EXAMINING COMMUNICATION MEDIATION MODEL ON YOUTH ONLINE POLITICAL ENGAGEMENT

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Abstract. *This study analyzed the influence of social media usage towards political engagement in social media by using model of communication mediation. This study focused on examining correlation between pre-orientation (motive), stimulus (social media use), post-orientation (political efficacy), and response (political engagement) in the context of young Chinese people in the city of Singkawang by using concept of O-S-O-R in communication mediation proposed by McLeod, Kosicki, and McLeod. By conducting regression analysis on 125 respondents with existing questionnaire, some points could be resulted. First, motive was a key in politics information, and it consisted of surveillance, guideline, entertainment, and social utility. The motive influenced significant and simultaneously towards the use of social media for political information. Second, the use of social media as politic information had a different influence on two dimensions of political efficacy, namely internal and external efficacy. Besides, the use of social media also influenced individual's efficacy that they were capable to understand issues and problems of politics, and sufficiently competent to participate in politics. Yet, the use of social media did not have a significant influence towards individual's trust on government (external efficacy). Although the use of social media had produced different influence towards political efficacy, but two dimensions of political efficacy could moderate the influence of social media usage on a greate attitude change, namely political engagement.*
Keywords: *Communication Mediation Model, New Media, Political Engagement*

Abstrak. *Menggunakan model mediasi komunikasi, artikel ini menganalisis pengaruh penggunaan media sosial terhadap keterlibatan politik di media sosial. Dengan menggunakan konsep model mediasi komunikasi O-S-O-R yang diajukan McLeod, Kosicki, dan McLeod, artikel ini menganalisis sekaligus menguji hubungan antara Orientasi pra paparan (motif) – Stimulus (penggunaan media sosial) – Orientasi pasca paparan (keyakinan politik) – Respons (keterlibatan politik) dalam konteks anak muda Tionghoa Singkawang. Dengan melakukan analisis regresi terhadap 125 orang responden yang dikumpulkan melalui kuesioner, model ini menghasilkan beberapa temuan, yaitu pertama, motif merupakan faktor awal dalam menganalisis pengaruh penggunaan media sosial untuk kepentingan informasi politik dimana motif pengawasan, panduan, hiburan dan motif utilitas sosial secara simultan berpengaruh positif dan signifikan terhadap penggunaan media sosial informasi politik. Penggunaan media sosial informasi politik mempunyai pengaruh yang berbeda-beda terhadap dua dimensi keyakinan politik yaitu keyakinan internal dan keyakinan eksternal, disatu sisi penggunaan media sosial mempengaruhi keyakinan seseorang bahwa mereka mampu memahami isu atau permasalahan politik dan cukup kompeten untuk terlibat dalam politik, namun disisi lain penggunaan media sosial tidak memiliki pengaruh yang signifikan terhadap kepercayaan seseorang terhadap pemerintah yang sangat erat dengan keyakinan eksternal. Meskipun penggunaan media sosial menghasilkan pengaruh yang berbeda terhadap keyakinan politik namun dua dimensi keyakinan politik yang dihasilkan mampu memoderasi pengaruh penggunaan media sosial terhadap perubahan perilaku yang lebih besar yaitu keterlibatan politik.*
Kata kunci: *model mediasi komunikasi, media baru, keterlibatan politik*

INTRODUCTION

When the new order came to power replacing the old order in 1966, freedom of association was regulated in such a way by the government which impacted the rights of citizens, especially the political rights of the Chinese people. La Ode (2012) notes that like other regions in Indonesia, Chinese ethnic in West Kalimantan had barely political, social and cultural space. They could only trade, do business, become farmers, and attract pedicabs (p. 133). The policies adopted during the era of President Soeharto's regime stated that Indonesian citizens of Chinese descent must immediately integrate and assimilate with native Indonesian society (Suryadinata, 2003). The form of assimilation policy especially in the socio-political aspect is the prohibition of all ethnic Chinese socio-political organizations and they are only allowed to join organizations by non-Chinese ethnic groups. In addition, ethnic Chinese who wanted to be involved in national politics could only be done by joining parties recognized at the time (Golkar, PPP, and PDI). It was noted that there were only two ethnic Chinese who were involved in politics in West Kalimantan, namely Bong Wui Khong who was a member of the 1992-1997 DPRD and Bong Cin Nen in the 1997-2002 period. Both are politicians from the Golkar Party (Ode, 2012).

