

The Effect of Media Exposure on Participation in Demonstrations Regarding the Constitutional Court Ruling (A Survey Study of Students in Surabaya)

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ABSTRACT

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This study aims to determine the effect of media exposure on the participation of students in Surabaya in demonstrations regarding the Constitutional Court (Mahkamah Konstitusi or MK) ruling. This research employs a quantitative approach utilizing a survey method with 399 student respondents selected using Slovin's formula. The primary data collection instrument was a questionnaire using a Likert scale, which was tested for validity and reliability. The research variables included media exposure (frequency, duration, and attention) as the independent variable and demonstration participation (type of participation, motivation, and impact) as the dependent variable. The analysis results indicate a significant relationship between media exposure and student participation in demonstrations. The Pearson correlation test yielded a value of 0.614, indicating a strong relationship, while the regression test demonstrated that 40.5% of the participation variable can be explained by media exposure. Social media, as a form of new media, plays a crucial role in disseminating information and mobilizing the masses through features such as hashtags, retweets, and online campaigns. This study concludes that media exposure, particularly social media, has a significant influence—both direct and indirect—on student participation in demonstrations. These findings contribute to the understanding of the relationship between media and political participation in the digital era, while also emphasizing the importance of media literacy to prevent polarization and information manipulation. A high frequency of media information consumption correlates positively with student involvement in demonstrations. Social media proved to be the primary platform for information dissemination and mass mobilization. Additionally, emotional media content, such as videos and images, was able to heighten students' emotional engagement and motivate their participation.

Keywords: Media Exposure, Social Media, Student Participation, Demonstrations, Constitutional Court Decisions

1. INTRODUCTION

Political communication is a vital process within the political system, disseminated by political communicators via media to the public with the aim of achieving specific political interests. The political message, the core of this process, is crafted by the communicator to attain desired political goals. As a communication channel, media plays a pivotal role in bridging the communicator and the public. Through media, a public sphere is created that facilitates political discussion and dialogue, ultimately leading to consensus. The digital space, characterized by its independence, efficiency, and practicality, is considered more effective in delivering political messages compared to print or television media. This allows communicators to reach a broader audience without necessitating conventional processes such as press conferences (Nofiard Farid, 2022).

For mass media itself, this study provides insight into its role and responsibility in shaping public opinion. Mass media outlets must recognize that their coverage can influence the public's political behavior, including participation in demonstrations. Therefore, mass media must execute its role professionally and responsibly by presenting accurate, balanced, and impartial information. This research may also encourage mass media to be more critical in highlighting political issues and providing space for diverse perspectives, enabling society to form more rational and informed opinions.

The digital era has overhauled the landscape of political communication, with social media emerging as a new battleground for political actors. These digital platforms provide space for candidates to exchange information and shape opinion. Political campaigns no longer rely solely on television advertisements, news reports, and public debates, but have expanded into the cyber realm. The impact of social media usage in politics remains a hotly debated topic. On one

hand, social media can enhance political participation, encouraging individuals to be active in political processes and participate in elections or campaigns. On the other hand, it has the potential to create polarization and "filter bubbles," where individuals are exposed only to information aligning with their views. Social media possesses the ability to rapidly disseminate political messages—whether true or false—and shape public views on specific issues or candidates (Farid Salman Ahmad, 2023).

The Stimulus-Organism-Response (S-O-R) model, introduced by Carl Hovland in 1953, illustrates how communication functions by identifying three main components: the message (stimulus), the receiver (organism), and the response (effect). This model explains that the message conveyed by the communicator acts as a stimulus aimed at influencing the receiver's attitude or behavior. In this study, media exposure serves as the stimulus, which may take the form of news, opinions, or information regarding the Constitutional Court (MK) ruling that triggers specific reactions and perceptions. The organism in this context is the student body of Surabaya, which possesses unique characteristics, values, and experiences affecting how they process media stimuli. The resulting response is participation in demonstrations, manifesting as physical presence at the protest site, information dissemination via social media, or support for the movement. The S-O-R theory aids in understanding how media stimuli—specifically information regarding the MK ruling—can influence the organism (Surabaya students) and trigger a response in the form of protest participation.

