
Political Preferences of Muslim Generation Z in the Digital Age: A Case Study of Students at UIN SATU Tulungagung

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Abstract

This research analyzes the preferences of UIN Sayyid Ali Rahmatullah (UIN SATU) Tulungagung students, as representatives of Generation Z, toward political content on social media. This study aims to determine the preferences of UIN SATU Tulungagung students for political content on social media, a typology of their chosen political, and analyze it using agenda-setting theory to understand the influence on their political awareness. This study uses a descriptive-prescriptive qualitative approach with a case study, interviews with 90 respondents via Google Forms, FGDs with 17 informants, and analysis using agenda-setting theory. The research findings indicate that almost all students (91%) consistently access political content thru Instagram, TikTok, X, and YouTube for quick insights, engaging visuals, and diverse perspectives that are considered more credible than mainstream media. Their primary preferences include accounts like Kompas.com, Tirto.id, PinterPolitik, Malaka Project, and Mojok.co, with content characterized by informative articles, infographics/short videos, relevance to social issues such as human rights, education, government transparency, and critical/progressive narratives that encourage discussion. They categorized accounts into five typologies: (1) mainstream news (Kompas.com, CNN Indonesia) for neutral facts; (2) political literacy (PinterPolitik, Perspektif.Idn) with educational infographics; (3) activism/criticism (Malaka Project, Social Movement Institute) focusing on social justice; (4) satire/narrative (Mojok.co, Harus Mikir) combining humor and analysis; and (5) personal/institutional (Akbar Faizal, Constitutional Court) for vocal opinions or formal law. They compared the advantages/disadvantages of accounts, demonstrating high digital literacy despite 37.6% being inactive in organizations. Agenda setting by these accounts shapes opinions thru issue salience such as corruption, government policy, and public welfare, raising critical awareness without directly determining political choices—the majority of respondents (in three forms: fully/partially/not influenced) use them for reflection, multi-source analysis, and social participation. The findings confirm that Generation Z at UIN SATU has good literacy, is sensitive to civil issues, and is independent in filtering out hoaxes/polarization

Keywords

; Political Preferences; Social Media; The Content of Politic; Z – Generation

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1. INTRODUCTION

In the 2024 general election, young voters from the millennial and Generation Z cohorts constituted the majority of registered voters. According to data from the General Election Commission (KPU), millennial voters numbered 66,822,389, representing approximately 33.9 percent of the total electorate. In contrast, Generation Z voters totaled 46,800,161, or 22.85 percent of the permanent voter list. Collectively, these two generations accounted for 56.45 percent of all voters, establishing them as the largest voting bloc. Their significant representation positions them to influence the future political order and landscape (KPU, 2024).

A majority of Generation Z voters are expected to participate as first-time voters in the 2024 general election. As a substantial cohort of new voters, their political participation and preferences are likely to exert a significant influence on the future political landscape and order. The extent of their political understanding and awareness largely shapes their political views and choices (Putra, 2024).

Generation Z, according to Karl Mannheim (Mannheim, 1952), comprises individuals born between 1999 and 2010 (Mannheim, 1952). Members of this generation are typically active in digital environments (digital natives), open-minded, and creative, yet are often described as lacking resilience. In 2025, Generation Z will generally include individuals aged 14 to 27 years (Arum, 2023). At present, they are entering high school, attending university, or beginning their careers as young working adults (Arum, 2023).

Generation Z, as digital natives who have grown up with advances in information and communication technology, regularly uses the internet and social media to access information and knowledge, including political content (Noor, 2024). According to a Katadata Insight Center survey on the news and political information-seeking behavior of Generation Z voters, 68.2% of respondents reported using Instagram, while 39.2% reported using TikTok (Rainer, 2024). Although TikTok is primarily a video-sharing platform, Generation Z increasingly uses it as a search engine to find the latest political information (Rainer, 2024).

The widespread use of social media as a source of political information is prevalent among Generation Z students. Several studies, including those by Syahputra (Syahputra, 2020), Reyhan and Doddy (Reyhan and Doddy, 2021), Fitriani (Fitriani, 2022), Rosadi (Rosadi, 2020), and Arisnawawi (Arisnawawi, 2021), indicate that social media significantly enhances students' awareness and understanding of political issues. Nevertheless, the impact of social media on students' political literacy depends on their ability to evaluate and manage the information they encounter critically.