After the reformation in 1998, the dynamics of national politics changed again. Policies that restricted the involvement of Chinese people in political aspects were increasingly diminishing. The gate of freedom in expressing or acting in accordance with the politics of each individual or group is guaranteed and protected by the state. This caused many Chinese communities and groups to use this freedom into many indicators. La Ode (2012) says that there are three indicators that more and more Chinese people are involved in the political euphoria created after the fall of the New Order. First, the Chinese began to become involved in party management. Second, they become a member of the legislature and third they likely become the regional head.

Singkawang City is a part of West Kalimantan Province which is known as an identical area to the Chinese Indonesian Ethnic group (ECI) and is often referred to as 'Hong Kong of West Kalimantan', 'Amoy City', or as 'Kota 1001 Klenteng (Pekong)' '. The city of Singkawang has its own historical story in relation to the ECI group and up to now its emotional ties with Chinese groups throughout Indonesia are very strong. Chinese ethnic is the majority ethnic who occupies the area in the city of Singkawang in addition to other ethnicities such as ethnic Malays, Dayaks, Bugis, Madurese and Javanese as well as other ethnicities whose numbers are below one percent (Ode, 2012). It was this factor that encouraged the Chinese in Singkawang to become involved in politics, especially when Hasan Karman (Bong Shau Fan) was elected as Mayor of Singkawang for the 2008-2013 period and the election of Tjhai Chui Mie as the first female Mayor of Chinese ethnicity during the

2017-2022 period, the involvement and ethnic political participation Chinese are increasingly developing. This phenomenon explains that the involvement of the Chinese people in the city of Singkawang politics, especially local politics is deemed increasingly improving. There are awareness and courage of the Chinese people to participate and express their political attitudes.

Chinese participation in formal politics to up to these days has been caused by two factors, both internal and external. Internal factors that influence Chinese participation in politics are the call to their soul as the majority in the city of Singkawang, idealism, identity politics, pragmatism, and power. While external factors include the influence of local politics, the influence of regional autonomy, changes in the Indonesian political system, equal rights in politics, legislative policies that provide opportunities for individuals or groups to get involved in politics, and globalization factors.

Globalization faced by Indonesia, especially in Singkawang currently has an impact on the creation of a global community order; people seemingly having no boundary or borderless society caused by the development of information and communication technology (ICT). The development of ICTs, especially the internet, allows people to get involved in social, cultural or political issues. The development of communication information technology provides broader opportunities for the Chinese community to engage and mobilize their communities collectively in the political process to win their political views that have been marginalized.

The development of internet-connected information and communication technology facilitates a fairly new approach to political behavior since it has different qualities from conventional media (such as newspapers or television). The Internet gives users the ability to create content that contains information or news while providing space for unlimited social interaction and the exchange of information directly and broadly, and significantly reduces costs for various information and opinions, and is able to mobilize a wider social network (Vissers & Stolle, 2014). Internet-based technology also allows communication from one to one, one to many, and from many to many, so that the internet is seen as able to provide a significant media infrastructure to strengthen participatory political networks. Another case with conventional media (radio or television) where the production of messages tends to be centralized (from one to many) so that interaction between media institutions and the audience is very rarely done and most of the information conveyed is under state control.

The existence of the internet in political studies has become a new contribution to the process of democracy deepening in society, which enables civil society to become fully *demos*. Cyberspace generated by internet media has fostered a deliberation process for the values that exist in a democratic system. Democratic values such as networking, egalitarian, and

voluntary practices can become new values that are spread and can be peacefully accepted by society. The relationship that exists between the internet and democracy has two main objectives, namely preservation and activism. The meaning of preservation can be seen that cyberspace is a democratic space, while activism refers to the meaning of the formation of political movements or behavior (Sholikin, 2019).

There are two aspects which suggest that the internet generates a potential mobilization of users in their interest in politics. First that new people who are interested in politics can enter more easily, because they find political information in an unintentional way. Secondly, the social aspect of the internet creates a very large and broad possibility of recruitment. The internet, especially social networking sites, has the potential to arouse a sense of community among its users by which facilitates the involvement and civil and political identity of its users (Vissers & Stolle, 2014).

