

Instagram Filter Bubbles and Young Voters' Political Preferences in West Nusa Tenggara, Indonesia: Case on The 2024 Presidential Election

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ABSTRACT

This study aims to understand how the political preferences of young voters in the province of West Nusa Tenggara (NTB), Indonesia, are shaped through exposure to political content on Instagram during the 2024 Presidential and Vice-Presidential elections. The primary focus of this research is the phenomenon of the filter bubble, a condition in which Instagram's algorithm curates content aligned with users' behaviors and preferences, thereby limiting the diversity of political information they receive. Adopting a qualitative methodology with a phenomenological approach, the study involved six young voters who were active Instagram users during the campaign period. The findings reveal that the filter bubble phenomenon occurs in three stages: algorithm formation, algorithmic reinforcement of perception, and attitude construction. The respondents' frequent interactions with political content, such as following candidate accounts, liking, sharing, and filtering information, indirectly reinforced their initial political preferences. Although they perceived themselves as receiving information from various sources, they were within a homogenous and enclosed informational space. These findings underscore the critical importance of digital political literacy, enabling young voters to comprehend how algorithms operate and avoid being trapped in an echo chamber that narrows opportunities for dialogue in a digital democracy.

Keywords: Indonesia's 2024 Presidential Election, Instagram Filter Bubble, Young Voters.

I. Introduction

The people of Indonesia held the presidential and vice-presidential elections on February 14, 2024, in which the General Elections Commission (KPU) officially nominated three candidate pairs: Anies Baswedan and Muhaimin Iskandar, Prabowo Subianto and Gibran Rakabuming Raka, and Ganjar Pranowo and Mahfud MD (KPU, 2023). In this highly competitive political contest, the candidates strived to garner public sympathy through various campaign strategies, including online campaigns via social media. Political campaigning has evolved in line with advancements in communication technology. According to Roger and Storey (1987), a campaign is a planned communication activity that affects the audience over a specific period. Today,

campaigns not only rely on conventional media such as television and newspapers (above the line) or outdoor media (below the line) but also employ the internet as the primary medium (Heryanto, 2018).

The surge in internet usage has strengthened the position of online media as a key campaign tool. Data from the Indonesian Internet Service Providers Association (APJII) (2024) indicate that the number of Internet users in Indonesia has reached 221.56 million, or 79.5 percent of the population (BPS, 2023). With such a high internet penetration, candidates and their campaign teams can utilize social media intensively to disseminate their political messages. Moreover, young voters, mostly comprised of Generation Z (born between 1997 and 2012) and Millennials (1981 and 1996), constitute 65.02% of active internet users in Indonesia (APJII, 2024). The 2024 general election also marked the dominance of young voters, specifically those aged 17 - 40, who comprised around 52% of the electorate (CSIS, 2023; Tempo, 2023).

Due to their characteristics as active internet and social media users, young voters have become the primary target of digital campaigns. One of the most popular social media platforms is Instagram, used by 85.3 percent of internet users in Indonesia (Andi, 2024), with user penetration in West Nusa Tenggara (NTB) reaching 85 percent (PKBI, 2023). Instagram is an effective medium for delivering visual messages and political narratives and building emotional connections with voters. Riendani (2024) states that social media has become a primary source of political information for the public and a platform for political participation. However, platform algorithms often display content based on users' interaction history, reinforcing their existing preferences and reducing exposure to diverse perspectives. This algorithmic effect is called the Filter Bubble (Lusi, 2024).

II. Literature Review and Hypothesis Development

2.1. The Filter Bubble Phenomenon

Eli Pariser (2011), the originator of the term filter bubble, explains that personalization algorithms create a limited informational environment by curating individual experiences and isolating users within their belief systems. This condition results in a narrower political understanding, threatens the quality of public discourse, and ultimately undermines democratic processes. Pariser (2011) argues that such algorithms form a "bubble" restricting exposure to diverse perspectives. The personalization mechanisms and algorithmic systems of the internet have the potential to negatively impact how individuals receive and process information. By curating content based on users' preferences and search histories, digital platforms may constrain individuals' exposure to news and viewpoints that differ from their own. This may lead to intellectual isolation, wherein individuals are repeatedly exposed only to information reinforcing their pre-existing beliefs and ideologies. Consequently, this limits the possibility of open public dialogue and diminishes a broader understanding of complex societal issues.

