Electability of Presidential and Vice Presidential Candidates Among Gen Z in the 2024 Presidential Election

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ABSTRACT

Social media has become a dominant factor in shaping the political behaviour of Generation Z, especially in the 2024 Presidential Election. This study aims to analyze the influence of information exposure, news content, candidate electability, and social media on the behaviour of Generation Z voters. With an explanatory quantitative approach, data were collected through questionnaires filled out by 160 University of Muhammadiyah Sidoarjo students, using the multistage cluster random sampling method. The research variables were measured using a Likert scale and tested using multiple linear regression based on SPSS 25. The study results showed that, partially, news content, candidate electability, and social media significantly influenced the behaviour of Generation Z voters, with the most significant contribution coming from social media (30.7%). In contrast, information exposure did not have a significant influence. Simultaneously, the four variables contributed 55.2% to voter behaviour. The study also found that although Generation Z actively uses social media, they tend to be sceptical of political information. In conclusion, social media, candidate electability, and news content are the main factors that influence Generation Z's political behaviour. Therefore, designing a creative and fact-based social media campaign strategy is essential to increase healthy political participation.

Keywords: Generation Z, voting behaviour, social media, electability, news content.

INTRODUCTION

The 2024 presidential and vice presidential elections were held on Wednesday, February 14, 2024. The basis for determining the implementation of the presidential election is Law Number 10 of 2016 and Law Number 7 of 2017. The law mandates that the presidential, legislative, and regional elections be held in 2024. Since this information was provided, various institutions have surveyed the electability of political figures worthy of being presidential candidates in 2024. One of the survey institutions that submitted research results related to the electability of figures who are presidential candidates in 2024 is the Poltracking Indonesia Institute, which was conducted in the period 3-10 October 2021. There are prominent names who are worthy of tending to become presidential candidates in 2024, namely Ganjar Pranowo (18.2%), Prabowo Subianto (17.1%) and Anies Baswedan (10.2%). According to the public voters, the three names have a high image and electability (Harahap, 2020). The electability of a presidential candidate refers to the popularity and support voters receive in a presidential election. This term describes the likelihood of a winning candidate in an election receiving support from voters. (Setiaman & Girsang, 2023).

On November 13, 2023, the General Election Commission (KPU) determined and announced three pairs of presidential and vice presidential candidates who will compete in the 2024 General Election. The three pairs are Anies Rasyid Baswedan-Muhaimin Iskandar, Prabowo Subianto-Gibran Rakabuming Raka, and Ganjar Pranowo-Mahfud MD. Surveys of the electability of presidential and vice presidential candidates from various survey institutions show that the candidate pair Prabowo Subianto and Gibran Rakabuming Raka are superior, ranging from 35.9% to 47% based on multiple survey institutions conducted from October 2023 to January 2024. The results of the surveys conducted by various survey institutions certainly cannot be used as an indicator of the victory of one of the candidate pairs. This is because many assume that the results of the surveys conducted by several survey institutions are the result of orders from political parties to increase the electability of the candidate pairs they support. (Setiaman & Girsang, 2023).

The increasing electability of presidential and vice-presidential candidate pairs cannot be separated from the role of mainstream media and social media (Sellita, 2022). For Generation Z, both media are contributing factors in increasing their political participation in the 2024 presidential and vice presidential elections (Rahmayadi et al., 2022). The results of the Katadata Insight Center (KIC) survey currently state that Gen Z accesses social media 66.2% via Instagram, 40.8% via YouTube, 33.8% via Tiktok and 30.2% use Twitter to see election developments and also explained that voter behaviour is influenced by other factors such as media their choice in the 2024 election.

Several studies have shown that information and social media contribute to the perceptions of first-time voters, the electability of presidential and vice-presidential candidates, and election results (Abadi, 2021; Fadiyah & Simorangkir, 2021; Hady Surya & Pratamawaty, 2022; Morah & Nwafor, 2023). Dalam Penelitian (Rasdin et al., 2021), community leaders, and social assistance so that public assumptions and perceptions of the survey results on the electability of presidential and vice presidential candidates can influence their voting behaviour. Using social media as a campaign medium among Gen Z is the right strategy to increase the electability of presidential and vice presidential candidates (Hasibuan et al., 2024).

