
Literature Study: Dynamics of Young Generation Political Ethics in the Digital Era

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Abstract

The significance of ethics in young people's use of social media for political involvement is profound. During general elections, divergent viewpoints are normal, but mutual respect is crucial. Engaging in political life requires maturity and integrity, reflecting political ethics as a personal obligation. Social media enables young people to interact, express thoughts, and exchange information, but it also exposes them to unethical activities such as cyberbullying, peer pressure, and spreading misleading information. Therefore, young people must be aware of the moral ramifications of their social media usage and engage in politics in a morally sound and responsible manner. Understanding the impact of their online actions and maintaining ethical standards are essential. This ensures that their political engagement contributes positively to the democratic process and fosters a respectful and informed political discourse. Ethical participation in politics is crucial for maintaining a healthy and functioning democracy, promoting fairness, and upholding the integrity of the electoral process.

Keywords: Politic Ethics; Social Media; Moral; Young Generation.

Introduction

The industrial revolution 4.0 provides a picture of how people interact, communicate, and do activities in the digital realm. This is part of a revolution that reflects fundamental changes in the structure and dynamics of society towards a more modern and sophisticated direction (Andrian, 2020). In the era of advanced technology, especially in the realm of social media, the general public's interest in political discussions about general elections is increasing. Various social media platforms have become the main arena for dynamics and discussions involving various groups of people or social communities. This can occur due to the availability of broad, open and intensive access to political information. These discussions, both rational and irrational, are built on the basis of a variety of available political information (Zaman & Misnan, 2021).

With the fast-moving flow of social media information, voters have a tendency to prioritize emotional reactions over rational considerations and objective facts (Diniyanto & Sutrisno, 2022). Without the skills to sort out information or the inclination to consider the truth, people are often caught up in the flow of misleading information on social media. Freedom of expression is often prioritized without considering accuracy, so fake news and hate messages quickly spread (Gunawan & Ratmono, 2021). The development of a society that has strong morality, responsibility, and integrity depends on individuals who have good morality (Santika et al., 2019). This kind of character plays a very important role in all aspects of the life of a nation and state, especially in shaping stable and positive political conditions (Aji & Subakdi, 2023).

A good political environment reflects the principles of democracy, preserved freedom of speech, and a political decision-making process that is conducted in a polite, responsible manner and free from the spread of misinformation, especially in a time where information can be spread quickly through the internet (Aji & Subakdi, 2023). The relationship between education and the patterns of power that develop in society is very close. Education not only provides knowledge but also shapes the character of individuals from childhood to become leaders of future generations (Kamil & Riduwan, 2009). According to data collected by the Indonesian Survey Institute in 2022, Indonesian politicians tend to utilize social media as their main means of interacting with their voters. This opinion is also corroborated by Jokhanan Kristiyono, a marketing communication lecturer at the Surabaya Almamater Wartawan College of Communication (Stikosa-AWS). He stated that as many as 90 percent of Indonesian politicians use social media as the main means of campaigning, while 85 percent of voters utilize social media as a source of information about politicians (Aji & Subakdi, 2023).

As first-time voters, young people often exercise their right to vote without sufficient foundation or knowledge about politics. Some of them only follow the direction of their families and people in their environment without conducting a critical evaluation of the candidates they choose, be they regional heads or presidents (Sinthiya et al., 2024). Through Pancasila Education, novice voters will be given a deeper understanding of their rights, obligations, and responsibilities as citizens in the process of advancing Indonesian democracy. This will also help them become leaders and representatives of the people who can carry out the mandate properly and with a sense of responsibility (Sinthiya et al., 2024). Every

individual, especially young people, has the inherent right to speak, seek, and convey their ideas freely. In the Universal Declaration of Human Rights, these rights are considered essential and must be defended, especially in the context of an evolving society (Wiratraman, 2016).

