The Influence of Social Media Facebook and Twitter on Student's Rational Choices

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Abstract- The student rational choices is contributes to elections. Student's rational choices is one of issues at the elections.. The purpose of this study was to determine the influence of social media facebook and twitter on student's rational choices. This type of research is a quantitative descriptive study with data collection techniques using a questionnaire. The study population was 1978 people with a sample of 322 students. The sampling technique uses the table of Krejcie & Morgan formula. Hypothesis Testing Results for Social Media Facebook variables significantly influence Student's Rational Choices. Hypothesis testing Social Media Twitter variables significantly influence Student's Rational Choices. The results of hypothesis testing indicate that the Social Media Facebook and Twitter variables simultaneously have a significant influence on the Student's Rational Choices. The study expected to serve as a reference to the electoral candidates in an effort to encourage the increasing number of electoral votes among universities
Keywords- Social Media, Election, Student, Rational Choice

1. INTRODUCTION

The development of communication in the era of globalization has raised issues of democracy, freedom, human rights and its environment. The people of the world are in a competitive environment, met with the fastest growing media such as the internet, telephone and mass media. The country's economic, political and cultural development can be achieved quickly. Indonesia's modern democracy remains based on Pancasila Democracy with the passage of several sections of the National Constitution Act 1945. The process of change was made by the MPR in November 2001. Among the most important are the electoral system of the future using the regional system and direct presidential elections. was chosen by all Indonesians (Compas 2001). In 2004, the first election was able to elect president Susilo Bambang Yudhoyono to replace Megawati who was previously elected by the MPR. In addition to the Presidential elections, there are also Governor-General elections in each province, Mayor and Regent in each city and district.

The technological advances and widespread distribution of social media have contributed to the increasing need for information. Increasing socioeconomic status is accompanied by the development of people's political knowledge and information, real issues as daily news. The era of information and communication from various mass media sources including the internet has indirectly increased public awareness of political issues. On the other hand, there are various social changes in society as well as the minds of the people towards more advanced.

Concerns about voting behavior in Indonesia have increased over the last fifteen years, as the democratic transition period has grown, especially through free and fair elections. The 1999 general election and the 2004 presidential election were, in some cases,

seen as important events that marked Indonesia's entry into the democratic nation (Voter Behavior Discussion, Pandeglang, May, 2011). Free elections make voters more independent in deciding their political choices. Voters are no longer separated from specific parties or groups. In these circumstances, election results are more difficult to estimate. This is in contrast to PR in the days of the "New Order", where the role and intervention of the government in mobilizing the masses in the face of PR seems very real. With a limited number of parties, ie one dominant party, the outcome of the "New Order" election is relatively easy to predict (Bunte, 2009). Therefore, elections during the new order have never been categorized as free and honest elections. According to the democratic theory put forth by the Schumpetrian, elections are the arena in which the game or competition between political actors seeks power; political participation of the people to vote; liberalizing civil and political rights of the people (Robert A. Dahl, 1971).

Voting behavior is the process of making a person's decision to attract or disqualify a particular party or candidate from voting. Voting has been known in the term Political Science for a long time from Aristotle to De Tocqueville including the voting of terms in their work. However, the study of behavior is more specific and its focus is only at the beginning of the 20th century. What is in the mind of the electorate is a combination of life experience and understanding of life experience, which determines election day (Woshinsky, 2008). Seen based on key factors influencing voters, Heywood (2010) classified voters' behavior into four models, namely: the sociological model, the party identifications model, the rational choice model and the model the dominant ideology (the dominant ideology model).

Social media variants are growing and the demand for it is Facebook, Twitter, WhatsApp, Youtube and more. If traditional media uses print and broadcast media, then social media uses the internet. Therefore, social media as a communication tool has a role to bring users to actively participate by contributing and providing feedback publicly, to share information and respond online quickly.

The media is supported by advances in information technology, as well as the content packing of messages facilitating political actors to distinguish themselves from political competition (McNair, 2010). Added to this is the ability of unlimited political information and easy to create political images, including branding political candidates as a result of the contemporary political communication process. Political brands are the use of strategic consumer branding methods to build political image. For example, the branding in contemporary political communication by Barack Obama in the US presidential election in 2007 last year. So is the world of political communication in Indonesia. After the reforms, democratization became something that should have been there, especially when Joko Widodo won the Jakarta DKI election in 2012.