The influence of the new media on political participation and involvement gave rise to debate among scholars. DiMaggio et al. (Xenos & Moy, 2007) identified that most of the research findings regarding the effects of new media on civil and political life fall into two categories namely optimistic and pessimistic. Optimistic that new media offers democracy in various ways. New media are believed to have different qualities from previous media, generating new forms of political action and creating new possibilities for political knowledge

and facilitating various political views that produce participatory debates. On the other hand, from the pessimistic point of view, reminding that new media might not lead to significant changes in political behavior and may even endanger public life in various ways and new media is only an extension and or only a model of political action in the offline world.

Youths are enthusiastic adopters of the internet, especially for communication, information, entertainment, and education and enjoy their ability to use the internet (Livingstone, 2012). Within the scope of Indonesia, the Indonesian Internet Service Providers Association (APJII) notes that in 2018, the penetration rate of internet use in Indonesia places young people as the majority group that uses this technology. From the survey results, it was found that youths aged 15-19 years 91% were internet users, aged 20-24 years 88.5% were internet users, aged 25-29 years 82.7% were internet users and youths with the age range of 30-34 years 76.5% were internet users (APJII, 2018).

The closeness of social media with young people raises a discourse about the influence of social media on the political behavior of young people today. Young people are described as the most enthusiastic group about new media, but they have problems with their participation in formal politics. Henn and Ford (2014) note that youth groups are apathetic or even apolitical groups with no skills or inclination to participate. Groups that are dissatisfied with, and alienated from, the political process and increasingly turn their backs on democratic

institutions and withdraw from the formal political process (Henn & Foard, 2014). However, Pontes et al. (2018) believe that in fact, young people's disappointment in institutions, actors and political processes does not mean that they are not involved in politics (Pontes et al., 2018). At present, the young group has rediscovered an interest in political issues and alternative forms of political involvement in social media despite the declining level of low voter participation, lack of trust in political institutions and skepticism and cynicism towards the government or politicians.

Political engagement is a behavior that is considered as one of the new concepts of political action. Political engagement refers to politically oriented activities, which seek a direct impact on political problems, systems, and structures. Political engagement involves participatory behavior directed by someone who has interests, concerns, knowledge, opinions or feelings about political matters. Declining participation and increasing disappointment of young groups with politics do not mean that young groups are not involved in politics in their daily life. The conceptualization of political engagement realizes that a person can be engaged politically but not always participate in political actions. There are different manifestations to understand the concept of political engagement on the one hand and political participation on the other. Participation is defined as behavior in action so that the term is used to refer to actual participatory behavior. Meanwhile, engagement is defined psychologically rather than behaviorally and is used to show interest, attention, or possess knowledge, beliefs, opinions, attitudes, or feelings about a political or citizenship issue (Barrett & Brunton-Smith, 2014). However, Berger (Ekman & Amnå, 2012) argues that the idea of involvement includes a combination of both psychology and real action.

In the context of young people, Pontes, Henn, and Griffiths have proposed a renewal of the definition of political engagement. They suggest that political engagement must be defined as having an interest, paying attention, having knowledge or understanding, being aware, proactive, and being kept informed about politics. Political engagement can be understood as a psychological process that includes cognitive and emotional dimensions. The cognitive dimension is defined as the inculcation and willingness of people to exert the effort needed to understand and master knowledge and abilities related to political matters. Examples of cognitive political engagement actions include seeking political information on online media, signing petitions online or offline, being interested in political agendas and watching political debates. The emotional dimension of political engagement reflects positive and negative reactions to the actions and instructions of politicians, other people's opinions about politics, perceptions about party ownership, and beliefs about political values. Examples of political engagement from the emotional dimension include posting or sharing political thought on the social media homepage, giving

comments in the social media comment column so that others can read, use or display symbols or signs that represent support for political goals, or display feelings, opinions, or views on politics and citizenship (Pontes et al., 2018).

Focusing on the concept of political engagement, the present study was aimed to examine several factors that influence the political engagement of young people, especially ethnic Chinese youth in Singkawang City, West Kalimantan. Using the O-S-O-R communication mediation model initiated by McLeod, Kociski, and McLeod, this model was used to highlight that not only the role of media technology but the psychological activity of individuals in using media and processing stimulus obtained from media or media messages. In particular, the O-S-O-R formulation recognizes that the resulting media effect does not go through a simple process. Immediate effects may occur, but they involve complex and dynamic interactions between media user preferences, media messages and user orientation. Within the O-S-O-R framework in this study, the first O explains the first orientation which represents a set of structural, cultural, cognitive, and motivational characteristics that users bring to an acceptable situation which affects media use (Lee, 2017). In this study, we place the motives variable at this stage. S is a stimulus that refers to the use of social media. The second O is the second orientation which represents a series of audience orientations and reactions after media exposure where the efficacy variable is placed here. The last is R, which is

a response that refers to actions of political engagement.