The statistical data presented above indicate that the majority of Generation Z students, including those at UIN Sayyid Ali Rahmatullah Tulungagung (hereinafter UIN SATU Tulungagung), obtain political information through various social media platforms. Irfana conducted a quantitative study to

assess the digital literacy levels of UIN SATU Tulungagung students, focusing specifically on the impact of first-time voters' political participation in the 2024 elections (Irfana, 2024). The results suggest that political participation among first-time voters influences their digital political literacy (Irfana, 2024). Nevertheless, Irfana's research did not address students' preferences regarding the political content they accessed, which may also influence their political literacy.

Fahruji and Fahrudin's research on the use of social media in the 2024 election campaign indicates that most political parties in Indonesia utilize various social media platforms, including TikTok, for political campaigning (Fahruji and Fahrudin, 2023). The study highlights the dominance of individual parties in executing their respective campaign strategies. However, it does not address how the agendas of social media platforms shape the selection and promotion of issues that gain public popularity, particularly among Generation Z, the largest group of social media users.

Considering the widespread use of social media and the distinctive information access patterns of Generation Z, this study investigates the representation of political preferences among UIN SATU Tulungagung students within digital platforms. The study aims to analyze how exposure to political content on social media shapes students' political perspectives.

2. METHODS

The study of political preferences among Generation Z Muslims, with an emphasis on their preferred social media content, employs a field research approach. A qualitative research method was utilized, with students from UIN SATU Tulungagung serving as research subjects. The sample includes a diverse group of students: those actively involved in extracurricular organizations; those whose academic focus is in the social sciences, political science, or constitutional law; students engaged in campus organizations; and students who are not involved in any organizations and attend only lectures.

Data were collected from 90 students who met the specified criteria through questionnaires. The responses were analyzed to determine the most frequently used social media platforms and accounts for political information. Subsequently, in-depth interviews were conducted with 17 students (for *Focus Group Discussion*) who selected the top 10 social media platforms or political accounts. The study then mapped and categorized the interview results to identify the political content preferences of UIN SATU Tulungagung students.

This research utilizes both primary and secondary data sources. Primary data are collected through interviews, including questionnaire-based interviews and Focus Group Discussions (FGDs). Secondary data are obtained from existing research relevant to the study's subject, such as research reports, journal articles, books, popular articles, and other sources.

3. FINDINGS AND DISCUSSION

The data are presented based on information collected through interviews conducted via Google Forms and focus group discussions (FGDs). The methodology section details the process, including the results of interviews with informants and documentation obtained during data collection.

Among the 90 students interviewed, 37.6% were completely inactive in organizations, 20.4% were active participants, and 42% were active participants but remained inactive. This distribution is illustrated in the following diagram:

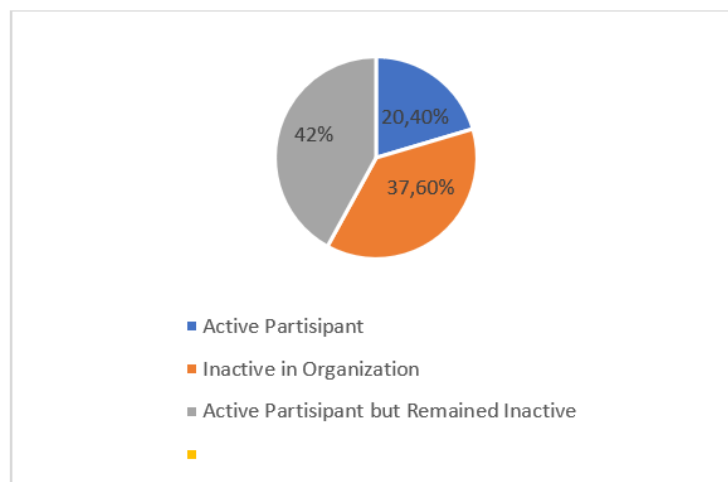


Diagram 3.1 The Activity of Students

Most UIN SATU Tulungagung students access political content on Instagram, TikTok, and X, and also frequently use YouTube and other online platforms for similar purposes. According to Agung, a pseudonymous student in the Constitutional Law program (Agung, 2025) :

“saya menggunakan media sosial untuk mengakses berita atau konten politik karena informasinya cepat, mudah diakses, gratis dan menyajikan sumber sekaligus, mulai dari opini publik. serta memberikan sudut pandang alternatif yang tidak terlalu ditemukan di media arus utama.”