Statistics showing that Jokowi's victory was due to social media influence include: First, BBC.com, Jokowi-JK Social Media Team, PrabowoHatta Social Media Team, Campaigns on social media are being conducted in different ways to capture the voices of beginner voters who are active users of Facebook and Twitter. Like on Jokowi's Facebook page reached over 7 million, while like on Prabowo's Facebook page reached over 3 million. On Twitter accounts Jokowi has more than 1.2 million followers, while Prabowo still has 972,000 followers. Second, Bubu.com mentioned 70% of the conversation about the general election took place via Facebook. In the "Indonesia Election Tracker: Voice of Indonesia" Presidential Election Tracker app and 2014 Vice President Bubu.com's collaboration with Facebook, it is known that 44.04% talk about Prabowo and Jokowi 52.47%. Third, According to Politicawave, a site that catches conversations on social media, Jokowi-JK is more of a black campaign target with 94.9% and 5.1% negative campaigns. While the black campaign for the Prabowo-Hatta pair was down 13.5%, while the negative campaign reached 86.5%.

On social media it is not just about creative campaigns, but also negative campaigns, and black campaigns are also scattered. However, negative campaigns can increase Jokowi-JK's popularity.

Social Media

Social media is an online media, with its users can easily participate, share and create content including blogs, social networks, wikis, forums and the virtual world. Blogs, social networks and Wikis are the most common forms of social media used by people throughout the world. According to Antony Mayfield of iCrossing, social media is about being human. Humans who share ideas, work together and collaborate to create creations, think, debate, find people who can be good friends, find partners and build a community. In essence, using social media makes us as ourselves. In addition to the speed of information that can be accessed in seconds, being yourself in social media is the reason why social media is growing rapidly. No exception, the will to self-actualization and the need to create personal naming. According to Andreas Kaplan and Michael Haenlein define social media as a group of internet-based applications that are built on the foundation of ideology and Web 2.0 technology and allow the creation and exchange of user generated content. Web 2.0 becomes the basic platform of social media. Social media exists in different forms, including social networks, internet forums, weblogs, social blogs, micro blogging, wikis, podcasts, tattoo, video, rating and social bookmarking (Kaplan and Haenlein, 2010; Weber, 2009).

Rational Choice

The rational choice approach develops with criticism of the two previous approaches, the sociological and psychological approach that places the draw on empty space and time (determinants). The rational choice approach assesses the social and psychological dynamics of each individual tenant. This approach is recognized as the concept of a rational choice model, in which lottery behavior is determined by economic, social and political estimation in individual / egocentric ranks and in local, regional rank, to national / sociotropic ranks (Miriam Budiardjo, 2008). The rational choice approach is usually referred to as the economic approach that was developed in the 1960s. The rational choice approach in the study of the raffle behavior is adapted from economics which is to suppress the minimum cost to obtain the maximum profit. So in the behavior of rational gamblers, the gamblers act rationally, namely to draw political parties or candidates who are considered to bring maximum profits and reduce the smallest losses. Down explained that voting behavior is related to government policies (government actions) in a period prior to the choice being held. Voting behavior is determined by the benefits to the income received as a result of government policy or trust in the political promises of dissident parties.

2. LITERATURE REVIEW

Media Social and Voting Behavior

Studies conducted in the United States using the Michigan model especially in the 1960s showed that the identification of successful parties attracted individuals to be involved with the political process (King, 1969: 123-28; Converse & Dupeux, 1962; Verba et al. 1978: Chapter 6). In other words, the party identification model has its own mobilization function in addition to only helping raffers understand the complexities of the political world. However, the influence of the Michigan model was first disputed in the 1970s and the major choice decision in 1980 showed an unstable drawing pattern in force (Daalder & Mair, 1983; Dalton, et al., 1984). Talks about the crisis of belief in the party are common (Rose, R. & McAllister, 1986; Clarke & Kornberg, 1996; Bartels, 2000).

According to Dalton (2012), the socio-economic transformation that has prevailed in the United States since the decade of 1970 has caused raffers to no longer rely on parties when making decisions. Using data from the American National Election Studies, Dalton (2007) found that 41 percent of respondents had no party identification (raffle fence) compared to 25 percent in the 1950s. According to him, the drawers on the fence are in the category of BAO (apartisan) and TMP (apolitical) and contribute to the ups and downs of the lottery pattern in the United States looking at the PAB raffle specifically practicing "split-ticket" drawing, making decisions by following kempen and assess the police offered by candidates or parties (Dalton, 2012).