In brief, in the table below, this research was attempted to find out while testing the correlation between O (motive) -S (use of social media) - O (efficacy) -R (political engagement), as well as to test the influence between the key variables.

Figure 1. The Basic Logic Structure
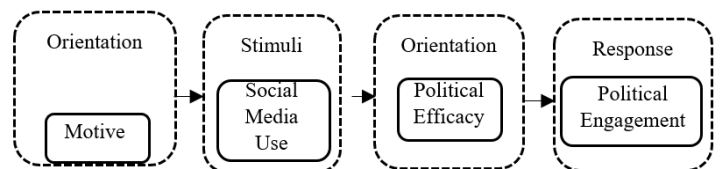
Source: Model initiated by McLeod, Kociski, and McLeod

METHODOLOGY

This research approach used a quantitative approach, which is the approach used to test certain theories by verifying the correlations between variables. These variables are measured - usually with some research instruments - so data consisting of numbers can be analyzed based on statistical procedures (Creswell, 2016). The data collection used a survey method with a questionnaire instrument. Questionnaires were given in the form of closed questions in which respondents were asked about their motives for using social media, the intensity of using social media for political information, political efficacy and the political engagement they carried out on social media.

The sampling of this study used nonprobability sampling techniques with voluntary sampling that met the criteria. This type of sample is a sample found by chance and meets the criteria desired by researchers, who are willing to volunteer to become respondents. In this case, samples that meet the criteria were individuals categorized as young age group (17-30 years), ethnic Chinese and domiciled in the City of Singkawang, West Kalimantan, Indonesia. The data analysis used was regression analysis.

RESULTS AND DISCUSSIONS

Based on the data collection conducted in July to August 2019, we have collected 125 Chinese young people in the city of Singkawang classified as 67 males (53.6%) and 58 females (46.4%) in the average of 19 years old with secondary education as many as 56.8% and higher education as many as 43.2%. Being questioned about length of time of the internet usage, they evenly spent eight hours in a day.

Motives and the Use of Social Media for Politics Information

Motive is an important factor in the first use of social media. The motive will affect the intention of use, clarification, attention, and involvement of media as well as affecting future behavior (Eveland et al., 2003). The uses and grafication (U&G) is an approach which is frequently used to analyze the first motive of media usage. This approach assumes that the audience of media actively searches for media's message to fulfill particular need. Specifically, this approach also assumes some points, namely (a) the audience of media is an active audience; (b) the use of media is a directed and intended purpose; (c) the concumption of media can fulfill every need; (d) people have a sufficient self-awareness to recognize and articulate their reason to use the media; and (e) satisfaction is obtained from the content of media, exposure, and social context where the exposure is underway (Kaye & Johnson, 2002).

In the context of mediated behavior and political attitude, there are four motives that relate to the use of media as proposed by Kaye and Johnson (2002), namely *surveillance* (an individual's motive in using social media to imporove the quality of knowledge on issues and political events), *guidance* (the use of media to assess and recognize political candidate as well as being up-to-date on political issues in social media), *entertainment* (a motive to use social media to find solution/take away personal problems), and *social utility* (a motive to use social media to find a substance and matter of point to start a conversation and social interaction with other people or possibly means a media to stimulate people's interaction with their family, friend, and community).

To analyze the influence of motive on the use of social media for political importance, we used multi-regression analysis to test whether the four motives have a positive and significant influence on the use of social media for politic information or not. The first test of analysis conducted was using f-simultant

analysis or Anova test. This test is a test for total influence among surveillance, guideline, entertainment, and social utility against the use of social media for political information. The analysis has obtained the following score value.