This research is interesting because the dynamics of the 2024 Presidential Election are different from previous years, namely 2004, 2009, 2014, and 2019. In 2024, the vice presidential candidate who advanced was the son of the 7th President Joko Widodo, who is still underage as mandated by Law Number 7 of 2017 concerning Elections Article 169 letter q. According to the law, the age limit for presidential and vice presidential candidates is 40 years. This age limit is a stumbling block for Gibran to advance as a vice presidential candidate in the 2024 Presidential Election. This stumbling block was challenged by many parties who wanted Gibran to appear as a vice presidential candidate, including the PSI Party, Gelora Party, Gerindra Party, Garuda Party, and other political figures. Second, the Constitutional Court won the lawsuit regarding the age of the vice presidential candidate, which is still related to the Chief Justice of the Constitutional Court. Third, fraud will occur in the 2024 presidential election (Aminulloh & Fianto, 2023; Yasar et al., 2024).

Facts show that although social media is widely used for the 2024 presidential election campaign, its impact is not always positive. In addition, Gen Z's low level of digital literacy makes them vulnerable to hoaxes. Despite efforts to change the age limit for vice presidential candidates, the issue of election fraud remains a concern. Dissatisfaction with the election process and allegations of fraud can reduce public trust in election results and affect voter participation. Public interaction on social media shows diverse views, including negative comments on presidential and vice presidential candidates. Many Gen Z spread hoaxes, which can affect voter perceptions (Dedi Mulyadi, 2024).

Based on the description, this study aims to analyze the factors that influence the behaviour of Gen Z voters in determining their choice in the 2024 Presidential Election (Pilpres), focusing on the influence of information exposure, news content, candidate electability, and social media. Hypotheses that can be tested include: H1, that the behaviour of Gen Z voters in the 2024 Presidential Election is influenced by information exposure; H2, that Gen Z voting behaviour in the 2024 Presidential Election is influenced by news content; H3, that the

behaviour of Gen Z voters in the 2024 Presidential Election is influenced by the electability of presidential and vice presidential candidates; H4, that social media influence the behaviour of Gen Z voters in the 2024 Presidential Election; and H5, that the behaviour of Gen Z voters in the 2024 Presidential Election is jointly influenced by information exposure, news content, the electability of presidential and vice presidential candidates, and social media. The theories used to explain the research problems are Green Jhon's Message Production Theory (Action-Assembly Theory) (2007), Social Media Usage Theory developed by Andreas Kaplan and Michael Haenlein (2010), Electability Theory from Darr & Stiles (2018), and Generation Z Voter Behavior Theory developed by Ajzen and Fishbein (2009). Green Jhon's Message Production Theory (Action-Process Theory) (2007) explains that messages or information are produced and delivered to the audience. In understanding information, this theory emphasizes the importance of understanding the social, cultural, and political contexts in message production (Yansahrita et al., 2023). Green Jhon's message production theory can be applied in social media by focusing on factors influencing message production, such as communication goals, audiences, social contexts, and the technology used. (Erwin et al., 2024).

The second approach uses the Theory of Social Media Usage developed by Andreas Kaplan and Michael Haenlein (2010), which defines social media as a group of internet-based applications based on Web 2.0 ideology and technology, which allows the creation and exchange of user-generated content. Web 2.0 is the basic platform of social media (Rifqi Arya Sandhi & Nora Andira Brabo, 2023). This media usage theory can be used to understand how individuals use social media platforms to fulfil various needs, such as social relationships, information, entertainment, and self-expression. (András & Papp, 2022; Sivakumar et al., 2023).

The third approach uses the probability theory, which states that a candidate's chance of winning an election is electability (Darr & Stiles, 2022). Candidates with ideological closeness to voters are more likely to be elected than candidates with different ideologies. (Isotalo et al., 2020). The electability of presidential and vice presidential candidates refers to the level of popularity and support received by the candidates from voters in the presidential election (Hasibuan et al., 2024).

The fourth approach uses the Gen Z Voter Behavior Theory developed by Ajzen and Fishbein. The theory of reasoned action says that each individual's actions are based on specific reasons and beliefs. (Fitri et al., 2023; Haryadi & Rakhman, 2020; Sihombing & Pramono, 2021). Therefore, certain subjective attitudes and norms influence a person's choice of behaviour in the general election/presidential election. Both can simultaneously encourage the formation of the behaviour of new voters in determining the figure they idolize to become president (Abadi, 2021; Zahra et al., 2022), with the understanding that Gen Z

voters grew up in an era of digital technology that influences how they interact with political information and form their political views. (Ayu, 2023; Bagaskoro, 2023; Mulyono, 2024). In the 2024 Election, first-time voters will be dominated by Generation Z (born 1997 - 2012) and aged between 17 - 22 years who use social media, most of whom have never voted in previous elections (Yun & Graham, 2024).