The study of raffle behavior conducted in Europe is more similar to the Columbia model in which social assemblies and ideological positions are found to be more significant than party introduction (Evans, 2004). One of the founders of the Michigan school of thought, David Stokes (1992) accepted the use of the concept of profit and loss estimates as reserved by Downs (1958) in his study in Britain and presupposes gamblers concerned about achieving matlamat (police). Examples of matlamatas that concern the drawers are such as prosperity and economic well being.

Studies in Britain also show that the positions taken by party leaders play an important role compared to class locations (Burtler and Stokes, 1969). Clarke (et al., 2004) also found that perceptions of the competence of leaders or the image of party leadership were among the main determinants in the process of making political decisions in Britain. In Britain, raffers who are able to assess the police offered by parties or candidates are not referred to as BAOs are instead called "economic raffers". The "economic grappling" model focuses on the economic police and links party choice with measures of economic triumph (Pattie and Johnston, 1997). Some reviewers state 'if the economic situation is weak, the raffler will reject the party of the government' (Lewis-Beck, 1991). Another reviewer found that between PRU 1974 to 1997 in Britain, the kingdom lost lots in the raffle circles who believed that economic conditions had declined in the years before the PRU was held (Sanders, 2003).

The study of raffle behavior carried out in the Netherlands traditionally links political parties with a pool of raffle associated with religion, class and ideology with raffle choices (Middendorp and Tanke, 1990). But if the two-party system is realized, the raffle in the Netherlands begins to assess aspects of the economic situation and specific police parties competing along with issues involving the group. Meanwhile, in other countries showing aspects of party leadership, regional (socio-economic), such as ethnicity, religion, language and culture were found to be more significant compared to the class dimension in influencing the draw. Studies conducted in Canada (Clarke et al., 1982), for example, show that raffers identifying themselves with a party have declined since the early 1970s. Meanwhile, for raffers who are relatively interested in following political developments, the main issues during the campaign become decisive when making decisions to draw (Clarke et al., 1982).

The instability of party identification, especially of the main parties in the Canadian raffle group, became even greater in the period between the 1988-1993 PRU (Clarke & Kornberg, 1996). Based on the whole sample, Clarke and Kornberg (1996) stated that only 49 percent of the drawers took part as respondents in the panel study, identifying themselves with the party within the five years of the study. Meanwhile, 33 percent changed their identification with other parties. The instability in identification is replaced by the transition of support to parties based on territory (Clarke & Kornberg, 1996).

The study of political behavior in Germany using the political literacy approach, Dalton (2012) shows the influence of party mobilization has declined and the category of raffler mobilized by political literacy has increased in the period between 1976 and 2005. During this period, the BAO category increased from 6.2 percent to 19 percent. The TMP

category also increased from 12 percent to 22 percent. Meanwhile, the PSP category decreased from 55 percent to 18.6 percent and the PPB category increased from 25 percent to 39 percent. Dalton (2012) found that the BAO and PSP categories are two groups of raffle who assess the police brought by parties and candidates during the grand election and contribute to the transition of the lottery pattern in Germany.

In a study conducted in Ghana, Lindberg (2012) states that raffers still value patronage politics but at the same time they make an assessment of economic aspects. Based on a sample of 1,600 respondents, 85 percent of respondents expect their people's representatives to meet the demand of the raffle (providing laymen with goods such as houses, highways and so on). However, the politics of shade does not affect the decision of the raffle to choose parties. Lottery for dissident parties or persons is determined by the grading assessment of the economic achievements and the royal police (Lindberg, 2012).

The next discussion is about a freelance study that examines social media with the behavior of the drawer. Study by Budiardjo and Ign. Agung Satyawan (2015), a study conducted on Malaysian students studying in Indonesia (Yogyakarta and Solo) as respondents as many as 33 people using survey techniques. In general, respondents follow political news although it is not intense. The most widely used media are television (16 percent) and newspaper (22 percent). While social media has begun to be widely used in political news search. The social media used are websites and blogs (31 percent). Likewise Facebook and Twitter (47 percent) are also widely used. So in general, students do not use their voting rights. The reason for their rational choice was reluctant to exercise their right to vote because most respondents began to disrespect the rulings of the state controlled by the National Front and also did not believe the Great Choice Commission was able to carry out free and fair elections. Social media can be formulated to be effective in influencing the behavior of Malaysian student drawers studying in Indonesia on the 13th Malaysian public highway choice.

