OPPORTUNITIES AND CHALLENGES TOWARDS THE 2024 ELECTION: THE "ECHO CHAMBER" PHENOMENON AND THE INFLUENCE OF SOCIAL MEDIA ON THE LEVELS OF POLITICAL LITERACY OF BEGINNER AND MILLENNIAL VOTER

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ABSTRACT

This research explores the opportunities and challenges faced in preparation for the 2024 General Election, with a focus on the "echo chamber" phenomenon and the influence of social media on the political literacy level of first-time and millennial voters. This study aims to understand the impact of a polarized social media environment on young voters' political perceptions, which may influence their political participation in upcoming elections. By applying qualitative and quantitative methodologies, this research analyzes social media content, interaction patterns, and the level of political literacy of first-time and millennial voters. The research results concluded that the "echo chamber" phenomenon on social media can strengthen existing political beliefs and views, limit access to diverse information, and reduce the willingness to hear different views. The impact is felt on the level of political literacy of young voters, who tend to obtain their political information through biased and limited sources. However, this research also found that first-time voters and millennials have great potential to increase their political literacy through an educational approach that combines social media, formal education and participatory activities in society. This research provides policy recommendations that include the role of media, education and political parties in combating the negative effects of "echo chambers" and increasing the political literacy of the younger generation.

Keywords: Echo Chamber, Election, Social Media, political literacy

1. INTRODUCTION

General Elections (Pemilu) are a fundamental pillar in a democratic system that gives citizens the right to elect leaders and determine the direction of state policy. In this digital era, social media has become the main channel through which political information is disseminated and debated. The "echo chamber" phenomenon, in which individuals tend to be exposed only to views and opinions that align with their beliefs, has become a major concern in contemporary political studies.

The upcoming 2024 elections are faced with significant challenges, especially in the context of first-time voters and the millennial generation. This generation, raised in a digital world, spends a lot of their time on social media platforms. However, the influence of social media does not only bring benefits in terms of access to information; it also creates a "filter bubble" where voters can become trapped in a loop of limited and biased information.

This research tries to respond to a crucial question: How does the "echo chamber" phenomenon on social media affect the political literacy level of first-time and millennial voters ahead of the 2024 election? Does this digital environment open up new opportunities or create obstacles to their political participation? To answer these questions, this research will explore patterns of social media behavior, the content produced, as well as the extent to which their political literacy is influenced by exposure to fragmented and often biased political information.

Echo chambers are a phenomenon in which individuals tend to be exposed to information, opinions, or views that align with their own beliefs, reinforcing and confirming existing viewpoints. Social media users, through algorithms and online interactions, tend to become isolated within groups that hold similar beliefs, reinforcing perspectives and inhibiting access to alternative viewpoints (Pariser, 2011).

Social media platforms use personalization algorithms to display content deemed relevant based on user preferences, increasing the likelihood of exposure to content that confirms existing views. Filter bubbles are the result of personalization algorithms that produce situations where users are only exposed to information that supports their views, reducing the diversity of information accessed (Pariser, 2011).

The echo chamber phenomenon increases the polarization of political opinion by amplifying differences of opinion and reducing dialogue between groups. Echo chambers can strengthen group identity and increase disapproval of other groups, deepening social and political disparities.

Social media platforms can intervene with personalization algorithms to introduce a variety of content and different viewpoints, stimulating diversity of information. Media literacy education efforts that focus on critical use of social media can help users identify and overcome the echo chamber effect (Pariser, 2011).

Theoretically, echo chambers are related to several concepts and theories, including:
1) Filter Bubble Theory: This theory was proposed by Eli Pariser and describes how social media algorithms and search engines tend to provide content that matches the user's previous preferences. As a result, users are constantly exposed to views they prefer, creating isolated information bubbles.
2) Selective Exposure Theory: This theory refers to the behavior of individuals who tend to seek information that confirms their own views and avoid conflicting information. This can lead to selective selection of the information they consume.
3) Confirmation Bias: This concept describes the human tendency to seek out, remember, and pay more attention to information that supports existing beliefs, while ignoring or ignoring conflicting information.
4) Social Identity Theory: This theory explains how individuals tend to identify themselves with certain social groups, and when those groups have strong political views, individuals will tend to be in circles that reinforce those views.
5) Homophily: This concept refers to an individual's tendency to interact with people who share certain views, backgrounds, or characteristics. This can strengthen the formation of echo chambers because individuals will be more likely to interact with people who are in line with them.

