

ABSTRACT

Political use of social media in Indonesia has been increasing after Jakarta Governor Election in 2012. Many political practices used social media as the communication device between candidates and voters as well as the parties. The concept of modern political marketing strategy has used technology of Web 2.0 to enhance political participation in particular young adults. The aim of this research is to examine the effect and relationship of social media use toward online & offline political participation as well as political trust and online & offline discussion in Indonesia and also to find the characteristic of social media platforms for information seeking in politics.

This research is adopted the Orientation-Stimuli-Reasoning-Orientation-Response (O-S-R-R-O-R) model of political communication effects. Thus, the study uses SEM (Structural equation modeling) to analyze the data with the sample size of 384 individuals in particular young adults ages. The data collected using questionnaire with 5 Likert scales.

The results show that information seeking through social media and political trust were positively effect to online and offline political participation as well as online discussion as the mediation have positive impact between information seeking and online & offline political participation. Meanwhile, the mediation of political trust showed negative or no impact between information seeking and online & offline political participation.

Keyword: Information seeking, online & offline discussion, online & offline political participation, political trust, social media