According to some students, accessing political content on social media platforms such as Instagram, TikTok, YouTube, and X offers a broader range of perspectives and more current information than mainstream online media, which is often subject to editorial framing.

Several social media accounts featuring political content are preferred by students at UIN SATU Tulungagung, including the following:

No.	Social Media Account Containing Political Content
1.	Kompas.com
2.	Tirto.id
3.	PinterPolitik

4.	Perspektif.Idn
5.	CNN Indonesia
6.	Politiknesia
7.	Malaka Project
8.	Tempodotco
9.	Social Movement Institute
10.	Harus Mikir
11.	Mojok.co
12.	Narasi Newsroom
13.	Akbar Faizal Unsensored
14.	Mahkamah Konstitusi

The reasons for selecting specific social media accounts to access political content are diverse. Some individuals perceive that social media facilitates direct engagement with the issues presented. This perceived interactivity distinguishes social media from other, more indirect, online media platforms.

The content choices and underlying motivations of UIN SATU Tulungagung students suggest a high level of digital literacy and critical engagement with political content. These students demonstrate an expanded understanding of civil rights by actively seeking balanced news alternatives from a range of political sources. They compare self-selected social media accounts featuring political content and systematically evaluate the strengths and weaknesses of each platform.

The most frequently accessed topics concerning political issues and government performance in Indonesia include :

No.	The most frequently accessed topics concerning political issues
1.	Community Education
2.	Human Rights
3.	Government Accountability and Transparency
4.	Taxation
5.	Government Policies
6.	Economic Conditions and Public Welfare
7.	Social Inequality
8.	Relocation to the new capital (IKN)

The data indicate that students at UIN SATU Tulungagung demonstrate a strong interest in issues directly related to civil rights, such as education, public welfare, social inequality, and human rights. Furthermore, respondents reported that their political choices are significantly influenced by political content encountered on social media, as demonstrated by the following statements:

“Sedikit berpengaruh akan tetapi bukan secara langsung untuk menentukan pilihan politik saya. Pengaruhnya lebih pada menambah wawasan, mempermudah memahami isu, dan membuka sudut pandang baru terhadap tokoh-tokoh maupun kebijakan politik yang ada. Keputusan politik tetap saya dasarkan pada perbandingan dari berbagai sumber bukan hanya berpatok pada satu sumber saja supaya pandangan saya lebih objektif dan tidak terjebak dari narasi sepihak.” (Anisa, 2025)

“Iyaa, karena secara tidak langsung saya menyukai konten-konten yang disajikan, dan mewakili sudut pandang saya. Narasi akun media sosial politik memang berpengaruh dalam membentuk persepsi dan memberi wawasan tambahan, tapi tidak secara otomatis mengubah atau menentukan pilihan politik saya. Pilihan politik lebih ditentukan oleh analisis kritis terhadap fakta, rekam jejak, dan konsistensi kandidat atau partai.” (Vira, 2025)

However, certain individuals claim that their political decisions are not influenced by the political content they choose to engage with, as illustrated in the following example:

“tidak, narasi akun media sosial hanya sebagai refrensi, pilihan politik tetap ada dengan analisis sendiri.” (Deta, 2025)

Certain students engage with political content to enhance their understanding of political issues, and their political decisions are informed by independent analysis. This is illustrated in the following statement:

“Pengaruhnya lebih pada menambah wawasan, mempermudah memahami isu, dan membuka sudut pandang baru terhadap tokoh tokoh maupun kebijakan politik yang ada. Keputusan politik tetap saya dasarkan kepada perbandingan dari berbagai sumber bukan hanya dari satu akun agar pandangan saya lebih objektif dan tidak terjebak dalam narasi sepihak.” (Vira, 2025)