The Constitution affirms the importance of freedom of expression and opinion as a fundamental human right. However, this right is not absolute and is subject to appropriate limitations. Freedom of expression comes with the responsibility to avoid its use or loss. The advent of social media has expanded access to information, but it has also raised new challenges, particularly in the form of the spread of hate speech. This highlights the dark side of unlimited freedom of expression, which can have negative impacts on society (Rahil et al., 2023). The involvement of young voters in the political process is often highlighted in the fast-changing social media era. With a lack of political experience and fickle attitudes, young people are prime targets for political campaigns on online platforms. The rapid flow of information on social media can influence their political views and participation, creating new challenges in the democratic process (Zaki et al., 2023). As a beginner voter and the nation's successor, it is expected to be more careful and wiser in receiving, sharing, and commenting on social media. To make smart and informed decisions, it is important for people to make extra efforts to gather information about Indonesia's 2024 presidential and vice-presidential candidates (Rahil et al., 2023).

Literature Review

In the most recent election, the participation of the younger generation through social media showed a significant increase. They are not only involved in political discussions but also actively share election-related information. The freedom of expression on digital social media platforms has further facilitated the political participation of the younger generation. As an alternative communication option, modern mass media provides convenience for them to express their political aspirations. The majority, or around 79% of the younger generation, feel that communicating through social media is a simple and influential way. (Khakim, 2023) This reflects the increasing political awareness among the younger generation. However, on the other hand, the adoption of social media as a political platform also brings risks. The spread of false information and political propaganda can influence people's perceptions and result in greater political polarization.

Social media, as a communication tool used by the younger generation, presents two different sides. On the one hand, it provides opportunities for them to improve their knowledge and skills in various aspects of life. Social media can play a positive role in building young people's political awareness and participation. However, on the other hand, negative impacts also arise when the content displayed is not educational or even detrimental to society. Content on social media is often used to incite netizens with SARA issues and spread fake news (hoaxes), hate speech, and other negative elements such as pornography, SARA-based provocations, the spread of radicalism, gambling, and prostitution (Komariah & Kartini, 2019).

(Cinta Insani et al., 2023) explained that there are many previous studies investigating the ethics of people's behavior when using social media, especially during election periods. One of them, a study, has been conducted to analyze sentiments related to the Indonesian elections in 2024 using data from the Twitter platform and the Python programming language. The results showed that 40% of the opinions expressed by the public regarding the election were positive, 52% were neutral, and 8% were negative. Thus, it can be concluded that the majority of opinions that arise from the public regarding the Indonesian elections in 2024 tend to be neutral or even positive (Vindua & Zailani, 2023).

The research shows that some people do not pay attention to the importance of ethics in behaving in cyberspace. Many people tend to focus more on self-expression without considering the social and moral impact of their actions on social media. This is reflected in the number of people who spread hoaxes and hate speech and also hold unfavorable opinions. Therefore, there is a need for deep reflection on ethics in politics, especially for the younger generation involved in the political process. In the context of general elections, differences of opinion are commonplace, but respect for each other remains the main foundation. Thus, maintaining political ethics is not only a personal responsibility but also a reflection of maturity and integrity in participating in political life (Munadi, 2023).

Method

In this research, the author uses a qualitative research method with a literature study approach that focuses on understanding the meaning of the resulting context rather than just collecting quantities or numbers. Qualitative data was obtained through the collection and analysis of documents such as articles, journals, books, and policy documents related to the issue of the ethics of the younger generation as participants in elections. By collecting data from these various sources, the author was able to gain a better understanding of the issue of gender equality and how it relates to the development of industrial era 4.0. Qualitative research is also very suitable for exploring.

Results and Discussion

Social media is part of the social trends in society. Generally, people use social media because the people around them also use it as a means of communication and information sharing. The presence of social media as a new technology is certainly changing human lifestyles. Some changes include increased effectiveness and efficiency in obtaining information without being limited by time, place, or high costs. Social media has now become a new medium for communicating and seeking information about what is happening around us (Susanto & Irwansyah, 2021).

The 2024 general election is an important and highly anticipated moment for the Indonesian people to renew their political leadership. In this political event, the Indonesian people will choose a leader for the next five years. These voters are expected to bring about change for Indonesia. These voters are a group that has a good understanding of politics, has a desire to actively participate in the political process, and is aware of the importance of voting rationally on how Indonesia can be built towards a better future. The challenge there is the constantly changing socio-political dynamics and the rapid influence of information technology. We are currently entering the post-truth era, where information and knowledge are

distorted and emotions are more dominant than logic, systematics, and science. Truth and lies are often mixed to the point where it's difficult to distinguish, information is no longer accurate, and hoaxes often occur, so lies are considered true.

