

Social Media as a Channel to Promote Youth Participation in Governance

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ABSTRACT

Youth is the largest group in the structure of society in Malaysia. Youth is a valuable national asset and generation to be proud of. Youth is an experience that can shape the level of dependence of an individual, which can be marked according to different cultural perspectives in different ways. When social participation is used today, participation in governance will be rapid. The problem happened when lack of social media sharing channels for the continued engagement of young people. The youth believed that they still lacked the social media platforms needed for effective participation and expressed little confidence in their involvement. This paper analysed social media potential as channels for youth governance participation. The methods that used an extensive literature search which is secondary data. The social media is also critical for youth engagement in governance as knowledge channels. The Social Media and Participation literature review will be reviewed. Drawing on the final findings, social media plays an important role in youth engagement thus highlighting all the functions of social media.

KEYWORDS

Youth, Youth Participation, Social Media, Governance

INTRODUCTION

Social media become famous networking all around the world and will promote youth participation in governance. According to Faulkner (2009), the participation in governance all the people especially youth, the willingness to talk for others, and to do so in an reasonable and beneficial manner. The World Youth Assembly (2015) states that youth participation will lead to better results and planning outcomes. Youth participation means that youth and organizations are directed to have the opportunity, ability and benefit of the required programs and policies and policy programs at all levels. Social media has gained attention at every age of society as technology advances. Youth are looking at social media as the latest trend to fill their leisure activities as well as socializing in cyberspace. Today's popular platforms like Facebook, Twitter, Whatsapp, Instagram and others are a major medium of social media used by the youth (Fauzi, 2017). The youthful network utilize intuitive media consistently in a functioning manner. One portion of the youthful age between the ages of 12 to 17 years signs via web-based networking media on regular routine. One fourth logs on a great deal of time in a day and lay of sign on in any event once in a day and some sign on it for the most part five 5days in seven days. An examination uncovered that cutting edge media advances and accelerate the democratization methods and include in fight the individuals against the Authoritarian governments (Aday et al., 2010). It shows, based on the research findings of Muhamad Shahbani et al. (2020), that the highest outcome is that young people want to implement their skills. So, the widespread use of social media can be beneficial and also have a negative impact on society at the same time. Nevertheless, the problems will occur where there is a shortage of social media distribution platforms for ongoing youth participation. The youth believed they still lacked the social media platforms needed to engage effectively, and expressed little faith in their involvement (Ward & Parker, 2013). Nowadays, youth still believed that they are still lacked to involve in society and effectively participate and expressed little confidence in their participation.

Nowadays, social media like Facebook, Twitter & WhatsApp are always being used by the younger generation. Youth spend their time on social media every minute and hour of the day staying in touch with their parents and friends and sharing the information and knowledge with each other. According to the results of Hootsuit and We Are Social's Digital Report (2018) the number of Internet users worldwide shows a rise of 25.08 million people, 79 percent of the Malaysian population is included. Approximately 75 per cent use social media platforms and spend about three hours a day on social media sites. The study also reported that, compared to last year, the number of Internet users increased by nine per cent, making Malaysia the 9th most active country on social media. So, social media was raising people's awareness of any topic even if it's social or political, and others. This

media has influenced the program in particular and is being used extensively for advertisements on the program. It is a way of obtaining advantageous knowledge. The above noted statement of issue denotes the basis of this report. The study's objective is to examine social media capacity as platforms for youth participation in governance. The report will also address the value of social media as a distribution chain of information. The gap happened when other researcher shows that social media is a place where young people can get involved and learn about activity, society especially through reading news media, but not necessarily participate, to the maximum, (Ekman & Amna, 2012; Van Deth, 2014). This is the opposite of claims of some scholars suggest that social media is the medium through which new forms of participation can be achieved (Xenos, Vromen & Loader, 2014).

LITERATURE REVIEW

Social media is an influential and growing way of interacting and educating Malaysian youth. Based on Karamat & Farooq, (2016) social media is a forum for youth age to be part and supporter of current youth governance through this internet. Besides that, youth are largest group in the structure of society in our country. This is shows that youth are a valuable asset of the nation to share the information and express their thoughts (Safiah, Rozita, & Asmah, 2018; Safiah, et al., 2016). It is an approach to share the data and express their considerations. It mindful what is happening all around on the planet in the field of governmental issues? Web-based social networking is a simple method to stay in contact with many issues with no physical second. Because of the appropriation of new innovation, a great deal of new patterns has been presented in youth affiliations which changed the general technique of program battles. This group of people-based media is a lot of mainstream in the entire world and it is considered as a fundamental mean of correspondence and program campaigns.

According to Lewis, (2010) found that network who are the clients of the intuitive media they are the conventional clients as well as delivering some snippet of data. YouTube, Facebook and Twitter give a chance to spread and pass the data wherever in the nation and the World. This statement supported by Isa & Mohamed Yusof (2011) who investigated that support of youth empowered this to happen change of mind and new thoughts, expanded intensity, improved procedure communication, self-advancement and social turn of events (obtaining new companions and cooperation). The critical thinking capacity of youth is similar to that of adults, but it is a process more rigorous in making assumptions about what their definitely know. That procedure happens to add to changing individuals' impression of youth making the network increasingly open to the capability of youth as individuals making a commitment (Blanchet-Cohen, Manolson & Shaw, 2014).