Echo chambers can have a significant impact on political discussions and political literacy. When individuals are exposed to only one side of political views or limited information, they may lose a comprehensive understanding of complex political issues and may lose the ability to have healthy and constructive discussions with people who hold different views.

Research on the "echo chamber" phenomenon focuses on how social media and editing algorithms contribute to the formation of echo chambers, as well as how they influence political literacy, the electoral process, and political discussions in society. To support the conceptual framework and methodology, in the context of this research there are several relevant theories:
1) Political Communication Theory:
• Agenda Setting Theory: This theory focuses on how mass media can influence the public agenda by highlighting some issues and ignoring others. In the context of your research, you can see how social media shapes the political agenda and influences the perceptions of young voters.
• Spiral of Silence Theory: This theory explains how people tend to keep opinions that are considered unpopular secret, for fear of being rejected by society. In the context of social media, this can help you understand why people tend to follow the majority opinion in an echo chamber.
2) Social Media Influence Theory:
• Filter Bubble/Echo Chamber Theory: This theory states that social media algorithms create information bubbles in which people are only exposed to views that align with their own views. This can shape the political understanding of first-time and millennial voters.
• Social Identity Theory: This theory describes how people identify themselves with certain social groups, and how this influences their political views. In the context of your research, this can help analyze how voters' social identities influence their political literacy.
3) Political Literacy Theory:
• Civic Education Theory: Political literacy is often related to civic education and understanding of the political system. You can use this theory to evaluate the extent to which civics education influences the political literacy of first-time and millennial voters.
• Critical Political Literacy Theory: This theory includes the ability to understand and analyze political information critically. In the context of your research, you can examine the extent to which first-time voters and millennials have this ability and how social media influences it.

The importance of this research lies not only in an in-depth understanding of the challenges faced by first-time and millennial voters, but also in identifying new opportunities in educational and policy approaches that can pave the way to better political literacy. In an era where information and disinformation are intertwined, a better understanding

of the relationship between social media, the echo chamber phenomenon, and political literacy will provide a valuable contribution to future public policy thinking and political education.

2. METHOD

This research uses a mixed-methods approach that combines qualitative and quantitative methods to investigate the "echo chamber" phenomenon and the influence of social media on the political literacy level of first-time voters and millennials ahead of the 2024 elections. The qualitative approach involves analyzing social media content, tracking patterns- behavioral patterns, and identifying echo chambers that exist on certain platforms. The use of this qualitative method allows researchers to understand the context and nuances of political information disseminated on social media. On the other hand, a quantitative approach involves online surveys distributed to representative samples of first-time voters and millennials. This survey was designed to measure respondents' level of political literacy, identify their sources of political information on social media, and assess the extent to which they were exposed to echo chambers. Quantitative data obtained from the survey was analyzed using descriptive statistical techniques and regression analysis to identify the relationship between echo chamber exposure and the level of political literacy of young voters.

3. RESULTS AND DISCUSSION

The "Echo Chamber" phenomenon in social media is a paradox that illustrates how technology that is supposed to connect people globally can paradoxically isolate individuals in limited information bubbles. Echo chamber is a phenomenon in which individuals or groups tend to be exposed only to information, opinions, or views that align with their own beliefs, while they ignore or avoid opposing views. In the context of social media, echo chambers are formed through algorithms that customize content based on user behavior. By using data such as preferences, previous clicks, and other online actions, social media platforms present information that aligns with users' views and beliefs, creating information bubbles that isolate alternative viewpoints.

One of the main characteristics of an echo chamber is confirmation bias. Social media users tend to seek information that validates their own views, and with algorithms filtering out conflicting content, they are rarely exposed to differing viewpoints. In other words, confirmatory information is continually reinforced, creating an environment in which ideas and beliefs can become increasingly radical and extreme.

A number of previous studies have investigated the formation of echo chambers and their implications in politics. This research reveals that in echo chamber situations, voters tend to be more polarized and less open to alternative viewpoints. They may not only ignore information that conflicts with their beliefs, but may also develop more radical and violent attitudes toward political issues. This phenomenon has a significant impact in the political arena, where diverse and constructive dialogue is essential for policy formation and democratic processes.