This research design uses an explanatory quantitative approach to analyze the influence of information exposure, news content, presidential and vice presidential candidate electability, and social media on Generation Z voter behaviour in the 2024 Presidential Election. This approach was chosen to provide in-depth insight into the causal relationship between the variables studied.

The population in this study were active students at the Muhammadiyah University of Sidoarjo who represented the Generation Z group. The sample consisted of 160 respondents selected using the multistage cluster random sampling method, ensuring a representative distribution across study programs.

Data collection primary data were collected through a Google Forms-based questionnaire designed with a 5-point Likert scale. The questionnaire measures five research variables: information exposure, news content, electability, social media, and voting behaviour. The questionnaire consists of 50 items tested for validity and reliability.

Operational Definition of Variables: Each variable in this study is defined operationally. For example, information exposure (X1) is measured based on the frequency, duration, and diversity of information sources accessed by respondents. Electability (X3) includes public image, leadership, and candidate transparency indicators. Data was analyzed using multiple linear regression tests through SPSS version 25 software. Before the primary analysis, classical assumption tests included normality, multicollinearity, heteroscedasticity, and autocorrelation tests to ensure data validity. The adjusted R Square value of 55.2% indicates that the research variables significantly explain the behaviour of Generation Z voters.

The research hypothesis includes the assumption that each independent variable has a positive influence on voting behaviour, both partially and simultaneously. Hypothesis testing was conducted at an alpha significance level of 0.05.

RESULTS AND DISCUSSION

Gen Z Voters in the 2024 Presidential Election

Gen Z voters in the 2024 Presidential Election who were born between 1997 and 2012 are the subjects of this study. They have unique characteristics and preferences that distinguish them from previous generations. Based on the

research results, respondents have diverse characteristics ranging from gender, age, and social media use. Gen Z voters who participated were female, with as many as 118 respondents (55.4%), and male respondents, as many as 95 respondents (44.6%). Gen Z voters are between 19-26 years, dominated by the age of 20-22 years, as many as 145 respondents (68%).

The education of Gen Z voters is currently active students studying in Sidoarjo, East Java. Gen Z voters in the 2024 Presidential Election play an important role in the 2024 Presidential Election because of their activeness in using social media, most of whom use Instagram social media as many as 26.3%, Tiktok as many as 31.5%, X as many as 22.1% and YouTube as many as 20.2%.

The behaviour of Gen Z voters shows that they not only consider the electability of candidates but also care more about social and environmental issues that are relevant to their lives. The characteristics of Gen Z, who are critical of global issues and sustainability, reflect their hopes for a better future. Although they tend to vote based on leadership quality and integrity, surveys show that their choices can change. Therefore, political campaign strategies need to be adjusted to the preferences of Gen Z, who prefer light and easy-to-understand political content. Presidential and vice presidential candidates must develop interactive and relevant communication approaches on social media to reach young voters effectively. Understanding the unique characteristics of Gen Z will help formulate policies and programs that are more inclusive and responsive to their needs, thereby increasing the political participation of the younger generation.

Table 3. Characteristics of Gen Z Voters in the 2024 Presidential Election

Characteristics	Description	Frequency	Percentage
Gender	Male	95	44,6%
	Female	118	55,4%
Age	17-19 Years	3	1,4%
	20-22 Years	145	68%
	23-25 Years	62	29,3%
	26-28 Years	3	3%
Last Education	College Student	213	100%
Social Media	Instagram	56	26,3%
Platform	Tiktok	67	31,5%
	X (Twitter)	47	22,1%
	Youtube	43	20,2%

Source: Processed by Researchers (2024)

Gen Z Voter Behavior in the 2024 Presidential Election

In this study, Gen Z determines their choice of the 2024 president based on their conscience and beliefs. Gen Z's behaviour in the 2024 presidential election shows they are critical, informed voters and highly influenced by social media and

technology. In addition, Gen Z tends to be actively involved in political campaigns, using various digital platforms to voice their support and try to influence other voters. Candidates and campaign teams must understand this behaviour to create effective communication and engagement strategies to attract Gen Z support in the 2024 presidential election.