Furthermore, this study offers novelty by examining the influence of media exposure on participation in demonstrations regarding the Constitutional Court (MK) ruling, specifically focusing on students in Surabaya. Previous research has tended to focus on media influence on political participation in general, without specifically addressing demonstrations related to MK rulings. This is crucial because MK rulings often trigger controversy within society; thus, it is necessary to understand how the media plays a role in shaping opinion and driving student participation in this specific context. This research also presents methodological novelty through the use of a survey method, allowing for a deeper analysis of Surabaya students' perceptions and behaviors regarding media exposure and demonstration participation. Previous studies discussing student demonstrations have tended to use qualitative methods; therefore, this research aims to provide a new perspective by employing a more systematic and objective quantitative method.

This study is significant as it reveals how media exposure—whether through news, opinions, or social media information—influences the decision of Surabaya students to participate in demonstrations related to the MK ruling. The urgency of this research lies in several aspects: First, MK rulings often trigger controversy and strong public reactions, so this research provides an overview of how the media plays a role in shaping opinion and encouraging participation in demonstrations. Second, students, as an active and critical group, hold great potential as drivers of social change; thus, this research offers an understanding of how media

influences student mindset and behavior in a political context. Third, this research can offer recommendations for the media to exercise a more responsible role in conveying information and shaping public opinion, particularly regarding sensitive issues such as Constitutional Court rulings.

2. METHODOLOGY

This study employs a quantitative approach utilizing a descriptive quantitative method. Descriptive research typically utilizes questionnaires to gather relevant information and ascertain the actual state of an occurrence; therefore, the researcher distributed questionnaires as the primary instrument for data collection. The survey was conducted by distributing questionnaires to a sample of university students in Surabaya who met specific criteria.

Through these questionnaires, the researcher obtained quantitative data regarding the frequency of media exposure, the types of media consumed, and the level of respondent participation in demonstrations. The data obtained were subsequently analyzed statistically to test the research hypotheses and identify relationships between the variables studied. The researcher utilized a Likert scale as a guideline for responding to the questionnaire items. The alternative responses provided were "Strongly Disagree," "Disagree," "Neutral/Less Agree," "Agree," and "Strongly Agree."

Table 1: Likert Scale Scoring

No	Alternative Answer	Score
1	Strongly Agree	5
2	Agree	4
3	Neutral / Less Agree	3
4	Disagree	2
5	Strongly Disagree	1

Sampling Technique

The sample for this study was drawn from the population of university students in Surabaya using a predetermined sampling technique. While sampling can be random or purposive depending on specific objectives, this study utilized Slovin's formula (Mark Slovin in Sugiyono, 2010) to determine the sample size with a margin of error of 5%.

Below is the calculation for the total population and the determined sample size.

Where:

$$N = \frac{N}{1 + N(e)^2}$$

$$n = 137.389 / (1 + 137.389(0,05)^2)$$

$$n = 137.389 / (1 + 137.389(0,0025))$$

$$n = 137.389 / (1 + 343)$$

$$n = 137.389 / 344$$

$$n = 399 \text{ responden}$$

n = Sample size

N = Population size (Active students in Surabaya): ITS: 27.839; UNESA: 59.000; UINSA: 17.600; UPN: 21.231; UNTAG: 11.719;

Total (N): 137.389

- e = Margin of error (precision value) set at 5% (0.05).

3. RESULTS AND ANALYSIS

Based on the diagrams obtained:

- Figure 1: 57.3% of respondents agreed that they frequently watch news discussing the demonstration regarding the Constitutional Court (MK) ruling.
- Figure 2: 49.9% agreed that they frequently read news or articles related to the MK ruling demonstrations.
- Figure 3: 52.5% tended to agree that they actively search for and follow information regarding the demonstrations.
- Figure 4: 53.5% agreed that they spend 30 minutes to 1 hour, several times a week, watching news about the demonstrations.
- Figure 5: 42.3% agreed they spend an average of more than 1 hour per day reading news or articles related to the MK ruling demos.
- Figure 6: 57.5% agreed they spend an average of 30 minutes to 1 hour per day on social media following discussions related to the demonstrations.
- Figure 7: 66.8% agreed they watch news discussing the demonstrations attentively.
- Figure 8: 51.2% agreed they read news or articles regarding the MK ruling demonstrations attentively.
- Figure 9: 54.3% agreed they read posts, watch news, or follow discussions related to the demonstrations.
- Figure 10: 42% agreed to orating in front of the masses to convey aspirations and demands during the demonstration.
- Figure 11: 43% agreed that their presence at the demonstration location was a form of moral support and to witness the collective struggle firsthand.
- Figure 12: 49.5% strongly agreed with disseminating information about the demonstration via social media to garner support and raise public awareness.
- Figure 13: 51.7% felt that information or news about social issues was highly influential in their decision to participate in the demonstration.
- Figure 14: 49.8% agreed that participation in demonstrations helps strengthen support for specific groups or communities.
- Figure 15: 49.5% strongly agreed that demonstrations are an effective way to achieve desired changes.