Table 1. Test of F Anova on the influence of motives towards social media usage

ANOVAᵃ				
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	362.690	4	90.673	10.978	.000ᵇ
Residual	991.182	120	8.260		
Total	1353.872	124			

a. Dependent Variable: Social Media Use

b. Predictors: (Constant), Surveillance, Guidance, Entertainment, and Social Utility Motive

Source: Research Result by Spss

The table has indicated that the significance value of motives variable was 0,000 or < 0,05 and the value of f-value was 10,978 > f-table 2,45. It means that surveillance, guidance, entertainment, and social utility motive was totally influencing on the use of social media for political information, and it was based on the result of F-test, value of significance, and value of f-value. The amount of motive influence against the use of social media when it was viewed inform the value of R Square or determination coefficient was 0,268 (26,8%), so that motive has 26,8% influence on the use of social media for politic information in the community of young Chinese people

in Singkawang. Meanwhile, 73,2% were influenced by other factors, such as socio-demography, ideology, social structure, and other influencing factors.

The uses and gratification approach has already explored the influence of motive on the use of social media for political information. This result has revealed that totally, the four motives have a positive and significant influence on the use of social media as a media for politic information in the community of Chinese young people in the city of Singkawang. Besides, this result also has more tendencies to improve the quality of discipline in analyzing an initial behavior in the use of social media which becomes one of significant predictors in analyzing the use of social media for political information apart from age, education, economi, and personal values factor.

Social Media: Its Usage and Effect
The second "O" of O-S-O-R model is an orientation post-exposure which reflects various ways undertaken by the user of social media in responding instrument and role of media. One of the orientations of post-exposure is factual knowledge and political efficacy which can mediate the influence of communication on large-scale of result, such as civil or political engagement. In this regards, Moy claims on how information media (newspaper) can improve knowledge as to improve self efficacy. He also adds that people with more knowledge on politics will feel more confident and tend to consider themselves capable to take an action (Moy, 2008). Alwisol

(Mustika & Mudjiyanto, 2020) defines self-efficacy as self-perception of how well they can function in certain situations, self-efficacy is related to the belief of individuals that they have the ability to take the expected action. Self-efficacy emphasizes on how an individual views his personal ability, government ability, and collective ability that are conceptually consistent in regards to the reinforcement of intra-personal and inter-personal as mediators to understand the political world (Chen, 2017).

Miller et al. (Craig & Maggiotto, 1982) stated there are two dimensions of self-efficacy in politic, namely internal and external efficacy. Internal efficacy is an individual's self-perception that they can comprehend politics and sufficiently competent to participate in politics, such as general election. Meanwhile, external efficacy is a conviction of individual against political institution, government, and politicians. On the other hand, Halpern and Valenzuela (2017) assume external efficacy is individual's perception on government's and politician's readiness to respond and obey their arguments (Halpern et al., 2017).

Patricia Moy (2008) has found a different tren in the influence of media usage on political efficacy. First, some previous researches have reflected how reading news can improve knowledge as well as knowledge improvement can improve self-efficacy in the context of politic information, a civil-state who has more knowledge on politics will feel more confident and tends to consider himself be able to take any political action. Second, it is a fact that some studies on the influence of media content on political trust (external efficacy) have found that the influence is dominantly negative. A number of studies that are conducted for three-last decades have considered a uniformity of conclusion that media has subverted political trust which correlates with external efficacy. Miller et al. (Moy, 2008) also find that a critical reporting consumption concerning government's policy has caused the emergence of more distrust towards government which can further driven a sense that the government currently is no longer responsive on their voices as citizens. Negative news reporting from congress, candidate of president, democratic institution, and misbehaved politicians that are frequently presented in the media can decrease a trust on government which finally can decrease level of external efficacy. By conductiong a simple linear regression analysis on the use of social media towards internal efficacy, we could find the following finding.

Table 2. Analysis on the influence of social media usage towards internal efficacy

	Coefficients[a]				
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	3.286	.562		5.851	.000
Social Media Use	.217	.042	.424	5.189	.000
a. Dependent Variable: Internal Efficacy					

Source: Research Result by Spss

The previous table has indicated that the use of social media has an influence on people's internal efficacy. This is proven by significance value as many as 0,00 < 0,05 and value of t-value as many as 5,189 > t-table 1,979 which means that the more intense the use of social media on politic information, the higher the efficacy. This statement means that people can comprehend issues in politics and sufficiently competent to participate in it. in addition, the value of R^2 on the use of social media towards internal efficacy is as many as 0,180 or 18%, which means that the large scale of influence of the social media on internal efficacy is as many as 18%, while 82% are influenced by other factors.

Contrary to internal efficacy, we have found that there is no influence of the use of social media on external efficacy. The following tabel can clarify this finding.