Gen Z voter behaviour in the 2024 presidential election shows very different characteristics than previous generations. They vote based on their conscience and beliefs and demonstrate a critical and informed attitude. Social media and technology highly influence Gen Z, the primary tools for voicing support and influencing other voters. Their active involvement in political campaigns reflects a desire to be directly involved in the democratic process. Candidates and campaign teams must understand this behaviour to design effective communication strategies. By utilizing digital platforms and approaches that align with Gen Z's preferences, they can attract support from this group of voters. It can be concluded that Gen Z are smart and connected voters, so candidates need to offer real solutions rather than just political promises.

Table 4. Indicators of variable Y (Voter Behavior)

No.	Indicator	%
1	Voter Participation	86%
2	Social Media Influence	87%
3	Voting Intention	89%
	Average	87%

Source: Processed by Researchers (2024)

Voter behaviour refers to an individual's action in voting in a general election, which is influenced by various psychological, sociological, and rational factors (Becker, 2023). Table 4. presents this average, which shows that overall, the three indicators have almost the same level of importance and are very high in determining voter behaviour, namely 87%. This participation shows how much voters feel responsible and motivated to participate in the election. Gen Z voter participation also reflects a high level of responsibility and political awareness to be involved in the election. The influence of social media is also significant, with 87% indicating that digital platforms play an important role in shaping their political views. Voting intention reached 89%, indicating Gen Z's strong desire to participate, triggered by the candidate's clear vision, mission, and positive image on social media. The average of the three indicators is 87%, indicating that Gen Z's voter behaviour is highly influenced by active participation, social media influence, and intention to vote. Factors such as exposure to information, news content, electability, and candidate image on social media also contribute to this voter behaviour. Therefore, candidates need to understand these dynamics in

order to design campaign strategies that are effective and appealing to Gen Z.
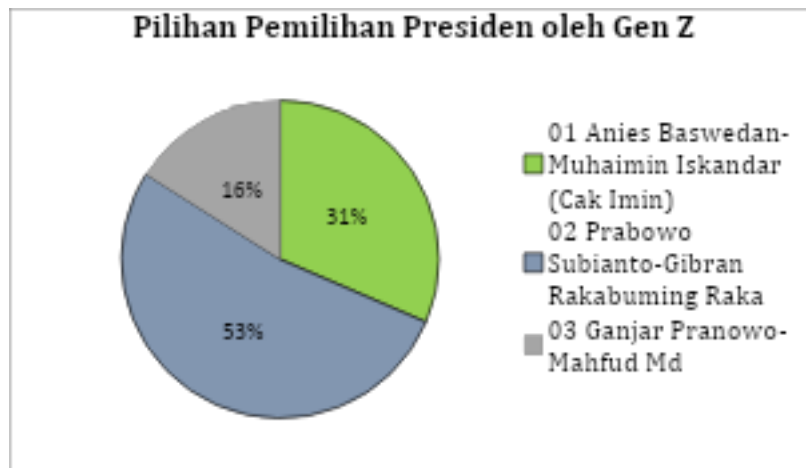
Source: Processed by Researchers (2024)

Figure 1. Pie chart of Gen Z's preferred presidential election

Figure 1. Based on various reasons for choosing, such as a clear vision and mission that is by Indonesia's needs, having a good image on social media and in real life, and having a good and influential background, some also say because they are cute, a very complementary couple, have a track record and a responsible and wise leadership figure. Meanwhile, the voting behaviour of Gen Z is influenced by several factors. Factors influencing voter behaviour include information exposure, news content, electability, and social media.

Table 5. Indicators of variable X1 (Information Exposure)

No.	Indicators	%
1	Frequency of Exposure	84%
2	Duration of Exposure	71%
3	Fragility of Source	65%
	Average	73%

Source: Processed by Researchers (2024)

Information exposure is the process of conveying data or facts to individuals or groups, which aims to increase knowledge, understanding, and awareness regarding a particular topic. (Sivakumar et al., 2023). Table 5 explains that the frequency of exposure to Gen Z information related to the 2024 Presidential Election reached 84%, indicating a high interest in political issues, although the duration of exposure was only 71% due to the use of social media for various purposes. The fragility of information sources, which only reached

65%, indicates that the diversity of sources they receive is still limited, with much information coming from social media. The average exposure to information of 73% reflects Gen Z's interest in the election, but they need to be more critical of the sources used to ensure accuracy and diversity of perspectives in political decision-making.