- Figure 16: 47.5% agreed that demonstrations have the potential to change public perception regarding the judiciary and the MK decision.
- Figure 17: 51.7% strongly agreed that demonstrations have the potential to encourage the government or the House of Representatives (DPR) to improve transparency and accountability regarding the MK ruling.

Validity Test

- Variable X (Media Exposure): The correlation test results for Variable X indicate that the p-values exceed the r-table threshold (for $N=30$, $r=0.361$). Most question items have a significance value (Sig. 2-tailed) of less than 0.05. This demonstrates a significant correlation between the question items and the total score of Variable X. Thus, the items are valid and capable of measuring the construct.
- Variable Y (Participation): Similarly, the correlation test for Variable Y shows p-values exceeding the r-table threshold. All items show a significance value of less than 0.05, indicating a significant correlation with the total score of Variable Y. Therefore, all items for Variable Y are considered valid.

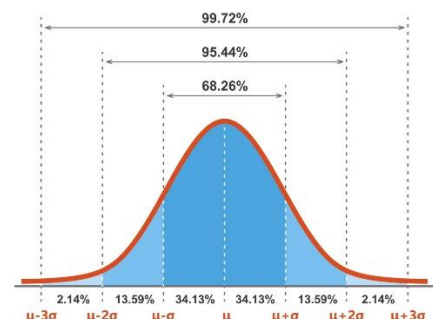
Reliability Test

- Variable X: The Cronbach's Alpha value is 0.908. Since this is significantly higher than the general threshold of 0.60, the instrument for Variable X is considered highly reliable.
- Variable Y: The Cronbach's Alpha value is 0.796. As this is greater than 0.60, the scale for Variable Y is considered reliable.

Normality Test (Kolmogorov-Smirnov)

The normality test on the residual data using the Kolmogorov-Smirnov test yielded a significance value (Asymp. Sig. 2-tailed) of 0.052.

- Hypothesis: The null hypothesis (H_0) states that the residual data are normally distributed.
- Decision: Since $0.052 > 0.05$, H_0 cannot be rejected.
- Conclusion: There is sufficient empirical evidence to assume the residual data are normally distributed. Although the value is close to the threshold, the assumption of normality is met.



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Descriptive Statistics

- Variable X (Media Exposure): The mean values for items X1–X9 range from 3.99 to 4.30, with standard deviations between 0.36 and 0.78. Skewness ranges from -1.176 to 0.074, and Kurtosis ranges from 1.524 to 2.943.
- Variable Y (Participation): The mean values for items Y1–Y8 range from 3.66 to 4.49, with standard deviations between 0.69 and 0.94. Skewness ranges from -1.482 to -1.152, and Kurtosis ranges from 2.411 to 3.632.

Pearson Correlation Test

The analysis indicates a strong relationship between Media Exposure (X) and Action Participation (Y).

- Correlation Coefficient: 0.636
- Significance (Sig): 0.000
- Interpretation: Since Sig < 0.05, the relationship is statistically significant. The coefficient of 0.636 falls within the "Strong" category (0.600 – 0.799). This confirms that higher media exposure correlates with higher participation in demonstrations.

Linear Regression Analysis

- R Value (Correlation): 0.636.
- R-Square (Coefficient of Determination): 0.405.
- Interpretation: 40.5% of the variance in the dependent variable (Participation/Agresivitas*) can be explained by the independent variable (Media Exposure/Religiusitas*). The remaining 59.5% is influenced by other factors outside this model.

(Note: The source text momentarily switched terms to "Religiusitas" and "Agresivitas" in the explanation. Based on context, this refers to Media Exposure and Participation).

