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Entertainment Satisfaction and Critical Attitudes of West Java Students on 2024 Presidential Election News

Dafina Shafa Salsabil[1], Kunto Adi Wibowo[2]

[1,2] Universitas Padjadjaran, Indonesia

Abstract: In today's digital age, social interaction is heavily influenced by social media as the primary source of information. Social media provides an easy and economical user experience, but it also increases the potential of spreading misinformation. Twitter, which has 60.2% of Indonesian users, serve as the focal point for analyzing misinformation during Indonesia's 2024 presidential election. This research focuses on examining Twitter as a platform for the relationship between several entertainment-driven objectives and sharing false election-related news among users during Indonesia's 2024 presidential election. Data from 229 university students in West Java were collected and analyzed using a quantitative approach and survey method. The study revealed a significant positive correlation ($r = .477$, $p < .001$) between entertainment enjoyment and spreading false election-related news. Respondents were found to share content they perceived as entertaining, even when it turned out to be incorrect, for reasons such as comedy ($M = 2.83$, $SD = 1.362$) and enjoyment ($M = 2.98$, $SD = 1.291$). The study confirmed the hypothesis that entertainment satisfaction drives the spread of misinformation ($t = 8.186$, $p < .001$). These findings highlight the influence of entertainment-driven motivations in spreading misinformation and emphasize the importance of reducing such behavior. This study proposes insights for policymakers and social media platforms into addressing the complex nature of information-sharing behavior in the digital world. Further psychological and contextual factors impacting the spread of fake news dissemination across various demographic groups should be explored in future studies.

Keywords: Fake News Sharing, Entertainment-Seeking, Misinformation, Presidential Election, Twitter

1. Introduction

The development of technology and the spread of the internet have had a huge impact on social interaction. Social media has become a popular way for people to obtain information. A wide variety of information is available on social media, both information for daily personal life such as recreation, health, self-development, even spirituality as well as for professional needs related to science, technology, business, commodity stocks, and job associations. Not only can people obtain a variety of information, they can also share their personal activities, interests and opinions on various social media platforms. There are many advantages that social media has provided, such as easy access to information, low cost, and rapid dissemination of information (Ozbay & Alatas, 2020). Social media has changed not only the way we view the world, but also how we interact. An interesting part of social media that has become part of our daily lives is that there are no limitations to our membership on the internet. Boundaries of country, race, economic class, ideology, or other factors that would normally hinder the exchange of our thoughts are gone (Gani, 2020). The internet forms a global community that is highly democratic and adheres to a code of conduct that is respected by all its members. The main benefit of the internet comes mainly from cooperation between individuals or groups. The removal of communication barriers and the creation of decentralized communication channels open the door for everyone to have a voice and participate democratically, including people in repressive countries (Amedie, 2015). For this reason, Velasquez & LaRose (2015) mention that social media has become important for coordinating political action, expressing political views, and for issue-oriented advocacy.

Correspondence:
Kunto Adi Wibowo
Kunto.a.wibowo@unpad.ac.id

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Despite the advantages offered by social media, the quality of news on social media is lower than traditional news organizations. The ease and speed with which social media provides and disseminates news has led to a greater volume of fake news (Shu et al., 2017). News articles with false information are intentionally produced and disseminated online for various purposes, such as financial and political gain. While fake news has always existed, its spread has increased significantly in recent years (Vosoughi et al., 2018).

Information has been abundant since the internet era. Reliance on social networking platforms as a source of information along with the tendency to sensationalize information, the drive for continuous innovation, limited resources to verify facts, and an emphasis on profit have made the media vulnerable to manipulation. The speed of information sharing enabled by Twitter is particularly relevant in times of crisis (Andrews et al., 2016). Twitter itself has become one of the most popular microblogging services as its flexibility of use allows people to share updates, news and information (Humphreys et al., 2013). Recent data published by Datareportal.com in the "Digital 2023 Indonesia" report shows that Twitter users in Indonesia reached 60.2%.

As the Indonesia's 2024 presidential election approaches, there are indications that the spread of fake news is becoming more prevalent. During the first quarter of 2023, a total of 425 cases of false information circulating on websites and digital platforms were identified by the Ministry of Communication and Information Technology. This figure shows an increase compared to the same period in 2022, where 393 cases of false information were recorded at that time. From August 2018 to March 2023, the AIS Team of the Directorate General of Informatics Applications of the Ministry of Communication and Information found a total of 11,357 cases of false information, 2,075 related to government and 1,355 cases related to politics.