Table 6. Indicators of variable X2 (News Content)

No.	Indicator	%
1	News Accuracy	83%
2	News Relevance to Respondents' Interests	84%
3	News Framing	83%
4	Fame	83%
	Average	83%

Source: Processed by Researchers (2024)

News content includes various elements that determine the quality and effectiveness of news in conveying information to the audience (Bachmann et al., 2022). News content is new information or information about something happening, presented in print, broadcast, internet, or by word of mouth to a third party or the public (Welbers & Opgenhaffen, 2019). Table 6 illustrates that overall, the news content meets the expectations and needs of the audience very well. The average news content has a percentage of 83%. These data reflect that respondents consider all indicators equally important in determining the quality of the news content they consume. This confirms that accuracy, relevance, framing, and prominence are key elements that news providers must consider to meet their audience's expectations and needs.

Table 7. Indicators of variable X3 (electability of presidential and vice presidential candidates)

No.	Indicators	%
1	Public Image	80%
2	Leadership	87%
3	Vision-Mission Conformity	87%
4	Openness and Transparency	86%
	Average	85%

Source: Processed by Researchers (2024)

Electability is the level of electability of a person or political party in a general election, which reflects how likely they are to be elected by the public (Achmad, 2024; Bochsler et al., 2023)). The electability of presidential and vice presidential candidates is a measure of the candidate's public support and trust (Bariguna et al., 2021). It also reflects the popularity and appeal of the candidates in the eyes of voters, as well as their ability to win the election. Table 7 refers to

how the public perceives the candidates, including personality, integrity, and appearance. With a score of 80%, public image is important, but there is still room for improvement. The leadership of the presidential and vice presidential candidates is a significant factor in the electability of the candidates, with a score of 87%. In addition, the candidates' vision and mission are critical to align with the community's expectations and needs. This includes their work plans, policies, and long-term goals. With a score of 87%, voters are very concerned about whether the candidate's vision and mission meet their aspirations. Openness and transparency refer to the extent to which candidates are honest and open about their policies, actions, and use of campaign funds—the public rated transparency of information and decisions made by candidates as very important, scoring 86%. These factors influence public perception and support for candidates, which ultimately determines a candidate's ability to win an election.

Table 8. Indicators variable X4 (Social Media)

No.	Indicators	%
1	Interaction and Engagement	87%
2	Types of Content Preferred	84%
3	Impact of Information from Social Media	84%
	Average	85%

Source: Processed by Researchers (2024)

Social media plays an important supporting role in elections, especially in the context of the 2024 presidential election (Sinaga et al., 2024). With high access, social media allows voters to get the latest information about candidates, political programs, and election-related issues quickly and easily. Table 8 shows that social media has a significant influence on voter behaviour, especially in the context of general elections such as the 2024 Presidential Election. The high level of interaction and engagement, namely 87%, indicates that voters actively talk and share about things related to the presidential election. In addition, voter preferences for the type of social media content they consume are also significant, with a score of 84%. Gen Z's preferred entertaining content, such as videos, articles, and memes, can attract voters' attention and influence their perceptions of presidential and vice presidential candidates. Thus, the impact of information obtained by voters who actively use social media tends to be more informed and influenced by the content they consume, ultimately influencing their decisions in the general election. Thus, the strategic and effective use of social media can help increase the electability of presidential and vice presidential candidates. The behaviour of Gen Z voters in the 2024 Presidential Election is influenced by various complex and interacting factors. As a generation that grew up in the digital era, their ability to access large amounts of information through the internet and social media plays an important role in determining their political views and

decisions. In addition, important factors that influence Gen Z's political preferences include the quality of news content, the electability of presidential and vice presidential candidates, and the influence of the social environment and community. Considering changes in the national economy and politics and the influence of digital and technological innovation, creating a relevant and effective campaign strategy for Gen Z voters is essential. This study's first hypothesis (H1) shows that exposure to information influences the behaviour of Generation Z voters in the 2024 Presidential Election. Table 9 shows the results of the hypothesis test with the t-test that the significance of the calculated t of information exposure of 0.906 is greater than the significance of alpha (0.05), which indicates that this hypothesis cannot be accepted because the significance of the calculated t of information exposure is greater than the significance of alpha (0.05). The hypothesis stating that the behaviour of Gen Z voters in the 2024 presidential election is influenced by exposure to information cannot be accepted, or the hypothesis is rejected. In other words, the behaviour of Gen Z voters in the 2024 presidential election is not influenced by exposure to information, and its contribution is 7%.