In this era, emotional beliefs and personal preferences have more influence than rationality and facts in shaping public opinion. Information circulates rapidly and is difficult to clarify and verify, so the information received often becomes personal assumptions and subjective beliefs that are then imposed on others. The voting behavior of the millennial generation in elections is influenced by several factors, including their literacy on political issues, their involvement with social media, and political communication. According to research by (Fauzi, 2023), the political voter culture of millennials is shaped using instant and sophisticated technology, such as social media platforms, to engage in political discourse and express opinions, particularly in the context of local elections in their environment.

The way the millennial generation uses the internet and social media to spread their political opinions has changed significantly since the reformation (Susanto & Irwansyah, 2021). This reflects the increasing sense of freedom and expression among this demographic (Susanto & Irwansyah, 2021). According to (Febriani, 2020), the use of social media by millennial voters has been shown to have a significant impact on their understanding of legislative candidates. This indicates that digital platforms impact their political awareness and decision-making. According to (Komariah & Kartini, 2019), the political behavior of millennial voters is strongly influenced by the use of internet-based social media as a tool for political communication. In addition, efforts to increase the political literacy of the younger generation through communication media have emerged as a significant tool to encourage informed and ethical political participation among millennials (Nugraha et al., 2021). Therefore, the issue is how the political ethics of the millennial generation will affect the 2024 election. Especially when Indonesia makes decisions in that year.

Findings on the number of young people who voice their opinions on social media in a negative or positive way

Social media is part of the social trend in society. In general, people use social media because people around them also use it as a means of communication and information sharing. The presence of social media as a new technology has definitely changed the human lifestyle. Some of the changes include increased effectiveness and efficiency in obtaining information without being limited by time, place, or high costs. Social media has now become a new means to communicate and find information about what is happening around us (Susanto & Irwansyah, 2021).

The Influence of the Youth Generation on the Implementation of the 2024 General Election as a Form of Democracy

Indonesian youth play a crucial role in realizing democracy in line with the ideals of the nation. Pasal 19 ayat (d) of the Youth Law emphasizes the responsibility of youth in implementing the constitution, democracy, and upholding the law. This reflects the central role of youth as agents of change and driving forces for the nation's progress. Democracy requires active participation from the younger generation. This participation can be realized in various ways, such as by being involved in elections, overseeing the running of the government, conveying aspirations, and contributing to political decision-making.

However, youth participation in democracy still faces various challenges, such as a lack of knowledge and understanding of democracy, low political participation, and political manipulation. To overcome this, collective efforts are needed to improve political education for youth, encourage active participation in political activities, build a healthy and inclusive democratic culture, and provide open access to information and political education. By increasing political awareness and participation, youth can become a driving force in realizing a fair, transparent, and accountable democracy. The role of youth in guarding and promoting democracy will be key to realizing a more prosperous and dignified Indonesia.

Table 1. Total number of permanent voter lists (2019 election).

Age Ratio	Fixed Number of Voters
20 years old	17,501,278 people
21 - 30 years old	42,843,792 people
31 - 40 years old	43,407,156 people
41 - 50 years old	37,525,537 people
51 - 60 years old	26,890,997 people
60+ years old	22,601,569 people

Source: (Nur Hayati, 2022).

1. The benefits obtained from voicing their opinions on social media (Anggraini et al., 2022):

- a. Social Engagement: Many young people use social media to voice support for social and political issues, such as human rights, climate change, and social justice. They use these platforms to organize campaigns, disseminate useful information, and build caring communities.
- b. Self-Expression: social media is also a platform for young people to express their creativity and identity. Platforms like Instagram, TikTok, and YouTube allow them to share their artwork, music, and innovative ideas with a wider audience.
- c. Socialize: With social media, we can communicate with many people easily, including interacting with our favorite artists, who also use well-known platforms such as Facebook and Twitter.
- d. Update the Latest News: Messages can spread quickly through social media, allowing anyone to share new information at any time so that others can get the same information easily.