Others in the study of Dista Kurniawan (2015), with a correlational quantitative approach. In this study, the population is the people of Surabaya who are registered or included in the Permanent Voter List (DPT) on the 2014 presidential election. Samples are taken using the Slovin formula so that a sample of 100 respondents uses a regional sample technique. There is a hope that people's perception of the results of the study of the election of presidential and vice-presidential candidates will influence their drawing behavior. By using a quantitative approach, the results of statistical calculations using SPSS version 16.0, the results of this study indicate that the effect of perception on the results of the study of the electability of presidential candidates and presidential candidates is "low" which is 0.291. Furthermore, the determination test with a value of 0.085 means that 8.5 percent permissibility of changing the behavior of community drawers is influenced by community perceptions of the results of the study and the base 91.5 percent is influenced by other factors.

A significant relationship between social media and the behavior of the raffle was also found by Afindiary Novalinda Viani (2014). The author uses quantitative methods with direct surveys in the field and data collection using inquired questions to the specified sample which is 63 respondents. From the test results, obtained a constant value and regression of change in the level of adolescent political inclusion of 9.558. While the regression coefficient of the change of the use of Twitter's "microblogging network media" has a positive value of 0.518. T value of 2,993 is greater than a value of 1,998. This shows that there is a significant magnitude of influence between the change in the use of microblogging network media on the change in the rate of change in the political participation of adolescents by 12.8 percent while the remaining 87.2 percent is influenced by other changes.

In the study of Ika Destiana, Ali Salman and Mohd Helmi Abdul Rahim (2013), the results of the study showed that there is no denying that a communication phenomenon in the

Internet world that is increasingly popular at this time is social media. Facebook, Twitter, Instagram, Path, Pinterest to Google+ are increasingly used universally and extensively. Indonesia is among the countries that have the largest active social media users in the world (Socialbakers 2013). This study aims to get to know the acceptance and experience of users in using social media, especially among university students by using the Technology Acceptance Model by Davis (1989) as a background theory. The additional permissibility of linkages and sequences between personal and social factors has been added to the original model. One form of study using inquiry forms has been carried out on 298 students with a Bachelor's degree in Palembang, Indonesia, aged between 17 and 25 years. The study found that social media acceptance was influenced by a number of factors, but mainly the ease-of-use, the relationship factors and the sequence between personal and social factors that gave a significant impression on acceptance and use.

In the study of Elise E. Haloho, Max Rembang and Grace Waleleng (2015), a total of 69 respondents aged 17-21 were rookies. The results show that they are actively using social media and making it the main source of information. The results of this study stated that 0 percent of respondents said they did not use social media as the main source of information and 26.09 percent often, 33.33 percent sometimes got information, 40.58 percent often. Through these two areas we find social media has become a channel of political communication. Beginner raffers tend to choose partners who actively provide information through social media to them.

Almost the same study also supports the study above, which is to examine the relationship between social media and raffle behavior also carried out by Junaidi Awang Besar and Rosmadi Fauzi (2014). Gamblers in the city want freedom of speech and politics and they are free to access political information through the new media. The city's political scenario dominated by the elite and the middle class is dynamic and open and critical because of the sources of their political information (new / alternative media, the internet; social pages like Facebook and Twitter; web pages and blogs) that are widespread and comprehensive. The political airport tsunami was reaffirmed by the Chinese gambling majority who at the 2013 PRU so that 90 percent, especially young and professional groups, supported parties in Pakatan Rakyat. Indeed, if the National Front wants to perpetuate its political mastery, they need to do something to win the PRU to come. The penetration of political information into the outer regions of the city is a powerful strategy for capturing Malay gamblers outside the city. This strategy is also relevant to areas outside the cities in Sabah and Sarawak that determine deposits to the BN and BN hegemony wall in Putrajaya in the coming PRU.

