

ABSTRACT

Indonesia experienced changes in political dynamics and an increase in online participation, with a significant amount of information disseminated through various media, including the bijakmemilih.id website, an independent platform designed to provide political information to the public. This study aimed to determine the impact of using the bijakmemilih.id website on the political participation and literacy of Generation Z in Indonesia. The researcher employed a causal quantitative research method and collected data through questionnaires distributed to 400 Generation Z users of the bijakmemilih.id website. The data analysis was conducted using SmartPLS, which revealed a positive and significant effect of using the bijakmemilih.id website (X) on political participation (Y1), with a P-value of 0.000 (less than 0.05) and a T-statistic of 21.653 (greater than 1.96). Additionally, the study found a significant effect of using the website (X) on political literacy (Y2), with a P-value of 0.000 (less than 0.05) and a T-statistic of 37.316 (greater than 1.96). The findings indicated that the use of the bijakmemilih.id website significantly influenced the political participation and literacy of Generation Z in Indonesia.

Keywords: *Generation Z, Political Participation, Political Literacy, SmartPLS, Uses and Gratifications, Website Bijakmemilih.id.*