2. Negative impacts obtained from voicing their opinions on social media (Paulina, 2023):

- a. **Cyberbullying and Negativity:** There is also a tendency to use social media negatively, as in the case of cyberbullying, the spread of fake news, and content that incites hatred. The younger generation sometimes engages in behavior that harms others through negative comments or insults.
- b. **Social Pressure:** social media can create pressure to appear perfect and can affect mental health, with many young people feeling anxious or depressed due to constant social comparison with others.
- c. **Misinformation and hoaxes:** Unverified and misleading content can spread quickly on social media. This can lead to misunderstandings, spark disputes, and even lead to harmful actions. The younger generation, who may still be in the critical learning stage, is vulnerable to being exposed to misinformation and hoaxes. This can affect their mindset and worldview. **Negative and Violent Content:** social media enables the spread of negative and violent content, such as hate speech, pornography, and brutal scenes. Exposure to this negative content can affect the mindset and behavior of the younger generation, even encouraging them to commit similar acts.
- d. **Polarization of Opinions:** While social media facilitates the expression of opinions, there is also a risk of polarization among the younger generation. They tend to form groups with similar views, which can reinforce their beliefs and reduce their openness to other perspectives.

Definition of Ethics and Reasons Why Ethics Are Important for Young People on Social Media in the Context of Voicing Their Opinions

Ethics is the study of moral principles. It includes the values and moral standards used by individuals or groups to govern their behavior. Ethics also includes codes of conduct, which are collections of moral principles that serve as guidelines. When we say that an action is immoral, it means that it violates the ethical values and standards accepted in society. Morality, which has the same root as "moral", is a more abstract concept, referring to overall moral qualities and the principles that determine what is good and bad (Flora, 2019).

Ethics, which involves principles that remain valid, does not depend on the presence of witnesses. This confirms the existence of ethics as something absolute, reflected in the inner view of humans, and closely connected to human actions and behavior (Annur et al., 2021). The following are the characteristics of ethics:

- **Normative:** Ethics provides norms or rules about what is good and what is bad.
- **Objective:** Ethics seeks to determine truth and goodness universally.
- **Rational:** Ethics uses reason to analyze and understand moral values.
- **Critical:** Ethics always questions and challenges existing moral values.
- **Universal:** Ethics applies to all humans, regardless of their background.

In this digital era, social media has become an important platform for young people to express their opinions, share information, and connect with others. However, with the wide freedom of expression on social media, ethics becomes an important factor to consider. Social media is an online platform on which users can interact, collaborate, share, and communicate. Through social media, three important aspects of socialization occur: introduction, communication, and cooperation. Although there are various views on social media, in general, it is considered a tool to strengthen relationships between users and strengthen social ties (Magan et al., 2022).

According to (Fabriar, 2014), the role of media in social life is not only as a tool to divert attention, reduce tension, or as pure entertainment, but also has an important role in the social process. The content and information conveyed by the mass media has a significant influence on the subjective reality of the actors of social interaction because it is considered as a consumption of thoughts for the viewers. The image of reality that is formed by the content of the mass media will be the basis for the response and attitude of the community to various social phenomena. Misinformation spread by the mass media can result in a misunderstanding of the social object in question. Therefore, the mass media is expected to present information accurately and qualitatively, which is an ethical and moral responsibility in its delivery.

Understanding of unethical behavior in political participation by the younger generation is achieved by connecting the concept of ethics and the influence of social media. By discussing ethics as a moral principle that regulates behavior, the article explains that immoral actions violate the values accepted in society. Social media, as the main platform for young people to participate in politics and express their opinions, is also considered in this context. The importance of ethics in interacting on social media is emphasized, because with the wide freedom of expression on this platform, ethics becomes an important factor. Social media is not only a tool for interacting and sharing information, but also influences social perceptions and attitudes. Thus, the article explains that the younger generation needs to understand the ethical implications of their activities on social media, including in the context of participating in politics. In this digital era, the political participation of young people is becoming increasingly important. Social media and other online platforms offer space for young people to express their opinions, network with others, and engage in the political process. However, behind this high level of participation, there are also concerns about unethical behavior displayed by young people in politics. This behavior can damage democracy, hinder national progress, and create polarization in society (Zulfa et al., 2019).