While Pariser (2011) emphasizes that information diversity is vital for maintaining a healthy democratic function, he also highlights the significant implications of our increasing dependence on algorithms to deliver relevant content. This dependency influences how individuals think, make political decisions, and engage with the world around them (Pariser, 2011). In support of this view, Areeb et al. (2023) found that filter bubbles reinforce users' attitudes and beliefs while reducing the diversity of information they receive.

Geschke, Lorenz, and Holtz (2018) echo similar concerns. They define filter bubbles as the result of various processes involving information seeking, perception, selection, and information overflow. The surface information is shaped by the relevance of the topic and contextual factors, often filtered through opaque algorithmic mechanisms. These non-transparent filters, in effect, limit user autonomy in information selection, posing risks to freedom of thought, open discussion, and individual cognitive development (Bozdog & Hoven, 2015). However, other studies suggest that the effects of filter bubbles are often overstated and that social media users are still exposed to a wide range of information (Bruns, 2019; Dahlgren, 2021; Haim et al., 2018). According to Dahlgren (2021) and Fu (2024), the extent to which filter bubbles contribute to social polarization remains contested and may not be as severe as commonly feared.

2.2. The Filter Bubble Phenomenon in Indonesia

In the Indonesian context, Safitri et al. (2024) found that filter bubbles on YouTube can influence public perception and affect users, particularly through content that aligns with their interests. Filter bubbles can also shape polarized public opinion. Another study by Pandya and Nurhaqiqi (2024) revealed that filter bubbles on platform X (formerly Twitter) encouraged political participation among Generation Z, including voting, campaigning, and communal engagement during the 2024 presidential election campaign. Similarly, Romadlona and Triyono (2024) investigated the same phenomenon and discovered a significant positive correlation between exposure to homogeneous political content on YouTube and the rise of identity-based political fanaticism. Furthermore, Wulandari and Ardiansah (2021) reported that filter bubbles and echo chambers can significantly influence user behavior on the internet. From these prior studies, two tendencies can be identified. First, filter bubbles can shape political attitudes among young voters by reinforcing pre-existing preferences. Second, their influence is often perceived as overstated, as users may still encounter diverse information. However, most existing studies have primarily focused on first-time voters, Generation Z, or general social media users, without distinguishing young voters (aged 17–39), namely Generation Z and Millennials, as the largest voting demographic in the 2024 presidential election. This study also introduces a regional focus by examining the phenomenon in the province of West Nusa Tenggara (Nusa Tenggara Barat/NTB), as most prior literature has predominantly concentrated on national-level analyses, with limited attention to regional contexts.

The choice of NTB is grounded in its status as a stronghold of support for Prabowo Subianto. In all three of his presidential campaigns (2014, 2019, and 2024), Prabowo consistently secured majority votes in the province. Beyond the geographic rationale, this study also emphasizes the role of Instagram as the primary social media platform among young voters in NTB. A survey by the Indonesian Planned Parenthood Association (PKBI NTB) revealed that 85 percent of individuals aged below 18 and those between 18 and 35 identified as active Instagram users (PKBI, 2023). With its large user base and strong visual appeal, Instagram is a highly influential space for shaping public opinion, consciously and through algorithmic exposure that users may not fully recognize. Therefore, this study aims to explore how the political preferences of young voters in NTB are formed and influenced by the filter bubble phenomenon on Instagram during the 2024 Indonesian presidential and vice-presidential elections.

III. Research Method

This study was conducted using a qualitative method with a phenomenological approach to gain an in-depth understanding of the experiences of young voters in West Nusa Tenggara Province (NTB) in responding to the flow of information received through Instagram during the 2024 Presidential and Vice-Presidential Election in Indonesia. The phenomenological approach in this context focuses on how individuals consciously experience a phenomenon and how meaning is constructed from that experience in their everyday lives (Creswell, 2013).