Table 3. Analysis of the impact of social media usage on external efficacy

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	18.149	1.282		14.154	.000
Social Media Use	.116	.095	.109	1.218	.225

a. Dependent Variable: External Efficacy

Source: Research Result by Spss

Based on the table, the score of significance value indicates that the significance value is 0,225 > 0,05 and value of t-value is 1,218 < 1,979, which means that the use of social media for politic information dis not have a significant influence on external efficacy in the community of young Chinese people in the city of Singkawang.

This finding is similar to Moy (2008) that the influence of media content has subverted political trust that is highly related to external efficacy. As contrary to increase people's external efficacy, negative information of the government and politicians obtained from social media has resulted cynicism in politics and decrease external efficacy. The consumption of information that is related to the misbehaved politicians and/or unfear statements of government on citizen, have caused more distrust towards politicians and political process.

The media malaise and political cynicism are a set of interesting idea in the study of media's effect. The message delivered by media has a possible great influence on the decrease of citizen's trust towards government, politicians, system of politics, and process of politics. According to Lang and Lang (Schuck, 2017), media reporting can trigger the emergence of political cynicism which greatly focuses on political conflict, so that it will remain people turn away from political process. Miller (Schuck, 2017) argues that cynicism refers to the level of negative influence on government, and it a statement of conviction that government does not function and result an output (e.g. policy or regulation) as appropriate as individuals' hope as citizen.

The influence of the use of social media as a media of politics information has resulted variety of

influence on political efficacy. In one view, the use of social media influences people's internal efficacy, while another view claims that it does not produce an influence of external efficacy to which the message of the media possibly produces cynicism on politics. This finding also reinforces that the influence of social media usage for political information is mostly different in political efficacy. In one view, it can increase individual's efficacy that they have an ability in understanding politics and have a right to participate in it. On the other hand, the information obtained from media reporting concerning negative behavior of government and politicians has made them apathetic, cynical, and distrust that government and politicians will listen and notice their voices.

The Influence of Social Media Usage on Political Engagement Mediated by Political Efficacy.

Generally, political efficacy refers to a feeling that political performance undertaken by individual can affect political process. It is not only seen as psychological disposition, but also norm and attitude. In other words, when individual politically believes, they will be more possible and certain to support particular political system and keep a trust in it. People with a high intense of political efficacy believe that they can participate in politics (Moy, 2008).

Based on the second concept of orientation in the communication mediation model proposed by Nam-Jin Lee (2017), the orientation obtained from the influence of media message or media use is factual

knowledge and political efficacy which can mediate the influence of communication media use on a large scale of result, such as civic or political engagement (Lee, 2017). By using moderated regression analysis (MRA), this study examines how far is the influence of moderation represented by political efficacy (internal and external efficacy) can reinforce or even weaken the influence of social media usage on political engagement.

In this matter, we positioned variable social media usage as independent variable, political engagement as dependent variable, and political efficacy (internal and external) was moderate variable. The initial analysis was conducting an analysis on influence of social media usage towards political engagement, and resulted following data.

Table 4. Analysis on direct influence of social media usage towards political engagement

	Coefficients[a]				
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	3.978	1.153		3.451	.001
Social Media Use	.433	.086	.414	5.050	.000
a. Dependent Variable: Political Engagement					

Source: Research Result by Spss

Based on score of value obtained from analysis on the influence of social media usage towards political engagement, we have found that there was a positive and significant influence of social media usage towards political

engagement in the community of young Chinese people in Singkawang city. It was proven by significance value as $0,00 < 0,05$ and t-value as $5,050 > 1,979$. Meanwhile, the value of determination coefficient of social media usage towards political engagement was 0,172 (17,2%0 (See table 5). It can be concluded that the use of social media for political information statistically has an influence as 17,2% towards Chinese young people engage in terms of politics.

Table 5. Determination of Coefficient on the Influence of Social Media Usage towards Political Participation

			Model Summary	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.414[a]	.172	.165	3.15617
a. Predictors: (Constant), Social Media Use				

Source: Research Result by Spss

After identifying the influence and amount of determination coefficient on social media usage towards political engagement, further analysis was to examine how far was the influence of moderate variable to reinforce and weaken the influence of social media usage. There were two dimensions of political efficacy as moderate variables, namely internal and external efficacy.

Furthermore, the use of social media for politic information has an influence in the level of 17,2% towards political engagement in the community of young Chinese people

in Singkawang. After the addition of the initial moderate variable (internal internal), we found an increase of influence as 0,187 (18,7%) (See Table 6) which meant that a efficacy on personal ability in understanding isssues of politics landscape can reinforce and increase the influence of social media towards young Chinese people participation in political action.

