public figures in creating podcast content on political topics, making the information more readily accepted by a wide audience. The presence of public figures in podcasts adds a unique appeal and helps expand the reach and interest of the public in understanding current political issues.

Several public figures have podcast content that occasionally addresses political issues in each season or episode. Some of these include Deddy Corbuzier with "Close The Door," which frequently discusses various social and political topics with guests from diverse backgrounds; Gita Wirjawan with "Endgame," who often invites political, economic, and educational figures for in-depth discussions on important issues in Indonesia; and Kaesang Pangarep with "Podkaesang Depan Pintu (PDP)," which blends politics with comedy entertainment, especially in collaboration with renowned comedian Kiky Saputri.

The involvement of public figures in political discussions through podcasts offers an alternative way to deliver information that is more relaxed and accessible to the public. One such example is a podcast that gained popularity in 2024, created by Kaesang Pangarep, the son of Indonesia's 7th President, Ir. H. Joko Widodo. Kaesang runs a podcast called "Podkaesang Depan Pintu (PDP)," where he collaborates with famous comedian Kiky Saputri. This podcast has garnered 2.55 million subscribers, with an average of 1 million viewers per episode. "Podkaesang Depan Pintu" raises political issues with a comedic twist, making it engaging and easy to understand for various audiences, especially younger generations. Through its relaxed and humorous presentation, the podcast effectively conveys political messages in a light yet substantial manner. This strategy not only brings people closer to political issues but also fosters awareness and interest in actively following the political developments in the country. With significant viewership, this podcast has become an effective platform for increasing public participation in political discussions. This is supported by research conducted by Nurhaepi et al., (2024), which states that Kaesang Pangarep's podcast has a positive and significant impact on viewer satisfaction, with data analysis showing an influence level of 35%.

Deddy Corbuzier is not only known as a host and entertainer but also as the host of the popular podcast "Close The Door," where he frequently explores various intriguing topics, including political issues that are relevant to the current situation in Indonesia. In several episodes, Deddy features various sources, including politicians, academics, and public figures who are directly involved in

national political dynamics. These discussions often cover deep themes such as government policies, local political phenomena, and current social issues, offering a fresh perspective for his audience. With a YouTube subscriber count of 23.4 million, this podcast has successfully captured widespread attention and has become a platform with significant influence in facilitating public discussions, particularly on politics and other social issues. The popularity of this podcast also reflects Deddy Corbuzier's role in providing educational and informative content that is accessible to a wide range of audiences, making him one of the most influential media figures in Indonesia.

In addition to his podcast, Deddy Corbuzier also presents another engaging show on his YouTube channel, "Somasi." This show combines public issues, including politics, with a fresh and entertaining touch of comedy. In "Somasi," Deddy invites renowned comedians to perform stand-up comedy, presenting serious topics such as politics in a humorous yet educational way. This approach has proven to be an effective strategy, as it presents heavy topics in a lighter and more digestible format for various audiences. Through "Somasi," Deddy creates a more relaxed yet informative discussion space, allowing the public to understand important issues in a different and more engaging manner.

The high viewership on Deddy Corbuzier's YouTube channel further strengthens the positive impact of this content in providing widespread political education. The accessibility and popularity of this show among the public demonstrate that crucial political messages can be delivered in a creative way without losing their essence or depth of meaning. Shows like "Somasi" also inspire other creators to raise important issues through innovative and entertaining approaches, allowing the public to gain broader and deeper political insights.

Currently, for those aspiring to become legislative candidates, there has been a groundbreaking innovation that introduces a revolutionary approach to politics through the use of artificial intelligence, known as "Pemilu.Ai." This technology leverages generative artificial intelligence and big data to offer effective solutions for candidates in running their campaigns. By utilizing the collection and analysis of accurate and comprehensive political data, this platform aims to enhance campaign effectiveness and reach voters more efficiently. One of the key features of Pemilu.Ai is its political map and navigation, designed to provide targeted guidance to legislative candidates. By using microtargeting strategies at the district level, and even more specific nanotargeting at the priority polling station level, this platform allows candidates to optimize their campaign strategies. This advantage not only helps them reach relevant voters but also saves on campaign costs, which are often a barrier for many candidates.

With all these advanced features, Pemilu.Ai is not just an innovative tool in the political world but also a platform that addresses the challenges faced by legislative candidates in the modern era. By utilizing the right technology, candidates can enhance their ability to devise and implement more effective campaign strategies and be better prepared to navigate the ever-changing dynamics of voters. This innovation is expected to be a key factor in driving higher political participation and creating leaders who are more responsive to the needs of society.