The second hypothesis (H2) states that news content influences the behaviour of Gen Z voters in the 2024 presidential election. Table 9 shows the hypothesis test results, which show that the significance of news content count 0.001 is smaller than the significance of alpha (0.05). Thus, the hypothesis that news content influences the behaviour of Gen Z voters in the 2024 presidential election can be accepted because the significance of the t count of news content is smaller than the significance of alpha. The influence of news content on the behaviour of Gen Z voters in the 2024 presidential election is 23.5%.

The third hypothesis (H3) of this study shows that the electability of presidential and vice presidential candidates influences the behaviour of Generation Z voters in the 2024 Presidential Election. Table 9 shows the results of the hypothesis test with the t-test that the significance of the calculated t of the presidential and vice presidential candidate electability of 0.000 is smaller than the significance of alpha (0.05), which indicates that this hypothesis can be accepted because the significance of the calculated t of information exposure is smaller than the significance of alpha (0.05). The hypothesis stating that the behaviour of Gen Z voters in the 2024 presidential election is influenced by the electability of the presidential and vice presidential candidates can be accepted. In other words, the behaviour of Gen Z voters in the 2024 Presidential Election is influenced by the electability of the presidential and vice presidential candidates, and its contribution is 32.3%.

The fourth hypothesis (H4) states that social media influences the behaviour of Gen Z voters in the 2024 Presidential Election. Table 9 shows the hypothesis

test results of the significance of news content t count of 0.00, which is smaller than the alpha significance (0.05). Thus, the hypothesis that social media influences the behaviour of Gen Z voters in the 2024 Presidential Election can be accepted because the significance of social media t count is smaller than the alpha significance. The influence of news content on the behaviour of Gen Z voters in the 2024 Presidential Election is 30.7%. The fifth hypothesis (H5) states that the behaviour of Gen Z voters in the 2024 Presidential Election is jointly influenced by exposure to information, news content, the electability of presidential and vice presidential candidates, and social media. As seen from the results of the ANOVA test (F),

Table 9. Factors influencing the behaviour of Gen Z voters in the 2024 presidential election

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Model		Unstandardized Coefficients		Standardized Coefficient	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.003	2.087		2.876	.004
	Information exposure	.006	.055	.007	.119	.906
	News content	.212	.064	.235	3.316	.001
	Electability	.230	.042	.323	5.516	.000
	Social media	.332	.073	.307	4.521	.000

Source: Processed by Researchers (2024)

Table 9 shows that the significance of the F count of exposure to information, news content, presidential and vice presidential candidate electability, and social media is 0.000, which is smaller than the alpha significance (0.05). The hypothesis stating that the behaviour of Gen Z voters in the 2024 Presidential Election is jointly influenced by exposure to information, news content, presidential and vice presidential candidate electability, and social media can be accepted because the significance of F count is smaller than the significance of alpha. This shows that the behaviour of Gen Z voters during the 2024 Presidential Election is influenced by exposure to information, news content, presidential and vice-presidential candidate electability, and social media. Adjusted R Square of 0.552 or 55.2% shows the contribution of the four variables to the behaviour of Gen Z voters in the 2024 Presidential Election. At the same time, the remaining 44.8% is influenced by the behaviour of Gen Z voters in the 2024 Presidential Election. This shows that the four variables of information exposure, news content, electability, and social media are influenced by 55.2%.

In contrast, the remaining 44.8% is influenced by other factors not included in this research model. This Adjusted R Square value can be said to be quite strong

in the context of social research. This indicates that the selected variables are relevant and significantly contribute to explaining the behaviour of Gen Z voters.

Factors Determining Generation Z's Voting Behavior in the 2024 Presidential Election

This study states that information exposure is a term that refers to how often and how much a person is exposed to information from various media sources, such as the internet, radio, television, social media, newspapers, and other sources of information. This includes the number and frequency of a person's contact with media messages and the intensity and duration of that exposure. The duration or length of time they are exposed to information is between one and two hours per day. Most Gen Z people are often exposed to information about the general election, with an average percentage of 71%. Several studies on information exposure and its influence on voter behaviour have shown positive results; information exposure greatly influences Gen Z voter behaviour (Alnadya, 2020; Hidayat & Mau, 2024; Suryatna, 2011). Meanwhile, this study shows that information exposure partially does not affect Gen Z voter behaviour. The results of the hypothesis test show that the significance of the t count is greater than the significance of alpha (0.906>0.05). This study aligns with research from (Khainayya, 2022; Puspita et al., 2022), which states that information exposure does not affect voter behaviour.