A qualitative study using a phenomenological approach emphasizes the importance of uncovering subjective meanings embedded within data collected through direct interaction between the researcher and participants. Data was collected through in-depth interviews, allowing respondents to freely and thoroughly express their experiences. This approach enables the researcher to address fundamental questions regarding what the respondents experienced and the context of the experience, as highlighted by Moustakas (1994). Respondents were selected using purposive sampling, a technique in which research subjects are determined based on criteria relevant to the study's focus. This method emphasizes individuals who have directly experienced the phenomenon under investigation. Respondents were selected if they met the criteria of having direct experience with the filter bubble phenomenon on Instagram during the election period

(Muhidin, 2022). The key aspect of purposive sampling is that respondents are drawn from predetermined targets (Samsu, 2017). The criteria for selecting respondents in this study are as follows:

1. Residents of West Nusa Tenggara Province (NTB) aged 17–39 (young voters);
2. Registered and participated in the 2024 Presidential and Vice-Presidential Elections;
3. Used Instagram to access election-related information during the campaign period;
4. Experienced changes or reinforcement in political knowledge and preferences due to repeated exposure to information on Instagram.

Regarding the number of respondents, qualitative research employing interviews adopts a flexible and non-restrictive approach, depending on the needs of the study (Milana & Muksin, 2021; Nurussa'adah, 2020). The number of respondents is also influenced by several factors, such as the consistency of the responses, the level of accuracy expected by the researcher, time constraints for analysis, and available funding (Samsu, 2017). Regarding sample size, it is argued that a minimum of six participants should be interviewed for phenomenological studies (Morse, 2000). However, phenomenology prioritizes the depth of exploration into participants' experiences over the number of respondents, often recommending a sample of approximately five individuals with rich, meaningful responses to ensure significant data collection (Creswell, 2013). Based on these considerations and purposive sampling criteria, this study involved six respondents residing in various districts and municipalities across NTB Province, with diverse gender, age, and occupational backgrounds, including:

Table 1. Respondent Data

Respondent	Sex	Age (years old)	Occupation	Years of Instagram Use
R1	Male	24	NGO Activist	10 years
R2	Male	25	Fresh Graduate	10 years
R3	Male	27	Lecturer	10 years
R4	Female	30	Housewife	11 years
R5	Female	22	Student	6 years
R6	Female	30	Private Sector Employee	12 years

This study employed thematic analysis developed by Braun and Clarke (2006) to analyze and interpret the interview data. This aligns well with the phenomenological approach, allowing researchers to systematically and reflectively organize and interpret the meanings derived from respondents' experiential narratives. The process of thematic analysis began with the stage of familiarisation with the data, involving repeated readings of interview transcripts to gain a comprehensive understanding of the content and context. The next stage involved generating initial codes by identifying significant segments within the transcripts relevant to the research focus, such as perceptions of information encountered on Instagram or its influence on political preferences.

Subsequently, the researcher proceeded to the stage of searching for themes by grouping related codes into preliminary thematic categories. This was followed by reviewing themes to ensure alignment between the emergent and original data. Once refined, the researcher entered the stage of defining and naming themes by clearly articulating the meaning of each identified theme. The final stage involved producing the report, whereby the analysis results were presented in an academic narrative that systematically elucidated the respondents' experiences and the meanings they constructed from their social media exposure.

This analysis also considers the dimensions of intensity and attention in media exposure, which are critical in constructing meaning by respondents (Potter, 2012; Putri & Astini, 2024; Rakhmat, 2014; Sari et al., 2024). Intensity refers to the frequency of an individual's exposure to information, while attention pertains to the depth of focus on media content. Within the phenomenological context, experiences shaped by these two dimensions are associated with past experiences, personal values, and the broader narratives the media

conveys. Consistent and deep exposure to certain information can lead respondents to undergo a process of internalization of specific issues, which in turn may influence their political preferences. Therefore, this study aims to illustrate how political information is subjectively constructed by young voters in West Nusa Tenggara (NTB) through reflective, in-depth, and contextual interpretations of their experiences with the filter bubble phenomenon on Instagram during the 2024 Presidential and Vice-Presidential Election (Juwintan, 2022).

IV. Results and Discussion

Based on the results of in-depth interviews and referring to studies conducted by Safitri et al. (2024) and Pandya and Nurhaqiqi (2024), the phenomenon of filter bubbles among social media users, particularly on Instagram can be understood as occurring in three main stages: the algorithm formation stage, the algorithmic perception reinforcement stage, and the attitude formation stage. In the algorithm formation stage, user behavior in interacting with political content, such as actively searching for information, liking, sharing, and commenting on specific issues or political figures, indirectly sends signals to the algorithmic system regarding their preferences. These repeated interactions become the foundation for constructing a homogeneous and segmented information environment shaped by the adaptive logic of social media platform algorithms. The next stage, algorithmic perception reinforcement, is characterized by the increasing intensity of content filtering performed by the algorithm based on the user interaction patterns established in the previous stage. At this point, users are exposed to information that aligns with their initial inclinations but also experience reinforcement of those perceptions through repetitive exposure to homogenous content. This condition limits access to alternative viewpoints and thus strengthens specific political beliefs. As a result, political decision-making processes are no longer based on a broad and diverse range of information but are influenced by algorithmically curated narratives. The final stage, attitude formation, represents the culmination of voter behavior development. It is shaped by stimuli originating from algorithm formation and algorithmic perception reinforcement stages. The following sections provide a detailed explanation of each of these stages.