Youth is an advantage of any nation which can invest their positive amounts of energy in the advancement of their nation (Naz, & Ali, 2014). Participation in governance is a fundamental for progress of majority rules system. Media assumes a significant job to connect with the young in program exercises. After investigations of information the analyst came to know about that generally individuals like to watch news channels and invest their, for the most part, energy in watching syndicated programs. Since it assumes a critical job in making mindfulness, engage just as educate the young people.

Young people are good predictors of participation as it tells whether a person is going to be active or passive. Thus, youth who are more interested in youth involvement in governance are more inclined to pay attention to media program content, thus more likely to be active in governance, and vice versa. Similarly, Sheppard (2012) considered social media to be of constructive value, and consequently to youth involvement. Boulianne, 2011; Hur & Kwon (2014) said there's a positive relationship between youth participation and media use to gain knowledge about youth governance. Youth get details through online friends' network.

Social media is one of the ways of getting access to information. It's because well-informed, educated youth are the ones who engage in governance and system. Social media plays an important role for a variety of reasons in this endeavor. Gil De Zuniga, Molyneux & Zheng (2014) argued that governance knowledge provides youth as a resource for participation Furthermore, it offers a range of interaction options and also substantially reduces the cost of participation in terms of time and effort. Then, it offers opportunities for interactivity between elite activists and youth (Engesser & Franzetti, 2011; Wojcieszak, 2012 Odunlami, 2014). For example, the main advantage of social media is the option it gives young people to access information about youth services they want bypassing conventional media's gatekeeper position (Policy & Legal Advocacy Centre, 2011). In addition, the synthesis and intention of this study, to analyses high degree of penetration of social media information and the limited control over the flow of information about it, young people can encounter engaging information while carrying out various social media activities. The further exposed the youth is to news and information on governance, the more they will be involved in other initiatives and events. The intention are social media are important for young people. Moreover, they can use it to join and take part in many activities and program that government organized.

METHODOLOGY

To analyze the potential of social media as a channel for youth participation in governance, an extensive literature search was conducted. A systematic review of literature was conducted to give a

comprehensive overview of disciplines, authors and journals related to youth participation and social media (Van Deth, 2014; Safiah, Rozita, & Asmah, 2018; Safiah, et al., 2016). In addition, a range of keywords such as youth, youth participatoin and governance used to locate and scan those databases. Then pick appropriate article from the search results by examining abstracts from recovered documents. In addition, the sources used books, magazines, published censuses or other statistical data , data records, articles on the internet, research articles by other scholars (journals).

RESULT AND DISCUSSION

The results underlined the importance of social media as a medium for youth participation. The media and communication tools such as social media were increased youth's ability to achieve goals (Lovejoy & Saxton, 2012). In addition, social media give potential for promoting opportunities for participation, communicating with youth, and eventually facilitating positive youth development. Considering the value of social media among youth, recognizing how to use it as a resource to promote youth growth is crucial (Lee & Horsley, 2017).

Social media life empowered the youth to contact with one another independently and as a fiddle of gatherings. Youth will easier access to the online life by utilizing their PCs, workstations or advanced mobile phones and they can download any sort of data, recordings or report as same they can transfer or offer any kind of data with one another which they need. Social media is very valuable stage by which associations, gatherings and people can impart their insights and substance. Kietzmann et al., (2011) believes that youth can carry unavoidable changes to correspondence among association, gatherings and people. Organizing media has changed the origination of older media. Moreover, Facebook, Twitter and WhatsApp are being utilized by our general public as an apparatus of correspondence. The findings show from literature show that social media have many functions and give benefit for youth to use it. From social, media, young people will gain knowledge and join in many activities that society and government organized.

CONCLUSION

This study investigated the potential of social media as channels for youth participation in governance. The study was discussing the importance social media as information delivery channels among youth participation in governance. This paper has also contributed to the understanding of such relationship among youth. This is because Malaysian youth have a significant role to play in helping Malaysia's government achieve the status of a fully developed country (Yeon et al., 2016).

To conclude, social media has implemented new developments that boost the dynamics of the examined participation campaigns (Diana et al., 2011). Online media such as YouTube, Facebook

and Twitter offer an avenue to disseminate and pass on data anywhere in the nation and the world. This spread also gives a lot of benefit to young people, particularly if they are more active citizens to engage in the system of society and government. It is thus apparent that engagement by young people through social media makes it far more accessible, much less expensive and an additional incentive for cognitive involvement in the youth program. This suggests sufficient youth engagement on social media for applicability.

LIMITATIONS OF THE STUDY

There are constraints or weaknesses in the study because researchers may be biased or make mistakes. In addition, there is the potential for researchers to misunderstand or misinterpret information. These limitations may weaken inaccurate studies or findings. This study is limited to previous studies only from 2014-2016. Not all studies involve social media and increased participation. In addition, this study is limited by time. The focus of this study is on all youths and this scope is very broad and requires a long time to make a study. Therefore, future research should examine areas similar to this study, based on a broader sample. This study is limited because it only includes individuals who have studied, or have studied, at the university level; Therefore, future research can also study individuals who have not studied at a higher level test to see if there is a difference between attitudes in that regard.

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