

TABLE OF CONTENTS

| | |
|--|-----|
| APPROVAL PAGE..... | ii |
| ORIGINALITY STATEMENT..... | iii |
| PREFACE..... | iv |
| ABSTRACT..... | v |
| Table of Contents..... | vi |
| List of Table..... | x |
| List of Figure..... | xii |
| CHAPTER I..... | 1 |
| INTRODUCTION..... | 1 |
| 1.1 Overview of Research Objective..... | 1 |
| 1.2 Reseach Background..... | 3 |
| 1.3 Problem Statements..... | 11 |
| 1.4 Research Questions..... | 11 |
| 1.5 Objectives..... | 11 |
| 1.6 Significant of Study..... | 12 |
| 1.6.1 Academic Aspect..... | 12 |
| 1.6.2 Practical Aspect..... | 12 |
| 1.7 The Scope of Research..... | 12 |
| 1.8 Writing Systematics..... | 13 |
| CHAPTER II..... | 14 |
| LITERATURE REVIEW AND SCOPE OF THE RESEARCH..... | 14 |
| 2.1 Introduction..... | 14 |

| | | |
|---------------------------|--|----|
| 2.2 | Literature Review..... | 14 |
| 2.2.1 | Marketing..... | 14 |
| 2.2.2 | Political Marketing..... | 15 |
| 2.2.3 | The O-S-R-O-R Model of Communication Effects..... | 15 |
| 2.2.4 | The Concept of Social Media..... | 16 |
| 2.2.5 | The Linkage of Social Media Use and Politics..... | 19 |
| 2.2.6 | Information Seeking on Social Media..... | 20 |
| 2.2.7 | Online and Offline Public Affairs Discussion..... | 21 |
| 2.2.8 | Political Trust..... | 22 |
| 2.2.9 | Online and Offline Political Participation and Net Generation..... | 23 |
| 2.2.10 | Previous Researches..... | 25 |
| 2.3 | Research Framework..... | 38 |
| 2.4 | Hypothesis..... | 40 |
| CHAPTER III..... | | 43 |
| RESEARCH METHODOLOGY..... | | 43 |
| 3.1 | Characteristics of Research..... | 43 |
| 3.2 | Definition of Operational and Variable Measurement..... | 44 |
| 3.2.1 | Scale..... | 48 |
| 3.3 | Steps of Research..... | 49 |
| 3.4 | Population and Sample..... | 50 |
| 3.4.2 | Sampling Method..... | 51 |
| 3.5 | Data Collection and Resources..... | 52 |
| 3.5.1 | Type of Data..... | 52 |
| 3.5.1.1 | Primary Data..... | 52 |

| | | |
|----------------------------|---|----|
| 3.5.1.2 | Secondary Data | 53 |
| 3.6 | Validity and Reliability..... | 53 |
| 3.6.1 | Validity Test..... | 53 |
| 3.6.2 | Reliability Test..... | 55 |
| 3.7 | Data Analysis Technique..... | 56 |
| 3.8 | Hypothesis Testing..... | 59 |
| CHAPTER IV..... | | 61 |
| RESULT AND DISCUSSION..... | | 61 |
| 4.1 | Characteristic of Respondents..... | 61 |
| 4.1.1 | Eligibility of Respondents..... | 61 |
| 4.2 | Result..... | 64 |
| 4.2.1 | Analysis the Influence of Information Seeking toward Online Political Participation..... | 65 |
| 4.2.2 | Analysis the Influence of Information Seeking toward Offline Political Participation..... | 68 |
| 4.2.3 | Analysis the Mediation of Online Discussion between Information Seeking and Online Political Participation..... | 71 |
| 4.2.4 | Analysis the Mediation of Offline Discussion between Information Seeking and Offline Political Participation..... | 75 |
| 4.2.5 | Analysis the Mediation of Political Trust between Information Seeking and Online Political Participation..... | 79 |
| 4.2.6 | Analysis the Mediation of Political Trust between Information Seeking and Offline Political Participation..... | 83 |
| 4.2.7 | Analysis the Influence of Political Trust toward Online Political Participation..... | 87 |
| 4.2.8 | Analysis the Influence of Political Trust toward Offline Political Participation | 91 |

| | |
|------------------------------|-----|
| 4.3 Discussion..... | 94 |
| CHAPTER V..... | 98 |
| CONCLUSION & SUGESSTION..... | 98 |
| 5.1 Conclusion..... | 98 |
| 5.2 Suggestion..... | 98 |
| REFERENCE..... | 100 |