4.1. Algorithmic Formation Stage

The algorithm formation stage represents the initial phase in the filter bubble phenomenon, marked by young voters' intensive and focused use of social media during the 2024 Indonesian presidential election campaign. Based on interviews with several respondents from the Province of West Nusa Tenggara, it was found that the majority experienced a noticeable increase in Instagram usage throughout the election period. This surge was driven by heightened curiosity about the dynamics of national politics. Respondents who previously had little to no interest in politics began seeking information about the presidential and vice-presidential candidates. In contrast, those who had already been politically engaged reported no significant change in usage intensity, as their involvement had been consistent even before the campaign period began.

Instagram usage behavior during the 2024 election campaign played a pivotal role in shaping the personalized algorithms of each user's account. Activities such as reading political posts, watching campaign videos, commenting on public discussions, liking content related to the election, and sharing political materials with their networks reflect active content consumption patterns. Some respondents even admitted to consciously avoiding information from candidate pairs they did not support. This selective behavior indirectly signals the algorithm that specific preferences should be maintained and reinforced through subsequent content curation. At this stage, respondents also deliberately followed accounts that consistently provided political content. They subscribed to the official accounts of presidential and vice-presidential candidates, political parties, and digital media outlets or community pages that regularly posted about the 2024 election. These decisions contributed directly to narrowing the informational scope received, as most sources followed had explicit political affiliations or leanings. As a result, Instagram's algorithm prioritized content from these accounts on users' feeds, thereby reducing the likelihood of exposure to alternative

viewpoints. This algorithmic formation process was further reinforced by Instagram's platform features, such as the feed, stories, reels, and explore tab, which operate based on algorithmic mechanisms tied to user interaction. The feed and stories, for instance, primarily display content from accounts frequently viewed and engaged with, while the reels and explore features offer access to new content but are still filtered by prior user behavior and preferences. Consequently, the more frequently a user interacts with types of political content, the greater the likelihood that similar content will reappear in various formats, thereby strengthening the structure of the filter bubble that develops.

4.2. Algorithmic Perception Reinforcement Stage

The algorithmic perception reinforcement stage occurs after Instagram users enter an algorithmic cycle shaped by their prior interactions. In this phase, respondents deepen their understanding and form firmer judgments about presidential candidates based on the content curated and presented by the platform's algorithm. A key process during this stage is the development of candidate imagery, in which respondents are actively exposed to two types of portrayals: negative and positive. Negative portrayals of presidential candidates often depict them as stubborn, easily influenced by certain interest groups, or potentially serving as puppet leaders. In some cases, candidates are perceived as lacking direct leadership experience, relying heavily on rhetoric, displaying insufficient seriousness in addressing national issues, or being too old to lead effectively.

Conversely, positive portrayals emerge through Instagram content that presents candidates as religiously devout, intelligent, humane, experienced in bureaucracy, and possessing clear visions and concrete programs. Some are also portrayed as being close to the younger generation. Several respondents expressed empathy toward specific candidates who were frequently depicted as victims of unjust treatment by their rivals. In addition to content that shapes perception, trust in the source of information plays a significant role in reinforcing respondents' political evaluations. Most respondents reported greater trust in verified Instagram accounts (indicated by the blue checkmark), which they perceived as more credible and official. When content was disseminated by mainstream media accounts, public figures, or accounts frequently accessed in the past, respondents were more likely to accept the information as factual without further verification. In this context, visual media such as videos, political memes, and infographics played a dominant role in shaping political impressions. Notably, respondents tended to engage more frequently with content related to candidates they already favored from the beginning. This behavior indicates a continuation of the effects initiated during the algorithm formation stage, directing users to repeatedly interact with content that aligns with their initial preferences.