The Theory of Political Opinion Expression and Ethical Theory

Political ethics is a branch of ethics that specifically addresses moral principles and behaviors related to political activity. It covers a wide range of aspects, from the behavior of political leaders to the participation of citizens in the political process. The word ethics is linguistically derived from the Ancient Greek 'ethos', which has various meanings: usual abode, habit, custom, morals, drum, pasture, disposition, feeling, attitude, way of thinking. In short, political ethics

is a branch of philosophy that studies moral values in the realm of politics. It questions the ethical principles that individuals and institutions should uphold in exercising power and achieving common goals (Serilis et al., 2023).

Studying the development of democratic ethics is a complex and interesting topic. Charles Taylor, in his work "Sources of the Self" (1989), provides a deep insight into this. This chapter will carefully explore the journey of democratic ethics based on Taylor's views, with reference to relevant literature. Ancient Roman period: Cicero wrote about the moral obligations of leaders and the importance of law in maintaining civil order. His works, *De Re Publica* and *De Officiis*, became cornerstones of political and ethical thought for centuries. Middle Ages Religion and Morality: Political ethics were influenced by religious teachings, such as Christianity and Islam, which emphasized values such as compassion, justice, and equality. Thomas Aquinas A leading Christian philosopher who reconciled religious teachings with ancient Greek thought. He discussed natural law, human rights, and the role of just leaders in his work, *Summa Theologica*.

Modern Century: Utilitarianism Jeremy Bentham and John Stuart Mill based political ethics on the principle of utility, where actions are judged by the greatest happiness for the greatest number of people. Kantianism Immanuel Kant emphasized the importance of moral obligation and acting on universal principles. His works, *Groundwork of the Metaphysics of Morals* and *Critique of Practical Reason*, had a great influence on ethical thinking.

20th and 21st centuries: The emergence of new ideologies such as communism, fascism, and neoliberalism brought new perspectives on political ethics and the role of the state. Contemporary Debates Political ethics continues to evolve, with a focus on issues such as human rights, global justice, democracy, and the environment. *The Urgency of Political Ethics in the Modern Era* (Mannuhung & Tenrigau, 2018)

- a. Political ethics plays a crucial role in the modern era, especially in the context of democracy and the complexity of today's world. Whether or not all efforts to fight for justice, support victims, empower people through civic organizations, and strengthen democracy are essentially part of efforts to apply the principles of political ethics, the relevance of political ethics is increasingly felt. First, in the rough and tumble of politics, such actions require legitimacy. Such legitimacy inevitably refers to moral standards, legal values, or existing laws and regulations. This provides an opportunity for political ethics to speak with authority. Some of the reasons why political ethics are so important.
- b. Maintaining Public Trust: A crisis of confidence in politicians and political institutions is rife. Strong political ethics can rebuild public trust by ensuring transparency, accountability, and fairness in the political process. For example, the implementation of corruption prevention mechanisms, such as wealth declarations and periodic financial audits, can increase public trust in the government.
- c. Promoting Justice and Equality: Political ethics ensures that all people are treated fairly and equally, regardless of their race, religion, gender, or socioeconomic status. For example, policies that prioritize access to education and healthcare for marginalized groups, as well as fair and non-discriminatory law enforcement, can promote justice and equality.
- d. Tackling Corruption and Abuse of Power: Political ethics sets high moral standards for leaders and public officials, preventing them from abusing power for personal gain. Examples: Rules prohibiting conflicts of interest, strict application of codes of conduct, and mechanisms for reporting violations can help combat corruption and abuse of power.

Voicing political opinions is a human right and duty in a democratic society. Various theories explain how individuals and groups voice their political opinions and how these voices influence the political process. The influence of online platforms on public opinion in the context of digital communication and political engagement can provide an in-depth understanding of how social media and other online platforms influence people's political views and behavior. This is discussed based on a literature review and qualitative analysis (Lusi, 2024). Here are some important theories about voicing political opinions (Nasution, 2020):

- a. Political Participation Theory: This theory emphasizes the importance of individual participation in the political process, whether through voting, campaigning, activism, or other forms of participation. Political participation increases public awareness, promotes government accountability, and results in better policies. Examples include high voter participation in elections, community participation in village development planning meetings, and participation in social movements.
- b. Interest Aggregation Theory: This theory explains how individuals and groups aggregate their interests to achieve political goals. Individual and group interests are brought together through political parties, interest groups, and other organizations. Example: collective bargaining by labor unions, lobbying by industry groups against government policies, and the formation of coalitions between political parties.