While the prevalence of fake news raises concerns, social media remains an integral part of daily life for most individuals, serving purposes beyond information sharing. Not only to fulfil specific interests, individuals also engage with these platforms for leisure. As many as 58.2% of Indonesians use social media for entertainment and relaxation (Kemp, 2023), achieving satisfaction through activities that provide an escape from their daily routines.

However, research on the dissemination of fake news has mostly concentrated on political, ideological, or economic motivations, with little attention paid to the role of entertainment gratification in this behavior. While the majority of studies have examined how political bias or persuasive intent contributes to the spread of misinformation, few have examined whether users share fake news purely for entertainment. Given the popularity of social media as a source of both information and entertainment, exploring the motivations behind such behavior becomes crucial. This study addresses this gap by examining the relationship between entertainment satisfaction and fake news sharing behavior, particularly in the context of Indonesia's 2024 presidential election. Based on the gaps identified in previous research, the following hypothesis is proposed: H1: Entertainment satisfaction will be positively related to the spread of fake news related to Indonesia's 2024 presidential election.

2. Materials and Methods

2.1 Existing Literature and Related Studies

The Uses and Gratification theory serves as the theoretical framework for this study. This theory assumes that audiences are active participants in seeking, selecting, and using media that suit their desires and satisfy their needs (Nurudin, 2017). Apuke & Omar (2021) explained that entertainment satisfaction is one of the factors influencing the spread of false information. People often feel happy when sharing information in online communities, as it fulfills their social relationship needs (Anspach & Carlson, 2020). Similarly, Ha et al. (2013) found that social media users disseminate information as a form of entertainment and pleasure.

Previous studies also identified a positive relationship between entertainment-seeking behavior and content-sharing motivations on social media platforms like Facebook. Users engage in these activities to fulfill their need for relaxation, fun, and even voicing opinions on various issues (Baek et al., 2011; Kim et al., 2015). However, no prior research has specifically addressed the relationship between entertainment satisfaction and the behavior of sharing fake news in the context of the 2024 Indonesian presidential election.

This gap in research motivated the present study, which aims to explore the entertainment satisfaction factor in fake news sharing behavior during the upcoming election. Given the rise of populism as a reactionary political tool in Southeast Asia (Kenny, 2018), Indonesia faces similar challenges. Historical data from the 2019 presidential election reveals that the political year was a vulnerable period for the spread of false information through social media, posing a serious threat to democracy (Duile & Tamma, 2021).

2.2 Research Method

Research methods are defined as technical explanations related to the methods applied in research (Basuki, 2021). In an effort to obtain testable data for research, the implementation of specific steps is required. Research is influenced by three elements, namely method, population, and sample. In this section, all aspects related to the type of method applied, population selection, and sampling techniques used by researchers will be described.

The type of research utilized in this study is a quantitative method. Quantitative research focuses on collecting and analyzing data in the form of something that can be counted or numerical and is objective. There are several methods included in quantitative research. In this study, a survey method was used, which is defined by Gay & Diehl (1992) as a research method in which data collection techniques are carried out using questionnaires and interviews (Basuki, 2021).

This study has two constructs, one independent variable, namely entertainment satisfaction, and one dependent variable, namely fake news sharing behavior regarding Indonesia's 2024 presidential election. All research items were adapted from previous research. The entertainment satisfaction variable was taken from Apuke & Omar (2021) a recent study which adapted Lee & Ma's (2012) study. The fake news sharing behavior variable was adapted from recent studies (Apuke & Omar, 2021; Talwar et al., 2019; Chadwick & Vaccari, 2019; Khan & Idris, 2019). Besides entertainment satisfaction, this study also considered potential confounding factors, including age, gender, and frequency of social media use. These variables were included in the demographic part of the questionnaire to account for their potential influence on fake news sharing behavior.