The absence of an effect of information exposure on Gen Z voter behaviour is caused by several factors such as information saturation, scepticism towards the media, peer and family influence, low quality of information, frequent exposure to a vast amount of information every day, resulting in confusion or inability to process all the information received. As a result, even though they are exposed to much political information, the information is no longer significant. The contribution of information exposure to Gen Z voter behaviour is only 7%. This shows that political campaign strategies must consider a more personal and value-based approach to influence Gen Z voters effectively.

Gen Z tends to rely more on one or two media types to get political information, especially the internet and social media. Because of this dependence, they do not have many different perspectives, so the influence of information exposure on their decisions is minor. Gen Z rarely accesses traditional media such as television, radio, and newspapers. Instead, they prefer digital media and online platforms with technology that reinforces their opinions without providing space for different opinions. Gen Z often feels more comfortable with sources of information that they are familiar with and use routinely. The reluctance to seek information from different sources, such as traditional media, limits the diversity of information they receive.

News content plays an important role in shaping the opinions and

behaviour of voters, including Gen Z, in the 2024 Presidential Election. In the context of the presidential election (Pilpres), news content includes reports on candidate campaigns, political debates, policy proposals, and relevant social and economic issues. This study explains that news content is based on news accuracy, where Gen Z voters highly value accurate and up-to-date information. They rely on digital media to get the latest information on campaigns, debates, and political issues.

The study's results state that news content is influenced by voter behaviour, the same as research by (Fitri et al., 2023; Yahya et al., 2024). The impact of news content on Gen Z voter behaviour is that accurate, relevant, and objective news shapes Gen Z voters' perceptions and attitudes towards candidates and political issues. For example, in-depth coverage of an environmental policy candidate can increase Gen Z's support for that candidate, and relevant and interesting news stories can encourage Gen Z to become more involved in the political process. Gen Z often uses social media as their primary source of news. Information that goes viral and is widely shared on social media can influence their political views and decisions, and the figures and influencers they follow can also influence news content. If the issues discussed in the news are important to their future, they may be more active in campaigns, political discussions, and voting.

Electability refers to the level of support or appeal of a presidential candidate (capers) and vice presidential candidate (cawapres) in the eyes of voters. The results of this study indicate the influence of the electability of presidential and vice presidential candidates on the behaviour of Gen Z voters in the 2024 Presidential Election, supported by research from (Aryadillah & Fitriansyah, 2022; Kurniawan, 2014 Ulfa et al., 2024; Wahidin, 2020), which states that electability influences voting decisions. Choices are based on leadership, public image, suitability of vision and mission, and openness and transparency. The leadership style possessed by the strong presidential and vice presidential candidates, based on their background and track record during their time in politics, makes Gen Z choose to vote for them. Research from (Fitriyah, 2020; Mulyadi et al., 2024) also states that presidential and vice presidential candidates with a dynasty background have several electoral advantages, including higher popularity and electability survey results among the candidates.

The suitability of the vision and mission carried by the presidential and vice presidential candidates is the main focus for voters such as candidate pair (passion) 01, who carries the vision of building an advanced and just Indonesia. They are committed to quality education, a creative economy, and sustainable infrastructure. Passion 02 aims to realize a just, prosperous, and independent Indonesia: free basic food programs, social welfare, and digital transformation. Passion 03 carries the vision of taking Indonesia in a more open, transparent, and just direction. They are committed to improving sustainable infrastructure and the

community's quality of life through inclusive and socially just policies.

Social media is a source of information for Generation Z, including political information. Platforms such as Instagram, TikTok, Twitter (X), and YouTube are the primary sources of information and play an important role in shaping political opinions and encouraging participation in the 2024 presidential election. This study's results indicate a significant relationship between social media use and Generation Z voting behaviour in the context studied. In this case, social media use influences how Gen Z engages in the political process, forms political attitudes, and makes voting decisions.