3.1. Preferences of UIN SATU Tulungagung Students Regarding Political Content on Social Media

The political content preferences of UIN SATU Tulungagung students on social media platforms such as Kompas.com and Tirto. id.Id, CNN Indonesia, PinterPolitik, Perpektif.Idn, Malaka Project, Social Movement Institute, Tempodotco, Harus Mikir, Mojok.Co, Narasi Newsroom, and Politiknesia tend to select content that is relevant, visually engaging, and easy to access. These media outlets present political information in clear language with a progressive and critical perspective. As a result, such content has the potential to enhance students' political literacy, awareness, and participation in political issues.

The social media accounts of political content providers selected by students at UIN SATU Tulungagung present critical narratives regarding the government, thereby facilitating political education and exposing students to diverse political perspectives.

Analysis of the political content preferences of UIN SATU Tulungagung students indicates that they avoid trivial or purely provocative material. Instead, they engage with content that provides critical news, which enhances their understanding of Indonesia's political landscape.

The abundance of political content on social media may overwhelm users and increase susceptibility to misinformation. However, data indicate that UIN SATU students can select credible and trustworthy political content providers.

These findings suggest that UIN SATU Tulungagung students have effectively applied their digital literacy skills, as demonstrated by their selection of social media accounts from credible political content providers.

The data indicate that UIN SATU Tulungagung students prefer political content on social media that is both informative and features attractive visual elements and accessible narratives, which facilitate their understanding of political issues. Accounts such as Narasi Newsroom, which provide relevant content in simple language, can significantly enhance student political engagement, particularly in terms of political awareness and knowledge. Interactive digital content, including infographics, reaction videos, and materials that encourage participation, is also more popular among students.

UIN SATU Tulungagung students prefer content that is easy to understand, features attractive visuals such as infographics or short videos, addresses topics relevant to current social and political issues, presents information in a progressive manner that supports critical political literacy, and encourages active participation in discussions and social action.

Therefore, media and accounts that present political content in a communicative, engaging, and critical manner are generally preferred by students when selecting political content on social media.

3.2. Typology of Political Content Preferences on Social Media Among UIN SATU Tulungagung Students

Based on data from social media accounts preferred by UIN SATU Tulungagung students for accessing political content, the author created a typology and categorized the above accounts into 5 categories: mainstream news media accounts, political education and literacy accounts, social activism and criticism accounts, satirical and narrative entertainment accounts, and personal and institutional accounts.

Mainstream accounts, such as Kompas and CNN Indonesia, exhibit conservative and balanced editorial styles. In contrast, outlets like Tirto and Tempo.co, as well as critical accounts such as Pinter Politik and Perspektif Indonesia, emphasize educational content with a progressive orientation. Activist accounts, including Malaka Project and Social Movement Institute, are highly critical of the status quo and focus on social justice issues. Entertainment and opinion accounts, such as Mojok and Harus Mikir, employ satire and present a liberal and critical perspective. Personal accounts, exemplified by Akbar Faizal, convey individual viewpoints and are often outspoken. Institutional accounts, such as the Constitutional Court, maintain neutrality and provide legal education. These distinctions clarify the primary functions and target audiences of each account category.

3.3 Discussion: Agenda Setting Theory and Its Influence on Political Content Selection on Social Media Among UIN SATU Tulungagung Students

This study applies Agenda Setting Theory to analyze how the political preferences of UIN SATU Tulungagung students are influenced by their engagement with political content on social media. Agenda Setting Theory is widely recognized among media scholars for its capacity to elucidate the media's impact on public opinion. The theory highlights the significant role of media in shaping public perceptions of issue importance. Media organizations can direct societal attention and establish certain issues as prominent topics of public discourse (Nasionalita, 2015).

Agenda setting is typically divided into three sub-areas: the media agenda, the public agenda, and the policy agenda. The media agenda refers to the set of issues that are prioritized for news coverage. These issues are often given top priority in the news. The public agenda focuses on how media content shapes public opinion. The policy agenda concerns the relationship between public opinion and the actions, decisions, and policies of elites. The policy agenda emerges when policymakers acknowledge the significance of a particular issue (Nasionalita, 2015).