Studies with the theme of using social media and the behavior of the raffle have previously been conducted. Previous studies used survey methods and inquired questions as instruments used to obtain data. The result of this study shows that 89 percent of teenagers in Malaysia are social media users. However, matters relating to political inclusion such as comments on issues of social problems and the political environment are still very low. These teens are more likely to use new media for entertainment and social networking. The equation found in the previous study with the current study is that this study uses inquired questions as an instrument for collecting data. The difference is that previous studies examined adolescents while the current research is students who use social media. Difference is in the behavior of the raffle while previous research on political inclusion. Previous research with current research is a broader scope of research.

In the study of Marissa Marlein Fenyapwain (2013), with a sample of 46 novice voters in Tounelet Village. Data analysis techniques used are Pearson Product Moment Correlation Analysis (PPM) and Simple Linear Regression Analysis. Based on the calculation of Product Moment Correlation, political advertising contributed 17.3 percent and there was a significant influence between political advertising and the inclusion of young voters. While

the results of the calculation of the analysis of Simple Linear Regression, there is a patterned linear influence between political advertising on the inclusion of young drawers in linearity testing. The conclusion of this study is that Political Advertising in the choice of regional highway has a strong enough influence on the inclusion of young voters or around 17.3 percent while the rest is determined by other change factors, such as environmental factors, family, social values adopted. The difference between Marissa's study (2013) with reviewers is using mass media and reviewers using social media. Data analysis uses PPM while reviewers use SPSS.

Different with the study of Abdu Rahman Lumban Tobing (2009), the object of study is a student of the University of North Sumatra, a collection of 2008-2009. By using proportional stratification random sampling techniques and simple random sampling, a population of six Faculties is obtained: ISIP, Economics, Medicine, Psychology, Agriculture and Mathematics and Natural Sciences. A sample of 99 people was determined based on the Taro Yamane formula with a precision of 10 percent and a confidence level of 90 percent. Data obtained through library research (Field Research) and field research (Field Research) with inquired question instruments containing 28 written questions, which must be answered by the respondents. Data analysis technique used SPSS 15.0. The results of the study show that in general USU students have similar tendencies, their use is still at an average level, not too high and not too low. They may adjust, regulate Facebook usage to their needs and free time. There is also Facebook can fulfill the interests of communication as well as establishing a good social environment between users. The difference between study reviewers is that students are not from students of the royal science program.

In the study of Dessi Setiani (2011), the data used are primary data collected through the distribution of inquiry questions in the five largest universities in DIY based on the 4ICU version of 2014 (4 International Colleges and Universities), namely UGM, UII, UMY, UNY and UAD. The number of samples in this study were 400 respondents. The purpose of this study is to determine the factors that influence the buying interest of android-based mobile phones and to determine the effect of promotions through social media on buying interest based on mobile phones. The analysis method used is factor analysis and multiple linear regression analysis. The results of the study show three independent change factors that influence buying interest, namely advertising through Facebook, advertising through Twitter and advertising through YouTube. Then it was found that the three independent factors influence the interest in buying an Android-based mobile phone. Just like a reviewer who examines social media on college students, he only becomes the cornerstone of discussion of goods, namely Android, not human names, namely Jokowi.

In line with the study of Dessi Setiani (2011), in the thesis study of Khorik Atul Aliyah (2015). This study aims to determine the effect of promotion through social media on purchasing decisions with viral marketing as a proxy for changing mediators (a case study on consumers of SFA Steak & Resto Karanganyar). The population in this study are consumers of SFA Steak & Resto Karanganyar. The sampling technique uses non-probability sampling techniques, namely accidental sampling and the number of samples of 100 respondents. This study is a quantitative study. Analysis of the data used using path analysis (SPSS version 20.0). The results of the study show that: (1) There is a significant positive effect between promotions through social media on purchasing decisions. (2) There is a significant positive effect between promotion through social media on viral marketing. (3) There is a significant positive influence between marketing on purchasing decisions. (4) There is a significant influence between promotion through social media on purchasing decisions with viral marketing as a means of changing mediators. The difference between study reviewers is that consumer behavior is not the behavior of the grand choice raffle.