Figure 2. Gen Z interactions on Instagram and X platforms Gen Z interactions on Instagram and X platforms

The results of this study are also in line with research from (Evita, 2023; Oktama Andriyendi & Fitria Dewi 2023 Sri Rejeki Anggraeni Kartodinoto et al., 2024; Yusran & Sapar, 2022), which states that social media greatly influences voter behaviour. Gen Z is more likely to engage in political discussions and campaigns through social media platforms such as Twitter, Instagram, TikTok, and YouTube, examining interactions and engagement. They use social media to voice their opinions, discuss political issues, and share content related to the election.

Figure 3. Presidential election content on social media: YouTube, Instagram, Tiktok

Types of content on social media that Gen Z likes include creative, engaging, and informative content, short articles, memes, infographics, and videos

that contain strong and easy-to-understand visual messages that can attract Gen Z's attention and influence their thinking about candidates. Visual content that is easy to share also attracts Gen Z's attention.

Social media influences Gen Z's voter behaviour because social media influences the formation of public opinion. Views and opinions shared by friends, influencers, and public figures can influence how they view candidates and political issues. To stay up-to-date in getting information, voting booth socialization is considered to be able to spread quickly and widely on social media. Social media is also used to mobilize Gen Z voters. Successful online campaigns can increase political participation and involvement in the election process. Such as calls to action on social media, hashtags or campaign tags #pilihpilpres2024 #GenZVote #ruangpilpres, creative content by holding question and answer sessions or polls on current issues using features such as Instagram Stories, Polling, and Questions, and collaboration with influencers can inspire Gen Z to be more involved in the election.

The novelty of this study is that it first focuses on Generation Z, a group of young voters with unique characteristics in the use of technology and social media. Second, this study emphasizes social media as the primary source of information for Gen Z, replacing television, radio, and newspapers so that exposure to information cannot influence voter behaviour, including how news content on social media influences their political perceptions and decisions. Third, the electability of the presidential and vice presidential candidates analyzed considers how the public image, leadership, vision-mission, and transparency of the candidates are projected and received on social media. Fourth, look at the impact of social media sites such as YouTube, Instagram, TikTok, and Twitter (X). This provides a complete picture of how various platforms with different audiences and features influence voter behaviour. This approach allows for a more in-depth and comprehensive analysis of the influence of each variable that produces statistically substantial significant data analysis. Finally, this study was conducted by considering the latest developments in political dynamics and social media platforms that are constantly changing. This provides a new perspective on the relationship between social media and political behaviour. This study also considers how Generation Z uses media and information.

CONCLUSION

The combination of these three factors shapes the perception, knowledge, and preferences of Gen Z voters in the 2024 Presidential Election. Social media is the primary channel for conveying information and influencing the behaviour of Gen Z voters, which has great potential to influence election results through practical content usage and information exposure strategies. The influence of information

exposure, news content, electability, and social media is quite strong, at 56.1%. The factors that partially influence Gen Z's voting behaviour are news content, presidential candidate electability, and social media. Partially, information exposure does not affect Gen Z's voting behaviour in the 2024 Presidential Election. Social media has adequate power as a campaign strategy for presidential and vice presidential candidates to build good electability for the candidates.

This study shows that Gen Z voter behaviour in determining their choice in the 2024 Presidential Election is influenced by various factors, including information exposure, news content, candidate electability, and the use of social media. Although Gen Z is exposed to much information, its influence on voting decisions is relatively tiny, with exposure to information contributing only 7% due to information saturation and reliance on specific sources. Accurate and relevant news content and strong candidate electability are key in shaping Gen Z's political attitudes. At the same time, social media serves as the leading platform for obtaining information and participating in political discussions, so campaign strategies need to be adjusted to meet this generation's unique needs and characteristics.

The implications of the study of the influence of exposure to information, news content, and the electability of presidential and vice presidential candidates on social media on Gen Z voter behaviour in the 2024 Presidential Election are very relevant in understanding the dynamics of modern politics. In addition, it is important to understand how social media influences political opinion formation and voters' direct interaction with political content. The effects can deepen opinion polarization, increase voter engagement through online mobilization, and influence their perceptions of candidate electability. However, it is also important to realize that social media can be a platform for the spread of invalid information or disinformation, which can negatively impact the political awareness and decisions of Gen Z voters.

Therefore, this study emphasizes the importance of critical digital political education and policies encouraging information transparency to ensure meaningful and democratic voter participation in the election process. The information must be joyous and free from SARA and hoaxes. In addition, it is important to improve Gen Z's digital literacy and encourage fact-based and data-based political campaigns on social media to support healthy political participation.

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