The implications of the formation of echo chambers in politics could also include greater social polarization, decreased tolerance for different opinions and values, and increased social conflict. An in-depth understanding of this phenomenon is important to formulate an effective approach in educating the public about media literacy and political literacy. The introduction of critical education and awareness of confirmation bias can help reduce the negative effects of echo chambers, open broader dialogue, and build a better understanding of diverse viewpoints in the political realm.

The results of the analysis show that the echo chamber phenomenon in social media has a significant impact on user behavior, especially first-time voters and millennials ahead of the 2024 elections. The general pattern found involves the formation of ideologically homogeneous groups on platforms such as Twitter, Facebook and Instagram . Users tend to interact with individuals who hold similar political views, reinforcing their own beliefs while ignoring differing viewpoints. These groups reinforce and validate existing information, creating an environment where critical thinking and healthy dialogue are often suppressed.

Additionally, the personalization algorithms used by social media platforms contribute greatly to this echo chamber phenomenon. These algorithms ensure that users see content that matches their preferences, reducing the diversity of information accessed. These results illustrate that social media users, especially first-time voters and millennials, are exposed to both confirmatory and biased information, which can strengthen political polarization and limit their understanding of different points of view.

The echo chamber patterns identified in this research underscore the importance of preventive measures and more effective media literacy education to ensure that social media users have access to diverse perspectives and

information. Collaborative efforts from social media platforms, government, formal education, and civil society are urgently needed to combat this echo chamber phenomenon and increase the political literacy of the younger generation, paving the way towards more informed and inclusive political participation.

In relation to the level of political literacy of novice and millennial voters , the survey results show that the level of political literacy of novice and millennial voters in the context of the 2024 Election has significant variations. Although some respondents demonstrated a fairly good understanding of the basic principles of democracy, such as voting rights and the importance of political participation, many of them still had a limited understanding of political party platforms, election programs, and the role of political institutions. government institutions.

This research identifies that the political literacy of first-time voters and millennials is generally influenced by exposure to political information via social media. Respondents who are exposed to echo chambers and biased news content tend to have a narrow understanding of politics and are limited to viewpoints that only align with their beliefs. In contrast, respondents who actively seek political information from diverse and critical sources have a higher level of political literacy.

In addition, uncertainty about the reliability of the political information they encounter on social media also influences their trust in the political system and electoral process. Many first-time voters and millennials find it difficult to distinguish between factual news and disinformation, giving rise to doubts and reluctance to engage in the political process.

These findings emphasize the importance of bringing political education closer to the younger generation, not only to increase their political literacy, but also to help them develop critical skills in consuming political information. An educational approach that includes source evaluation skills, in-depth understanding of political concepts, and promotion of cross-ideological dialogue is expected to increase the political literacy of first-time and millennial voters, strengthen knowledge-based political participation, and build a more politically informed society.

Regarding the relationship between social media, political literacy and political participation , there are complex issues between social media, political literacy and political participation in modern, digitally connected societies. Social media, with its role as a powerful communication and information platform, has influenced the way individuals engage in politics and understand political issues. Political literacy, on the other hand, includes an understanding of the political system, knowledge of social and political issues, and the ability to critically analyze and assess political information. When social media and political literacy come together, they can influence a person's level of political participation in a variety of interesting ways.

Social media plays an important role in increasing political participation by providing quick and easy access to political information. Platforms such as Facebook, Twitter, and Instagram allow individuals to spread political messages, follow political developments, and participate in political discussions quickly. However, political literacy is needed so that individuals can assess and understand this information critically. Political literacy allows individuals to differentiate between fact and opinion, identify bias in reporting, and filter complex political information.

In addition, social media also provides opportunities to participate in wider social and political movements. Campaigns and protests can quickly gain momentum through the use of social media, enabling mass political participation and collaboration between like-minded individuals. However, political literacy also plays a role in this context by helping individuals understand movement goals, analyze policy implications, and recognize effective political strategies.

However, keep in mind that social media can also create filter bubbles and echo chambers, limiting individuals' exposure to only information that aligns with their own views. In this case, high political literacy can help burst these information bubbles by promoting deeper understanding and discussing diverse points of view.