This is supported by research conducted by Rafif et al., (2024), which states that Pemilu.AI can provide insights and understanding of the socio-economic conditions of the constituency to be contested. By mastering various relevant data in a particular electoral area, a legislative candidate can design an optimal victory strategy and create a data-driven campaign that is effective, efficient, and appealing.

Thus, the importance of social media as a virtual political socialization platform in the era of Society 5.0 cannot be underestimated. Its advantages in reaching the younger generation, effectiveness in delivering engaging information, and its ability to foster active participation in political discussions make social media an essential instrument in modern democracy. Therefore, efforts to maximize the use of social media for political socialization need to be continuously

encouraged so that the youth of Indonesia become more actively involved in shaping the country's future through conscious and critical participation in elections and other political processes.

Discussion

The findings demonstrate that social media has evolved from a communication platform into a strategic ecosystem for political socialization, particularly among young people in the Society 5.0 era. Rather than functioning merely as channels for information dissemination, digital platforms facilitate continuous political learning through interactive communication, participatory content creation, and immediate access to public affairs. The dominance of social media users among individuals aged 18–34, together with the substantial proportion of Millennials and Generation Z in Indonesia's electoral population, indicates that political socialization increasingly occurs within digitally mediated environments rather than through conventional institutions. This finding reinforces Political Socialization Theory, which argues that political attitudes and civic values are acquired through interactions with influential socialization agents. In contemporary society, however, digital platforms have expanded the traditional roles of family, schools, and mass media by becoming dynamic environments where political knowledge is continuously negotiated and reconstructed. From the perspective of Society 5.0, this transformation also reflects the integration of digital technologies into human-centered social development, where technological innovation is expected to strengthen democratic participation instead of merely improving communication efficiency. These findings are consistent with recent studies indicating that digital media has become an increasingly influential driver of civic engagement and democratic participation among younger generations (Boulianne et al., 2023; Matthes, 2022; Saud et al., 2023). Nevertheless, this study extends previous scholarship by positioning social media not only as an instrument of political mobilization but also as a comprehensive political learning ecosystem that continuously shapes democratic values within highly connected societies.

A second important finding concerns the mechanisms through which social media strengthens youth political participation. The results indicate that interactive features embedded in platforms such as YouTube, Instagram, TikTok, and WhatsApp enable users to move beyond passive information consumption toward active participation in political dialogue through commenting, sharing, discussing, and evaluating public issues. This interactive environment encourages the development of political efficacy, which is widely recognized as a crucial determinant of democratic participation. From a theoretical perspective, these findings support the proposition that political participation emerges not solely from exposure to political information but from sustained interaction that enables individuals to construct political understanding collectively. Such interaction reflects the participatory communication paradigm, where democratic engagement develops through reciprocal communication rather than one-way political messaging. Similar conclusions have been reported by Gil de Zúñiga et al. (2021), Boulianne et al. (2023), Rasul and Shin (2026), and Muya and Onyinge (2026), who found that interactive digital communication enhances political efficacy and civic engagement among young citizens. However, the present study expands this understanding by demonstrating that interaction itself is insufficient unless accompanied by credible information, digital literacy, and critical evaluation skills. Consequently, political socialization in Society 5.0 should be viewed as a multidimensional learning process in which technological affordances, communication quality, and citizens' cognitive capacities jointly determine the effectiveness of democratic participation.

Another significant finding relates to the differential contribution of various social media platforms to political socialization. The evidence suggests that each platform possesses distinct communicative characteristics that influence political learning in different ways. YouTube facilitates comprehensive political education through long-form discussions and documentary-style content, Instagram supports visual political communication through infographics and concise explanations, TikTok attracts younger audiences through creative short-form videos, while WhatsApp strengthens interpersonal political discussion within trusted social networks. These complementary functions illustrate that political socialization in the digital era should not be understood through a platform-centric perspective but rather through an integrated communication ecosystem in which multiple platforms perform interconnected educational roles. This interpretation aligns with media ecology theory, which argues that communication technologies collectively shape patterns of social

interaction instead of operating independently. Recent international research similarly demonstrates that different digital platforms produce distinct patterns of political engagement because users consume and interpret political information according to platform-specific affordances (Kim, 2026; Mann, 2026; Papathanassopoulos & Giannouli, 2025). However, the present study contributes a broader conceptual perspective by emphasizing that the educational value of these platforms emerges from their complementary rather than competing functions. This integrated perspective addresses an important gap in previous literature, which has frequently examined individual platforms in isolation, thereby overlooking how interconnected digital ecosystems collectively influence political socialization and democratic participation within the human-centered philosophy of Society 5.0.