Members of society or groups that are the focus of observation by researchers are known as the population (Scharrer & Ramasubramanian, 2021). Population is defined by Sugiyono as a general domain of subjects or objects with certain characteristics and qualities that have been determined by researchers to analyze and draw conclusions (Runtunuwu et al., 2014). Part of the number and characteristics of the population is known as the sample (Sugiyono, 2013). The sample in this study was calculated and determined using the G*Power 3.1 application. The calculation was carried out with the Statistical Test option, namely Linear Multiple Regression. The effect size used is 0.057. Probability error of 5% and power of 80% were used and there were 4 number of predictors. This calculation resulted in a total sample of 215 samples. The number 215 is the minimum number of samples. The total sample obtained was 229 samples.

In this study, researchers determined the population, namely users of Twitter and have status as students at universities in West Java. The Indonesian Internet Service Providers Association reported in its survey results that internet users in Indonesia in the 2022-2023 period reached 215.63 million people. This result shows an increase in the percentage of internet users in Indonesia by 2.67% compared to the previous period which was 210.03 million users. In the same year, the Central Bureau of Statistics also released statistics on internet penetration in Indonesia. It was noted that the age group of

19-24 years occupied the second highest position in the survey of internet penetration in Indonesia in 2023. This is the basis for researchers to determine students as the population and West Java as the research location.

The sample calculation technique applied in this study is non-probability sampling. According to Sugiyono (2013), non-probability sampling is a sampling method in which each element or member of the population is not given the same chance or opportunity to be selected as a sample. The selected sample is a member of the population who meets practical criteria such as easy accessibility, geographical proximity, availability at a certain time, and willingness to participate and be selected for research purposes or known as convenience sampling (Etikan, 2016).

This research applies a quantitative data collection method through a survey using a questionnaire. The questionnaire was divided into two variables, namely variable X (entertainment satisfaction) with four question items, and variable Y (fake news sharing behavior regarding the 2024 election on Twitter) with five question items. These items were carefully chosen based on previous studies to highlight the key aspects of each variable while maintaining respondents' engagement and avoiding redundancy (DeVellis, 2016). Four and five items, respectively, were chosen to minimize respondent fatigue and strike a balance between measurement precision and brevity (DeCastellarnau, 2018).

The questionnaire creation process was carried out through Google Forms and distributed online through Twitter and communication media, such as WhatsApp and Line. The offline method was carried out by distributing questionnaires directly to respondents. Researchers used both online and offline methods to ensure that the questionnaire filling went smoothly. Data collection techniques through questionnaires were chosen because this research is quantitative, and to obtain relevant information in the most reliable and valid way (Taherdoost & Hamta, 2017).

In this questionnaire, a Likert scale was used as the scoring instrument. A 5-point Likert scale was chosen, where 1 reflects “Strongly Disagree” and 5 represents “Strongly Agree.” The use of Likert scales is applied generally to evaluate individuals' attitudes, values, internal states, and judgments of their own or others' behavior, both in the context of research and clinical practice. The Likert scale requires gradual responses to a series of statements to understand the views and responses of the research subjects (Mellor & Moore, 2014). The measurements in this study are based on instruments that have been available in research previously conducted by Apuke & Omar (2021). The independent and dependent variable question items were adapted from a recent study (Apuke & Omar, 2021). The questionnaire was tested for validity and reliability prior to dissemination. To ensure the items were consistent and clear, a pilot study was conducted with a few participants. Internal consistency was evaluated using Cronbach's Alpha, with values greater than 0.7 considered acceptable (Nunnally & Bernstein, 1994).

Multiple strategies were implemented to reduce social desirability bias and guarantee truthful responses: (1) The anonymity of the questionnaire ensured that participants felt free to answer honestly (Podsakoff et al., 2003). (2) Respondents felt less pressure to fit in with perceived societal norms because they were made very clear that there were no right or wrong answers (Fisher, 1993). (3) To assess response consistency and identify potential biases, control questions were included (Paulhus, 1991).

3. Results and Discussion

This section details the analysis results from processing the questionnaire data obtained with the main objective of identifying the extent to which the factor of seeking entertainment satisfaction influences fake news sharing behavior related to the 2024 presidential election among university students in West Java. The interpretation of this data involves several stages, including the results of validity testing, the results of reliability testing, a brief explanation of the demographic characteristics of respondents, and descriptive statistical analysis of the variables used. In addition, this section also includes the results of hypothesis testing which is the focus of the research.