In conclusion, the relationship between social media, political literacy, and political participation is complex and interrelated. While social media provides access and facilitates political participation, political literacy helps individuals critically process information and understand the political implications of their participation. By increasing political literacy through education and training, society can harness the potential of social media to support informed, open-minded and responsible political participation in the democratic process.

Regarding the influence of the echo chamber phenomenon on the political literacy of novice and millennial voters , it was proven to be significant in this research. In a polarized social media environment, where individuals tend to get caught up in groups that reinforce existing political views, political literacy becomes vulnerable to bias and limited

information. Respondents exposed to echo chambers tend to have a fragmented understanding of politics, narrow their viewpoints, and are less open to information that conflicts with their beliefs.

This pattern also shows a negative impact on the ability of first-time and millennial voters to analyze political arguments, understand complex issues, and differentiate between facts and opinions. Echo chambers tend to hinder their ability to access balanced and diverse information, causing a tendency to believe information that is confirmatory and ignore alternative points of view.

Therefore, efforts to mitigate the influence of echo chambers need to be prioritized in developing the political literacy of young voters. In-depth educational campaigns regarding echo chambers and strategies to avoid and recognize biased content are important. In addition, critical skills training, such as source evaluation and argument analysis abilities, should be strengthened. This approach will not only increase the political literacy of the younger generation, but also prepare them to engage in dialogue based on evidence and accurate information, creating a more informed society and participating in the political process.

The "echo chamber" phenomenon has a significant impact on the 2024 elections by strengthening political polarization and muddying political dialogue. In echo chambers, voters tend to be exposed only to information that confirms their own political views, isolating them from differing viewpoints. This makes it difficult for voters to get a comprehensive and objective picture of complex political issues. Voters trapped in echo chambers may be more susceptible to political propaganda and emotional rhetoric, leading to voting decisions that are not always based on rational analysis and accurate information.

Apart from that, low political literacy is also a serious challenge in the 2024 elections. Voters who do not understand the political system, public policies and the general election process may not be able to make informed decisions. Low political literacy can lead to ignoring important issues, selecting candidates based on popularity or emotion, and in some cases, refusing to participate in elections altogether. In this context, careful and in-depth political education is the key to increasing society's political literacy.

To overcome the impact of the "echo chamber" phenomenon and low political literacy, proactive steps need to be taken. First of all, political education that includes media literacy and political literacy must be strengthened in formal educational institutions. Courses that teach information assessment skills, critical analysis, and critical thinking skills should be an integral part of school and college curricula.

Additionally, it is important to introduce political education initiatives outside formal educational settings. Public education campaigns that explore political issues, provide guidance on how to understand verified news, and promote open discussion about politics can help overcome filter bubbles and broaden people's views.

Furthermore, social media platforms and news providers also have a very important role in overcoming the impact of the "echo chamber" phenomenon. They can introduce algorithms that expand the diversity of content shown to users, ensuring that viewers are exposed to a variety of political viewpoints. Additionally, news providers must prioritize balance and accuracy in reporting news, helping to build a critical and informed audience.

By taking this action, it is hoped that the public will be able to face the 2024 Election with higher political literacy, promote healthy discussion, and ensure election decisions are based on accurate information and rational thinking.

The implications of the "Echo Chamber" phenomenon and the influence of social media on the political literacy of first-time voters and millennials have a significant impact on the 2024 elections. In the context of general elections, the effect of the "Echo Chamber" can strengthen political polarization and make it difficult for voters to gain a balanced understanding of various matters. political issues. New voters and millennials who are trapped in an echo chamber may be more inclined to support candidates or parties that are in line with existing views, without considering other views or alternatives. This can result in election results being influenced by narrow perceptions and a lack of open discussion about actual political platforms.

Apart from that, the influence of social media on political literacy also has an impact on the participation of first-time and millennial voters in the 2024 elections. Although social media can be used as a tool to increase political participation, if it is not accompanied by critical political literacy, it can also cause a decrease substantial participation. New voters and millennials who are exposed to unverified information or trapped in echo chambers may feel unsure or even skeptical about the political process and elections. This can reduce their motivation to participate in elections, limiting the involvement of young people in democracy and political decision-making processes.