Partial Test (t-test)

- Coefficient (Total X): 5.21.
- t-statistic: 16.424.
- p-value: 0.000.
- Interpretation: There is a statistically significant relationship between Total X and Total Y. For every one-unit increase in Total X, Total Y is predicted to increase by 5.21 units. The model fits the data very well.

ANOVA (F-Test)

- F-statistic: 269.740.
- Significance: 0.000.
- Conclusion: The regression model is statistically significant in predicting the dependent variable based on the independent variable. The influence is not due to random chance.

4. DISCUSSION

Based on the tests conducted on the variable of Media Exposure (X) and Action Participation (Y), it is stated that Media Exposure has a significant influence on Action Participation regarding the Constitutional Court (MK) ruling among Surabaya students. This study aligns with previous research. Ghofur Abdul et al. (2021) analyzed how mass media in Indonesia shapes public opinion, specifically in student demonstrations triggered by government policies. The Pearson correlation analysis resulted in a figure of 0.614*, indicating a strong relationship between media exposure and participation in demonstrations. Mainstream media such as CNN and Detik.com played a significant role in covering these demonstrations, contrasting government performance with student demands.

Research by Apriyani Tiara (2021) and Abdad MY (2022) emphasizes the crucial role of social media in mobilizing protest movements. With its interactive features, social media allows for rapid and widespread information dissemination and more efficient coordination of demonstrations. Platforms like Twitter (X) and Facebook have proven effective in spreading protest messages and gathering support, creating a "new democracy" in the digital era. The strategic use of hashtags strengthens messages and increases the visibility of protest movements. Research by Anshori Isa et al. (2023) reinforces the importance of press freedom in providing accurate and objective information access. This freedom allows the public to form rational opinions and make informed decisions, aligning with Muhammad Wahlul Ilmi's statement emphasizing social media's role as a platform for expressing arguments.

In the digital era, social media plays a vital role in shaping public opinion. This study found that media exposure significantly influences student participation in demonstrations related to the MK ruling in Surabaya. As a form of new media, social media enables rapid information spread through features like hashtags and retweets (Abdad, 2022). This phenomenon aligns with findings by Anshori and Nadiyya (2023), highlighting the transformation of the digital space into a vessel for student social action.

The implications of this research are broad. The government needs to formulate public communication strategies that are effective and responsive to public opinion formed via media. Mass media must execute its role professionally, presenting accurate and balanced information. Students, as agents of change, need to improve their literacy to avoid being easily influenced by misleading information. Furthermore, future research should examine other variables influencing student demonstration participation, such as socio-economic background and political affiliation.

This study also indicates that media effectiveness in building political participation relies heavily on public trust in media credibility (Durhan & Tahir, 2021). Thus, digital literacy is crucial to ensuring students can distinguish valid information from disinformation. Media literacy helps students differentiate between fact and hoaxes, reducing the risk of information manipulation (Juditha & Darmawan, 2018).

The results show that students exposed to high-intensity media content have stronger motivation to engage in demonstrations. Emotional content, such as videos and images (Claudia, 2020), has a major impact on evoking emotional engagement. This study reinforces the Stimulus-Organism-Response (S-O-R) model, explaining that media exposure (stimulus) triggers emotional and cognitive reactions (organism), which lead to concrete actions (response) such as participation in demonstrations.

5. CONCLUSION

This study examined the influence of media exposure on the participation of Surabaya students in demonstrations regarding the Constitutional Court ruling. The data analysis reveals that students primarily obtain information regarding the demonstrations through social media, television, and online news. A high frequency of media information access correlates positively with the students' level of understanding of the issues underlying the demonstrations. This increased understanding, in turn, impacts the increase in student motivation to participate.

Social media proved to be the most dominant platform for information dissemination and mass mobilization. Active social media use exposes students to more information related to demonstrations, which influences their perceptions and attitudes. Emotional media content, such as videos and images, effectively heightens students' emotional engagement with the issue, encouraging them to participate.

Overall, this research highlights the critical role of media in shaping student political consciousness. Easy and rapid information access via various platforms has shifted how students engage in political processes. However, given the potential for media to spread inaccurate information, good media literacy is essential for students to make rational decisions. This research contributes significantly to understanding the dynamics of the interaction between media and student political participation.

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