Maezi Ikhna Priyanti (2013), the results of the study showed that the Impressions which contained the news of the 2013 Central Java Pilkada were Candidate Debate shows on TV One, Kompas TV and Metro TV. Students' interest in the shows is below the criteria: very high criteria 6.7 percent as many as two students, high 56.7 percent as many as 17 students, high enough 33.3 percent as many as 10 students, criteria as low as 3.3 percent as much as a student and very low criteria are 0 percent. Based on the results of the estimation of Descriptive Statistics, it can be said that the interest of students towards shows that include the Central Java Election is 73.58 percent. If this number is analyzed with the criteria of student interest, then the interest of students towards shows that include 2013 Pilkada news is high. The influence of these shows on student political behavior can be seen from the attitude in responding to the Central Java Election, the decision to vote, influencing the choices of others, interest in the vision and mission and programs of a certain Cagub, interest in joining the campaign, interest in becoming a victorious force, interest in being a monitor Pilkada and inclusion in the choice of highway.

In the study of Linayati Lestari (2011), the decision shows that the loss of the candidate governor candidate with a position for two reasons, namely, Accidentally interpreted as a coincidence and conscientious where the raffler has a certain motivation to make different draws at each level of drawing to cause split ticket voting. This study also shows that the split ticket voting that occurred in the 2008 elections in NTB was more on the accidental factor. Weak identification of party voters by political parties as well as candidate figures and the level of evaluation of voters on issues and the performance of candidates is still high in the people of West Nusa Tenggara. This encourages the birth of relationships that are based more on cultural approaches. From several factors the defeat of candidates in the last regional head election, among others: first, the weak factor of party identification; second, factor figures / candidates and third, issue factors. Seeing the phenomenon of split voters in West Nusa Tenggara in the 2008 elections, voters chose the Golkar Party for legislative choices while selecting candidates from PKS in the regional head elections.

Instead of the conversation as above, it can be noted that various theoretical perspectives have been used to understand the behavior of the drawer. The study of the raffle's behavior has changed, beginning with an attempt to understand why a party gets a lot of draws to the raffle issue, especially the determinants or considerations that influence the raffler when they make the raffle decision. Among the known determinants of certainty are social location, party identification, economic assessment, party leadership image, police offered by party and candidate. Class location and party identification are associated with party mobilization. Meanwhile, the assessment of party police, the economic situation, the image of party leadership and the main issues are also related to the stage of political literacy. Increased educational opportunities and an increase in the skills to collect political announcements along with the modernization process make the raffle no longer dependent on the party, on the other hand they can make their own judgment making the decision to draw.

3. METHODOLOGY/MATERIALS

Study Limitations

This study uses and is based on Andreas Kaplan and Michael Haenlein's (2010) New Media Theory through two dimensions of Social Media, namely Facebook and Twitter; the theory of rational choice of Anthony Downs (1957) as the basis of the study. This study only limits the behavior of rational student voters in the 2014 Indonesian elections.

Population and Sample

The population in this study were students of government science study program in the University in Kepulauan Riau Province. Determination of the size of the sample using a sample number based on population by Krejcie & Morgan (1970). For example, the population population in the field is 2000 respondents, so using the formula by Krejcie-Morgan get the following sample 322.

4. RESULTS AND FINDINGS

Student Social Media

Respondents' rating on the frequency of Social Media students of government science courses based on the theory in this study was moderate (Min = 2.76; SD = 0.87 and Min = 2.37; SD = 0.79). As a result of the respondents' assessment through social media survey among students evaluating the social media they use on a daily basis, it was found that all dimensions of social media were at a moderate level. Detailed analysis of this item also indicates that most respondents have social media such as Facebook and Twitter. As can be seen in the following table, the frequency is assessed according to each Social Media trait of indicator 1 and indicator 2. Table 1 below shows a summary of the mean score and standard deviation.

Table 1: Social Media Level Findings and their Dimensions

Variable	Insights	Level
Facebook Tweeter	M = 2.7665 ; SD = 0.87868	Simple
	M = 2.3717 ; SD = 0.79632	Simple

Note : M = Min Score, SD = Standar Deviation

Student Rational Choices

The next item was the level of student voter behavior that was found to be moderate (Min = 3.2720; SD = .87562). The frequency indicates that students have moderate voter behavior based on their assessment of their own voting behavior. The Response Rate of Respondents on Frequency of Voter Behavior can be seen in the following table, the frequency is assessed according to the student rational choice. Student rational choice questionnaire items are items that are calculated whole and without dimension breakdown.