An equally important finding concerns the role of credible digital opinion leaders in strengthening political socialization among young citizens. The evidence presented through the case of Najwa Shihab, Narasi, and Mata Najwa illustrates that political education becomes more effective when political messages are delivered by trusted communicators who combine journalistic professionalism with accessible digital storytelling. The substantial number of followers and the high level of audience engagement indicate that credibility remains a decisive factor in shaping political attitudes despite the abundance of online information. This finding supports Source Credibility Theory, which argues that the persuasiveness of political communication depends not only on message content but also on the perceived expertise, trustworthiness, and integrity of the communicator. Within digital environments characterized by information overload, credible communicators function as cognitive filters that assist audiences in distinguishing reliable political information from misinformation and disinformation. Similar findings have been reported by Fauzi and Samatan (2022), Wijayanti and Dhani (2022), Chami (2025), and Mann (2026), who concluded that trusted digital communicators significantly enhance political interest and civic engagement. Nevertheless, the present study extends these perspectives by demonstrating that credibility operates not merely at the individual level but also through institutionalized digital ecosystems, where journalistic platforms, social media communities, and interactive public discussions collectively reinforce democratic learning. This conceptual extension suggests that the effectiveness of political socialization in Society 5.0 depends increasingly on the quality of digital information networks rather than solely on the authority of individual political actors.

Another notable finding is that political parties have increasingly transformed social media into an essential arena for political communication and voter mobilization. The analysis of Indonesian political parties' activities on TikTok and other platforms demonstrates that digital visibility has become an important indicator of political competitiveness, enabling parties to communicate directly with younger voters while reducing dependence on conventional campaign mechanisms. From the perspective of digital democracy, this transformation reflects a broader institutional adaptation to changing patterns of citizen engagement, where political legitimacy is increasingly negotiated through continuous online interaction rather than periodic electoral campaigns alone. These findings support contemporary political communication theory, which argues that social media has fundamentally reconfigured the relationship between political organizations and citizens by facilitating faster, more personalized, and increasingly participatory communication (Papathanassopoulos & Giannouli, 2025). Previous studies conducted across diverse democratic contexts similarly demonstrate that political parties have successfully integrated social media into campaign strategies to enhance voter outreach and public engagement (Whitesell et al., 2023; Bagić Babac & Podobnik, 2018; Enli & Skogerbo, 2013). However, the Indonesian experience presented in this study highlights an additional dimension that has received comparatively limited scholarly attention, namely the educational function of political parties' digital communication. Rather than serving exclusively as campaign instruments, social media platforms increasingly function as spaces where political information, civic values, and democratic discourse are continuously disseminated before, during, and after electoral periods. This finding therefore broadens existing theoretical discussions by emphasizing that digital political communication contributes not only to electoral mobilization but also to the long-term institutionalization of democratic citizenship within Society 5.0.

The final finding of this section highlights the emergence of innovative forms of political socialization through podcasts and artificial intelligence, demonstrating that political

communication is entering a more adaptive, personalized, and technologically integrated phase. The increasing popularity of political podcasts hosted by public figures and the introduction of AI-assisted platforms such as Pemilu.AI indicate that political education is no longer confined to traditional campaign activities but has evolved into a continuous digital learning process supported by advanced technologies. This transformation is highly consistent with the human-centered philosophy of Society 5.0, which emphasizes that artificial intelligence and digital technologies should enhance human decision-making, strengthen social inclusion, and improve democratic governance rather than replace human agency. Recent studies have likewise suggested that algorithmic technologies, AI-supported communication, and personalized digital content increasingly influence political learning and civic participation (Bojić et al., 2025; Kim, 2026; Tayie, 2025). Nevertheless, the findings also reveal an important paradox. While artificial intelligence substantially improves the efficiency and precision of political communication, the same technologies may simultaneously intensify algorithmic bias, selective exposure, misinformation, and ideological polarization if not accompanied by strong digital literacy and ethical governance. Consequently, technological innovation should not be viewed as an autonomous determinant of democratic participation but rather as an enabling infrastructure whose democratic value depends on institutional transparency, information credibility, and citizens' critical competencies. This argument constitutes one of the principal conceptual contributions of the present study by proposing that effective political socialization in Society 5.0 emerges through the interaction between technological innovation, human-centered governance, and digitally literate citizenship, thereby extending existing discussions on digital democracy beyond technological determinism toward a more integrated socio-technical framework.