This perception reinforcement is also characterized by selective information filtering. Respondents did not passively receive all information but began comparing news sources, filtering content based on personal values or assessments, and deliberately excluding information related to candidates they did not support. This indicates a process of eliminating information that conflicts with their political preferences. At this point, respondents no longer viewed information as a resource for exploration or balanced consideration but instead used political content to justify their choices. In other words, information served not as a tool for weighing alternatives but as reinforcement of previously held political positions.

4.3. Attitude Formation Stage

The attitude formation stage represents the final phase in the filter bubble cycle experienced by young voters in West Nusa Tenggara during the 2024 presidential election. At this stage, respondents realized that their earlier behaviors, both during the formation of algorithmic patterns and the reinforcement of perceptions, played a significant role in determining the type of content that continuously appeared on their Instagram feeds. This awareness emerged from a technical understanding of how algorithms function and respondents' sense of comfort and satisfaction with the curated content. Most respondents reported enjoying

the content presented to them, as it appeared to affirm or validate their belief that the candidate they supported most deserved the election.

Furthermore, in this phase, the content consumed was no longer regarded as neutral information aimed at broadening political insight but rather as a confirmation of political preferences already held. The effects of the preceding stages rendered respondents increasingly selective, showing interest only in information that reinforced their existing political beliefs. Respondents tended to mentally dismiss or deem counter-narratives or information about rival candidates irrelevant when confronted with them. This reinforces the notion that algorithms do not merely create echo chambers but also contribute to a progressively narrower worldview toward differing political options. The political attitudes formed during this stage appeared stable and resistant to change, even amidst ongoing exposure to political content throughout the campaign period. No significant shifts in political preference were observed after respondents engaged with various forms of Instagram content, including videos, memes, public commentary, or posts from official accounts and political influencers. On the contrary, the information consumed served to reinforce pre-existing political affiliations. This process strengthened individual political identity, wherein support for a particular candidate became an extension of deeply held values and beliefs, beliefs that grew increasingly resistant to opposing narratives.

Interestingly, this condition reflects not only the powerful effects of algorithmic systems but also the active participation of users in shaping their informational environments. Respondents acted as co-architects of their filter bubbles by following specific accounts, engaging with aligned content, and consciously avoiding information from opposing sources. Thus, the political attitudes formed were not merely the result of external influence but also the product of conscious choices guided by the emotional comfort and familiarity of like-minded content. Overall, the attitude formation stage represents the climax of an algorithmic process that begins with information exploration, proceeds through preference reinforcement, and culminates in a firm and unwavering political decision. This phenomenon illustrates how filter bubbles on Instagram can shape political participation spaces that are personal, enclosed, and saturated with justifications for pre-established preferences.

V. Conclusion

The findings of this study reveal that the filter bubble phenomenon on Instagram shapes the political preferences of young voters in West Nusa Tenggara (NTB) through three interconnected stages: algorithm formation, algorithmic perception reinforcement, and attitude formation. In the initial stage, user behavior, such as searching for, liking, and sharing political content, signals their preferences to the algorithmic system. These repeated interactions create a homogeneous information environment, consistent with Eli Pariser's (2011) concept of the filter bubble, in which users are only exposed to content that reinforces their preexisting beliefs. This aligns with the argument outlined in the introduction, which asserts that algorithmic personalization can restrict the diversity of political information and narrow the space for public dialogue.

Furthermore, the algorithmic perception reinforcement stage demonstrates that respondents are not passive recipients of information; instead, they actively filter and validate content aligned with their political choices. Content disseminated by verified accounts or trusted media sources tends to be perceived as more credible, even when such information is not independently verified. Ultimately, this process leads to the formation of political attitudes that are increasingly firm and resistant to change. These political attitudes are not solely the result of exposure to information but are shaped through the internalization and continuous justification of initial preferences. This conclusion supports the arguments made by Brendan (2024) and Areeb et al. (2023), who found that filter bubbles reinforce political preferences and limit openness to alternative perspectives. Thus, this study affirms that Instagram is a medium for disseminating information and an algorithmic space capable of shaping and locking in users' political preferences. In an era where social media plays a dominant role in political campaigning, digital political literacy becomes increasingly vital, especially for young voters, to foster awareness of how algorithms operate and to encourage access to more balanced

and diverse sources of information in a digital democracy. These findings also fill a gap in previous research, which has largely overlooked the contextual effects of filter bubbles in specific regions such as NTB.

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