To address these implications, a holistic approach is required. Deep political literacy education should be introduced in schools and higher education institutions, helping first-time voters and millennials develop the critical skills necessary to objectively assess information. In addition, social media must also play an active role in fighting the spread of false information and promoting healthy and diverse discussions on their platforms. The active involvement of the government, NGOs and communities in providing political literacy and involving the younger generation in constructive political dialogue is also important to create informed, involved and responsible voters in the 2024 elections. With this approach, the hope is to build a more democratic society and actively participate in the country's political process.

Recommendations for increasing the political literacy of first-time and millennial voters and mitigating the negative effects of "echo chambers" are key steps in building an informed, critical and active society in the democratic process. In facing the 2024 elections, several strategic steps can be taken to increase political literacy and reduce the negative impact of the "echo chamber" phenomenon on the younger generation:

First, integrate political literacy into the formal education curriculum. Schools and colleges must strengthen political education that includes critical analysis skills, information assessment, and a deep understanding of the political system and public policy. Political education should engage students in open discussions about contemporary issues, teach them how to participate in elections, and guide them in understanding the implications of proposed political policies.

Second, develop a political literacy training program outside the school environment. NGOs, educational institutions and governments can work together to organize political literacy workshops, seminars and training that are open to the general public. These programs can teach critical information assessment skills, help people understand media manipulation, and introduce strategies for identifying and overcoming "echo chambers."

Third, involve social media and news providers in efforts to increase political literacy. Social media platforms should intensify media literacy campaigns that teach users how to differentiate between fake news and legitimate news. In addition, news providers must prioritize transparency, accuracy and balance in reporting political information. By presenting accurate and balanced information, they can help break down the echo chamber and reduce its impact on viewers.

Fourth, encourage active participation in political discussions. Civil society organizations, educational institutions, and governments can hold discussion forums, debates, and other political events that involve first-time voters and millennials. This not only provides a platform to convey their ideas and views, but also opens a space to hear different points of view, reduces polarization, and stimulates diverse discussions.

Fifth, raise awareness about the dangers of "echo chambers" and the importance of political literacy. Public education campaigns through mass media, public advertising, and public events can help raise awareness about the negative effects of the "echo chamber" phenomenon and the importance of increasing political literacy. This awareness can stimulate people's interest in gaining deeper political knowledge and participating in more constructive political discussions.

By taking these steps, society can move towards higher political literacy and reduce the impact of the "echo chamber" phenomenon. In the long term, these efforts will form a young generation that is open-minded, informed and active in the democratic process, strengthening the foundations of democracy and public participation in the country's political life.

4. CONCLUSION

In examining the "Echo Chamber" phenomenon and low political literacy among first-time voters and millennials in the context of the 2024 elections, this research reveals the significant challenges faced in building an engaged, informed and critical society in the democratic process. The conclusions of this research emphasize the urgency to overcome the negative impacts of the "Echo Chamber" phenomenon and strengthen political literacy among the younger generation.

First, this research shows that the "Echo Chamber" phenomenon contributes to political polarization and a reduction in the diversity of views in society. New voters and millennials trapped in the "Echo Chamber" tend to be exposed to information that confirms their own beliefs, limiting interactions with differing viewpoints. This can reduce their understanding of complex political issues and lead to a decline in the quality of political discussions.

Second, the low level of political literacy among first-time voters and millennials indicates the need for improvements in the education and training system. Low political literacy makes individuals more susceptible to political propaganda, false information, and extreme views. It is important to improve information assessment skills, critical analysis skills, and a deep understanding of the political system so that young voters can make informed, evidence-based political decisions.

However, this research also highlights opportunities to improve this situation. In overcoming the "Echo Chamber" phenomenon, an approach involving social media platforms and news providers can open up information diversity. Providing balanced content and presenting diverse points of view can stimulate healthy discussion and broaden people's views.

Apart from that, political literacy can be improved through continuous education. Political education programs that include media literacy, critical thinking skills, and a deep understanding of political issues will equip young people with the knowledge and skills necessary to participate effectively in politics.

In conclusion, this research highlights the importance of addressing the challenges faced by first-time and millennial voters in developing critical political literacy and overcoming the "Echo Chamber" phenomenon. In facing the 2024 elections, education, awareness and active participation from various stakeholders, including schools, government, social media platforms and the community, will be key in building an informed and participatory society. With these joint efforts, young people can become a positive force in the democratic process, help strengthen the foundations of a healthy democracy, and create a more inclusive and just political future.

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