Table 2 below shows a summary of the mean score and standard deviation.
Jadual 2: Dapatan Tahap Perilaku Pengundi dan Dimensinya

Variable	Insights	Level
Rational Choice	M = 3.2720 ; SD =0.87562	Simple

Note : M = Min Score, SD = Standar Deviation

Results of Inference of Study Question and Test of Study Hypothesis

This section tests the following two hypotheses: (1). H.1 : There is a significant influence of social media Facebook on student rational choice; and (2). H.2: There is a significant influence of social media Twitter on student rational choice. Multiple regression

was also used to test the influence of social media dimensions on students' rational choices in Indonesian elections. To see this effect, the social media dimension data were compared by the 'enter' method to the students' rational choice data in the elections to form a multiple regression model as described.

Table 3: The Influence of Social Media Dimensions on Student Rational Choice

Variable	Student Rational Choice		
	β	t	Sig.
Facebook	- .024	- .272	.078
Twitter	- .035	- .361	.718
Konstan	49.371	21.229	.000
R = .308			
R^2 = .095			
F = 2.229			

*Significance = p < .05

Table 3 shows the results of studies on the influence of social media dimensions on students' rational choices. The results of the multiple regression analysis conducted show that none of the social media dimensions of Facebook and Twitter had a significant impact on students' rational choices. Therefore, researchers need to reject hypotheses H.1 and H.2 which assume that Facebook (β = - .024, p <.05) and Twitter (β = - .035, p <.05) have a significant negative impact on student rational choice, two-dimensional social media contributed 9.5% (R = .308) of the variance in student rational choice in elections [F (2)= 2.229]. Based on the results of this regression analysis, it can be stated that Facebook and Twitter dimensions are factors that do not influence student voter behavior.

5. CONCLUSION

The objective of this study was to examine the influence of social media on rational choice of students. A number of recent studies agree that social media has a negative impact on students' rational choices. Social media is rated as not significantly influencing students' rational choices. The findings of this study support Dalton's (2012) study that in Germany despite social media, voters prefer the policy dimension proposed by the party and the candidates in the election. This study also supports Linberg's (2012) study that in Ghana, voter rational choice is more about candidate economic performance. In Europe (Evans, 2014) voters are increasingly using the psychological and sociological dimensions. Negative forms were also found in line with the study of the Totok Rev. Eternal (2014) with R = 27.1 that participants used more psychological dimensions than information, knowledge, and understanding of the election candidate.

Students as quality role models as voters need to pay special attention because students or youth are the younger generation who influence voting in elections. The results of this study are in line with previous research findings that found no relationship and thus the influence of social media on voter behavior (Linayati Lestari, 2011 and Maezi Ikhna Priyanti, 2013). In this study, television is the one that plays an important role in the success of the election. To test undergraduate students, the dominant social media influences the sociological dimension of non-rational students (Ika Destiana, Ali Salman & Mohd Helmi, 2013. (2009), students make rational choices not on social media but through electronic radio and television and mass media newspapers, and some students use social media but do not use it often.

This study is in line with the study that although rational choices are made by students and voters, the information obtained is direct party information (Elise E Halolo, Max Rembang, Grace Walelang, 2015). That in the United States despite the rational choice dimension, voters are more on psychological dimensions long before social media exists (King, 1969; Converse & Dupeux, 1962; Daalder & Mair, 1983; Dalton, 1984; Rose & McAllister, 1986; Clarke & Kornberg, 1996; Bartles (2000) and Middendorp & Tanke (1990).

For this objective test, two-dimensional social media in this study was analyzed simultaneously in each dimension with university student voter behavior through multiple regression analysis. When viewed on the influence of social media through these two dimensions of student voter behavior, it was found that there were no dimensions that showed significant influence on student voter behavior. At 4.10 it can be seen that the dimension of social media is not significant but has an impact of 9.5%. However, the findings of this study cannot support previous studies. Some studies are inconsistent with the findings of the researchers. The ability to use social media by students to vote in elections has a positive and significant impact on Budiardjo & Ign's recent study. Great Setyawan (2015), Dista Kurniawan (2015), Afindiary Novalinda Viani (2014). In the third study, social media mainly Facebook, Twitter, Youtube, Web (Dessi Setiani, 2011 and Kholik Atul Aliyah, 2015) influence student rational choice. This is because students have acquired a lot of knowledge and knowledge at university

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