Validity and reliability analysis is explained to show the accuracy and reliability of the instruments used in this study. In the demographic characteristics of respondents, this data provides a comprehensive picture of the profile of research participants, including information on variables such as age, gender, educational background, and other demographic factors. The descriptive statistical analysis of the variables used includes summary statistics regarding the distribution of the data, including the mean value, standard deviation, as well as the frequency distribution of each variable. This process provides a clear picture of the overall characteristics of the sample.

Next, the hypothesis testing results discuss the key findings of the data analysis, confirming or rejecting the proposed hypotheses. This data analysis was supported by the use of IBM SPSS Statistic 27 for Windows application software, providing accuracy and reliability in the analysis process.

3.1 Validity Test

Generally, the term "correlation" is used to describe a linear relationship between two continuous random variables. This form of correlation is also called the Pearson correlation and is commonly abbreviated as "r" (Schober & Schwarte, 2018). The data obtained in this study were tested using Pearson correlation which aims to determine the relationship between the independent variable and the dependent variable (Mumtaz et al., 2016). Testing is done to assess the success of the factor analysis that has been carried out. An instrument is suitable for factor analysis if the p-value is greater than 0.01 (Table 1).

Table 1. *Pearson correlation*

Variable		ent		hoax
1. ent	Pearson's r	—		
	p-value	—		
2. hoax	Pearson's r	0.477	***	—
	p-value	< .001		—

* p < .05, ** p < .01, *** p < .001

Table 1 shows the results of the Pearson's corellation validity test indicating that variable X, which is satisfaction (ent) and variable Y, which is the behavior of sharing fake news about the 2024 presidential election on Twitter (hoax), have a significant relationship ($r = .477$; $p < .001$).

In order to assess the validity of each item in this research instrument, researchers conducted an evaluation based on the Pearson correlation value of each questionnaire item (Table 2). The correlation values for each item of the research variables ranged from 0.813 to 0.913. The findings of the Pearson correlation test show that all items on this research instrument are classified as good and valid. The data is presented in the following table.

Table 2. *Pearson correlation* per item

	Items	**Pearson's r**	**Description**
X	ent1	.913	Valid
	ent2	.890	Valid
	ent3	.891	Valid
	ent4	.891	Valid
Y	hoax1	.843	Valid
	hoax2	.882	Valid
	hoax3	.872	Valid

	hoax4	.813	Valid
	hoax5	.817	Valid

3.2 Reliability Test

Reliability is the extent to which an instrument makes the same measurement each time it is used (Watson, 2015). The reliability test is carried out by measuring the Cronbach's alpha value. In the reliability test, if the Cronbach's alpha obtained is> 0.60 then the instrument is reliable. Conversely, question items are considered unreliable (not reliable) if the Cronbach's alpha value is <0.60 (Ghozali, 2016).

Table 3. Reliability Statistic

Variable	N	*Cronbach's Alpha*	Description
X	4	.918	Reliable
Y	5	.899	Reliable

Table 3 shows the results of the reliability analysis which shows that each Cronbach's alpha value obtained is above 0.6 (minimum limit) so that the reliability of the research instrument is reliable. The Cronbach's alpha of variable X, namely entertainment satisfaction, is α = 0.918 and the Cronbach's alpha of α = 0.899 belongs to variable Y, namely fake news sharing behavior regarding the 2024 presidential election on Twitter. This figure proves that both variables are reliable.

3.3 Demographic Characteristics of Respondents

This study analyzed a sample of 229 respondents. There were 171 female respondents with a percentage of 74.7% and 58 male respondents with a percentage of 25.3%. Respondents are in the age range of 17-25 years and are students at universities in West Java. All respondents are Twitter users. Researchers also classified respondents based on the average use of Twitter in a day which was divided into 4 categories, including 1-3 hours a day as much as 65.9%, then as much as 25.8% for the 4-6 hours a day category, 6.6% for the 7-9 hours a day category, and 1.7% for the 10-12 hours a day category. For the frequency of using Twitter in a week, 56.8% of the total respondents spend time every day on Twitter.