Table 6. Determination coefficient of the influence of social media on political engagement and internal efficacy as moderated variable

			Model Summary	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.432[a]	.187	.167	3.15335
a. Predictors: (Constant), X1X2, Social Media Use, Internal Efficacy				

Source: Research Result by Spss

The next analysis we performed was analyzing the influence of social media usage on political engagement and external efficacy as moderate variable. As previously discussed, external efficacy is a conviction or trust of individual towards government, political institution, and politicians. Based on the result of moderated regression analysis, we found that the influence of social media usage moderated by external efficacy has increased from 17,2% to 18,1% (See table 7) which meant that the use of social media accompanied by a level of trust towards government, politicians, and higher political institution, can reinforce political engagement.

Table 7. Determination coefficient of the influence of social media usage on political engagement accompanied by external efficacy as moderated variable

				Std.
			Adjusted	Error of
		R	R	the
Model	R	Square	Square	Estimate
1	.425ª	.181	.161	3.16465

a. Predictors: (Constant), X1X2, External Efficacy, Social Media Use

Source: Research Result by Spss

Further, based on the table, we found two dimensions of political efficacy reinforcing the influence of social media usage towards political engagement. This finding also supported the oriented concept of both communication mediation model which stated that the orientations resulted from the influence of media reporting were factual knowledge and political efficacy that were able to mediate the influence of communication media usage in the large-scale result, such as civil or political engagement (Lee, 2017). The result of the analysis found that a efficacy within personal ability in understanding issues and political landscape could reinforce the influence of social media usage towards political participation in the community of young Chinese people in Singkawang.

Another finding was as if variable of external efficacy was presented as moderate variable, we found that it can reinforce the influence of social media usage towards political engagement. Concisely, the use of social media – as accompanied by level of trust towards government, politicians, and political institution (political system), it can support and encourage the participation of young people in politics.

Based on moderated regression analysis on two dimensions of political efficacy as moderate variable, we can conclude that the resulted political efficacy can reinforce the influence of social media usage towards any decision to participate in political action in the community of young Chinese people in Singkawang. The intensity of social media usage on the issues of politics accompanied by a high level of political efficacy (confidence to understand politics and trust to political system run by government) will greatly encourage them to engage with and participate in a real action, such as persuading people to select a political candidate, giving a comment on political news which can lead to discussion, and sign an online petition as a form of citizen's attitude.

CONCLUSION

For some decades, many scholars have used a communication mediation model to correlate theoretical assumption with empirical proof to understand how media can behave to form variety of results; ranging from motive of media usage to political efficacy which address individual's decision to act politically. This study was acknowledged from a formulation of O-S-O-R which admitted that the influence of media was not simply; some influences might occur, but remained in a complex and dynamic interaction.

Based on the analysis, we also find that the influence of social media for politics information undertaken by a community of young Chinese people in the city of Singkawang was influenced by various motives. There were four kinds of motive as relevant to the context of politics information, namely surveillance, guidance, entertainment, and social utility. Through regression test, we have found the four motives have a significant influence towards social media usage, and the use of social media also had an implication to increase individual's knowledge and produce individual's political efficacy. Besides, we found a unique finding that the use of social media had a positive and significant influence towards the level of internal political efficacy; but not for external efficacy. This finding indicated that there was a potency of individual to behave cynicism and distrust to government and politicians when they were continuously faced with negative political attitude and behavior in social media.

The next phase in the attitude of media based on model of O-S-O-R was individual's political efficacy. We found that there were two dimensions of political conviction which involved internal and external efficacy that were able to moderate the influence of social media usage towards greater attitude change, such as political engagement. This phenomena indicated that the higher the confidence of individuals in understanding problems in politics – moreover they believed that they have a right to speak and participate in political matters and they assumed that the government was democratic –

the higher their level of participation in politics.

Finally, the finding of this study affirms some previous studies concerning the influence of social media usage towards political engagement of young people. Besides, it also reflects and describes the process of extensive influence of media, and communicative integrated process. This finding emphasizes on dynamic interaction among influencing factors, such as individual's motive in using social media for political purpose and political efficacy resulted from media reporting which can moderate the influence of social media usage towards the participation of young Chinese people in the city of Singkawang in the context of political lives.

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