Collectively, these findings provide important theoretical implications for the understanding of political socialization in the context of Society 5.0. Classical Political Socialization Theory has traditionally emphasized the influence of family, educational institutions, peer groups, and conventional mass media in shaping political orientations. However, the present study demonstrates that social media has evolved into an equally influential socialization agent capable of integrating political learning, civic interaction, and democratic participation within a single digital ecosystem. This transformation suggests that political socialization should no longer be conceptualized as a predominantly linear process in which political knowledge is transmitted from institutional authorities to citizens. Instead, it increasingly represents a multidirectional, technology-mediated process characterized by continuous interaction among citizens, public institutions, digital communities, political actors, and algorithmic systems. Such an interpretation extends the Society 5.0 paradigm by illustrating that human-centered technologies can strengthen democratic capacity when they facilitate meaningful civic engagement rather than merely expanding technological connectivity. While previous studies have generally examined digital political participation, algorithmic communication, or civic engagement as relatively independent phenomena (Asimakopoulous et al., 2025; Ghobakhloo et al., 2024; Papathanassopoulous & Giannouli, 2025), this study contributes a more integrated conceptual framework that links political socialization, digital political communication, youth political participation, and Society 5.0 into a coherent explanatory model. Consequently, the findings contribute to the evolving literature by positioning social media not only as a technological infrastructure but also as a strategic democratic institution capable of cultivating informed, participatory, and digitally literate citizens.

Beyond its theoretical implications, the findings also generate several practical insights for policymakers, electoral institutions, educational organizations, civil society, and digital platform providers. The evidence consistently indicates that maximizing the democratic potential of social media requires coordinated interventions extending beyond technological innovation alone. Educational institutions should strengthen digital citizenship and critical media literacy programs that enable young people to evaluate political information critically before engaging in democratic decision-making. Similarly, electoral management bodies and governmental institutions should prioritize transparent, evidence-based, and interactive digital political education capable of fostering sustained civic participation instead of relying solely on short-term campaign communication. At the same time, social media companies bear increasing responsibility for improving algorithmic transparency, reducing misinformation, and promoting access to credible political information that supports democratic deliberation. These recommendations align with recent international

scholarship emphasizing that digital democracy depends not only on technological accessibility but also on institutional trust, digital literacy, ethical platform governance, and responsible information ecosystems (Nurlinah et al., 2025; Tayie, 2025; Basha et al., 2026; Ramjit, 2025). Nevertheless, the present study acknowledges that its conclusions are derived from qualitative synthesis of secondary literature rather than direct empirical observation. Consequently, future research should validate the proposed conceptual relationships through large-scale surveys, longitudinal analyses, experimental designs, or mixed-method approaches conducted across different socio-political contexts. Such empirical investigations would not only strengthen the generalizability of the proposed framework but also clarify the causal mechanisms through which social media, political socialization, digital literacy, and Society 5.0 collectively influence democratic participation. By addressing these issues, the present study fills an important gap within the contemporary literature and offers a comprehensive conceptual foundation for understanding how digitally mediated political socialization can contribute to more inclusive, informed, and sustainable democratic governance in increasingly interconnected societies.

CONCLUSION

This study demonstrates that social media has evolved beyond its conventional role as a communication platform to become a strategic medium for political socialization capable of strengthening youth political participation in the Society 5.0 era. The synthesis of contemporary literature indicates that interactive digital platforms facilitate political learning, expand access to political information, encourage civic dialogue, and foster greater democratic engagement among young citizens when supported by credible content, digital literacy, and responsible communication practices. At the same time, the findings highlight that the democratic potential of social media is accompanied by significant challenges, including misinformation, algorithm-driven polarization, and unequal levels of political literacy, all of which may weaken meaningful civic participation if left unaddressed. By integrating the perspectives of political socialization, digital political communication, and the Society 5.0 framework, this study provides a broader conceptual understanding of how digital ecosystems can contribute to the development of informed and participatory citizenship. Practically, the findings offer insights for governments, electoral management bodies, educational institutions, civil society organizations, and political stakeholders to design more effective digital political education and communication strategies that are responsive to the characteristics of younger generations. Nevertheless, this study is limited by its reliance on secondary data and literature-based evidence; therefore, future research is encouraged to employ empirical approaches involving surveys, interviews, or mixed-methods designs to validate the proposed conceptual relationships and examine the effectiveness of social media-based political socialization across different socio-political and cultural contexts.

AUTHOR CONTRIBUTIONS STATEMENT

Yogi Yoga Swara Conceptualization, methodology, literature investigation, data curation, formal analysis, visualization, writing original draft preparation, and project administration. Prayoga Bestari Conceptualization, methodology, literature investigation, formal analysis, writing review and editing, and validation. Supriyono: Investigation, data curation, formal analysis, interpretation of findings, and writing review and editing. Junaidi Validation, critical review of the manuscript, interpretation of results, and academic editing. Dedeh Nurhayati Validation, supervision, language editing, and critical revision of the manuscript for important intellectual content. Mulia Sari Supervision, conceptual guidance, methodology review, final manuscript evaluation, and approval of the version to be

published. All authors have read and approved the final version of the manuscript and agree to be accountable for all aspects of the work.

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