More effective strategies to give young people a better understanding of politics and effective & positive ways for young people to voice their opinions

According to (Riyanti et al., 2023), improving the political understanding of the younger generation is crucial to building a democratic and prosperous future for the nation. Enhancing the political understanding of the younger generation is a very important foundation in building a democratic and prosperous future for the nation. The younger generation is the backbone of the country's future, and a strong understanding of politics provides them with the tools to actively participate in the democratic process. In an ever-changing era, the role of the younger generation in developing political awareness is becoming increasingly vital. They are not only the recipients of political information, but also the main drivers in shaping the future direction of the nation through meaningful change.

Through political education, people can better understand the political system and their rights and obligations as citizens. It also enhances their ability to actively participate in political life. A high level of public awareness on the

importance of healthy political participation, social justice, and sustainable development is a crucial foundation for creating a democratic and inclusive society (Yunus et al., 2023).

Some strategies that can be carried out to achieve the goal of effective understanding to improve the political understanding of the younger generation:

- **Engaging Educational Approach:** Use interactive and creative learning methods, such as simulations, role-playing, and group discussions. Utilize digital technology, such as educational videos, infographics, and social media, to convey political information in an attractive and easy-to-understand manner. Involve the younger generation in political activities, such as campaigns, public debates, and visits to political institutions. Encourage the younger generation to conduct independent political research and analysis.
- **Improving Political and Media Literacy:** Organize training and workshops on political and media literacy for the younger generation. Provide access to accurate and reliable political information through various media, such as libraries, websites, and educational applications. Teach the younger generation how to analyze political information critically and objectively, so they can avoid hoaxes and propaganda. Encourage the younger generation to become smart and responsible voters in elections.
- **Involving the Younger Generation in the Political Process:** Support the participation of the younger generation in political organizations, such as political parties, student organizations, and non-governmental organizations. Provide opportunities for the younger generation to be involved in political decision-making, such as through public consultations and discussions. Encourage the younger generation to become candidates in elections and contribute to political leadership. Create regulations that support the political participation of the younger generation, such as lowering the minimum age for candidates and voters.

In this digital era, young people have many platforms to voice their opinions. However, it is important to do so in an effective and positive way so that their voices are heard and appreciated (Zulfa et al., 2019). To voice their opinions effectively and positively, young people can do the following:

Understand the issues and do research Before voicing opinions, it is important to understand the issues you want to convey well. Do research and learn about different perspectives to gain a thorough understanding. Use credible and reliable sources of information to avoid false or misleading information. Participate in open discussions Join discussion forums or debate groups that discuss political issues in an open and constructive manner, where young people can share their views and opinions with others. Convey opinions clearly and structured use language that is easy to understand and avoid complicated jargon. convey arguments clearly and structured to be easily understood by the audience. use examples and evidence to support arguments (Rofiq et al., 2022).

Conclusions

Maintaining political ethics is crucial when it comes to elections. Young people who use social media to actively engage in politics need to be aware of the moral ramifications of their actions. Engaging in political life requires maturity and integrity, which are qualities that political ethics reflect in addition to being a personal obligation. Social media has grown in importance as a platform for young people to connect with others, share information, and voice their opinions in the digital age. But with the enormous latitude for expression on social media, ethics must now be taken into account. Unethical actions can threaten democracy and impede balanced political involvement. Examples of these actions include social pressure, cyberbullying, and the dissemination of misleading information. Thus, it is imperative that the younger generation comprehends the significance of ethics in social media interactions and engages in politics in a morally sound and responsible manner. This article centers on the significance of political ethics in relation to elections, emphasizing the ways in which youth utilize social media and how political ethics serve as a mirror of integrity and maturity in engaging in political life.

Acknowledgments

We would like to thank Mrs. Furi Furnamasari for guidance and all assistance in correcting this article. We thank the seminar facilitator for providing guidance on writing the article. We also thank the person in charge of the course for communication until the end of this article.

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