Government officials and other interested parties frequently exploit the media's capacity to influence public opinion. The media possesses significant power to shape public perceptions and attitudes regarding various issues. Consequently, many media outlets disseminate news specifically intended to influence public perception. Such reporting can readily alter public attitudes and opinions, resulting in certain issues receiving the attention or response sought by these parties. This phenomenon underscores the pivotal role of media in shaping public opinion and demonstrates how this influence may be misused to serve particular interests (Hidayah, 2024).

Continuous exposure to media content shapes public perceptions of social reality. Mass media, including social media platforms, not only disseminate information but also influence public

opinion by promoting specific narratives. In political communication, social media serve as tools for constructing political images by presenting consistent, relevant content. Media can construct a collectively accepted reality among audiences, even when this constructed reality diverges from objective circumstances (Afisah, 2025).

The agenda-setting approach observed in political social media accounts selected by UIN SATU Tulungagung students demonstrates the capacity of these platforms to prioritize political issues for public attention. This prioritization is achieved through frequent, intense, and consistent content presentation, which shapes audience perceptions of issue importance. Social media platforms implement agenda-setting by emphasizing topics such as corruption, human rights, democracy, and election dynamics, while leveraging digital interactions to reinforce specific narratives. In the current digital era, this process is dynamic, as public responses, including comments and shares, can alter the established agenda, a phenomenon known as reversed agenda-setting.

National trends such as elections and corruption frequently drive the issues discussed on Indonesian social media, shaping the dominant political discourse. The prevailing public agenda centers on oversight and criticism of central political figures, articulation of youth aspirations, utilization of digital media for political communication, and the impact of social media on public policy priorities. This agenda further illustrates the political dynamics characterized by active community engagement and responses from both political parties and the government.

The public agenda promoted by political social media accounts exerts significant influence on political discourse and public opinion in Indonesia, particularly among Generation Z, including students at UIN SATU Tulungagung. These accounts typically address critical issues such as social criticism of government policies, corruption, candidate dynamics, and political education, thereby encouraging young people to engage more actively and critically with political matters. Social media platforms serve as essential spaces for youth to discuss and articulate their political aspirations and to monitor political developments in a more accessible and interactive manner.

The primary impact of this public agenda on UIN SATU Tulungagung students is an increase in political awareness, facilitated by educational content and the representation of current issues. These students rely predominantly on social media as their main source of political information, with platforms such as Instagram, TikTok, and Twitter serving as key channels for disseminating and shaping political opinions. This reliance fosters greater political engagement, both through online discussions and active participation in political activities, including digital campaigns and social movements.

Furthermore, social media serves as a platform for UIN SATU Tulungagung students to critique government policies and apply constructive social pressure. Students utilize these platforms

to mobilize support for significant issues, including policy reform, government transparency, and the protection of civil rights. Nevertheless, challenges such as the spread of misinformation and increased polarization necessitate ongoing improvements in digital literacy.

In summary, political social media accounts play a strategic role in shaping public agendas and opinions that influence UIN SATU Tulungagung students, who represent a segment of Muslim Generation Z in Indonesia. Consequently, digital politics has become a primary arena for more active, critical, and reflective political participation among these students in the contemporary era.

4. CONCLUSION

Students at UIN SATU Tulungagung selectively engage with social media platforms that present political content, prioritizing accounts recognized for their critical perspectives and emphasis on political education. These accounts are classified into five categories: (1) mainstream news (Kompas.com, CNN Indonesia) for neutral factual reporting; (2) political literacy (PinterPolitik, Perspektif.Idn) featuring educational infographics; (3) activism and criticism (Malaka Project, Social Movement Institute) with a focus on social justice; (4) satire and narrative (Mojok.co, Harus Mikir) that integrate humor with analysis; and (5) personal or institutional (Akbar Faizal, Constitutional Court) for outspoken opinions or formal legal information. The comparative analysis of these accounts highlights a high level of digital literacy among students, even though 37.6% are not active in organizations.

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