3.4 Descriptive Statistics Test

a. Sharing 2024 Election News to Seek Entertainment Satisfaction

Table 4 reflects the results of descriptive data analysis on the entertainment satisfaction variable adapted from Apuke & Omar's (2021) research. Based on the descriptive data analysis on the entertainment satisfaction variable which can be seen in Table 4, overall, respondents tend to view that they share information related to the 2024 Election with the aim of seeking entertainment satisfaction. This conclusion is based on the calculation of the average value (mean) which is higher than the standard deviation value. Table 4 shows that the lowest mean value is 2.83, while the highest mean value is 3.14. Likewise, the smallest standard deviation value is 1.275, while the highest is 1.362.

Based on the results of this descriptive analysis, it can be concluded that respondents have the perception that content related to the 2024 Election is entertaining so that it is disseminated (M = 2.97, SD = 1.313). Furthermore, respondents have the perception that content related to the 2024 Election is shared because it is funny (M = 2.83, SD = 1.362). Respondents also perceived that content related to the 2024 Election was disseminated because it was exciting (M = 3.14, SD = 1.275) and fun (M = 2.98, SD = 1.291).

Table 4. Descriptive Data Analysis of Entertainment Satisfaction in Sharing News related to the 2024 Presidential Election

Variable	Mean	SD
ent1	2.97	1.313
ent2	2.83	1.362
ent3	3.14	1.275
ent4	2.98	1.291

b. Spread of Fake News about the 2024 Election on Twitter

The dependent variable in this study is the spread of fake news about the 2024 Election, whose measuring instrument is taken from Apuke and Omar's research (2021). The results of the descriptive data analysis shown in Table 5 with an overall review show that respondents are considered to have shared fake news related to the 2024 Election which can be concluded by calculating the average value (mean) which is higher than the standard deviation value. Based on table 5, the smallest mean value is 1.76 and the largest mean value reaches 2.08. The smallest standard deviation value is 1.107, while the largest standard deviation is 1.250.

Table 5. Descriptive Data Analysis of Fake News Sharing Behavior related to the 2024 Presidential Election

Variable	**Mean**	**SD**
hoax1	1.76	1.107
hoax2	1.89	1.218
hoax3	2.08	1.249
hoax4	1.93	1.250
hoax5	2.00	1.248

The results of the descriptive analysis show that respondents have shared information related to the 2024 presidential election which was later found to be a hoax (M = 1.76, SD = 1.107). Respondents have also shared content on Twitter regarding the 2024 Election that appears to be accurate but turns out to be fake news (M = 1.98, SD = 1.218). There is also content on Twitter regarding the 2024 election that respondents have shared but did not realize that the content was exaggerated (M = 2.08, SD = 1.249). Respondents also shared content on Twitter without checking facts through trusted sources (M = 1.93, SD = 1.250) and shared articles on Twitter without reading the entire content (M = 2.00, SD = 1.248).

c. Hyphotesis Test

Hypothesis testing is carried out to determine the truth of a statement statistically and draw conclusions whether the statement is accepted or rejected. The t-test was conducted using the IBM SPSS Statistic 27 for Windows application.

Table 6. Hypothesis Test Results (t-test)

Model	**t**	**Sig.**
1 (Constant)	4.232	< .001
X	8.186	< .001

The hypothesis test results above show that the t-test results of variable X on Y are worth 8.186 with significance < .001 the t value is 8.186. The t_{count} result above is greater than the t_{table} with a significant value < .05, which indicates that the variable of using

Twitter to seek entertainment satisfaction (X) has an effect on the behavior of sharing false information related to the 2024 presidential election (Y). With this, the hypothesis is accepted.

4. Conclusions

As the 2024 presidential election draws near, 60.2% of Indonesians use social media, particularly Twitter, which has emerged as a major medium for information sharing and entertainment in the digital age. The spread of misleading information on Twitter as a result of this situation has prompted scholars to look into how entertainment satisfaction affects the dissemination of such misinformation. With a t-count value of 8.186 and a significance level of <.001, a regression analysis supported the hypothesis that entertainment satisfaction is a key motivator for spreading misleading information about the election. Although this study adds to earlier research on misinformation, its conclusions might not apply to all Indonesian Twitter users or users of different ages because it focuses on the behavior of a specific group—West Java university students—who might have different usage patterns and motivations than other users. The findings of this study provide an in-depth understanding of the role of entertainment satisfaction as a key motivator behind false information-sharing behavior. Therefore, the conclusions of this study reflect the importance of considering the entertainment satisfaction aspect in designing countermeasure strategies for the spread of false information in social media environments, particularly Twitter.

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