

ABSTRACT

This study aims to analyze the influence of social media content on the intention to vote for the 2024 presidential election among generation z in Indonesia, considering the mediating roles of voter opinion, voter trust, candidate image, and party image. A quantitative approach was employed through a survey method, and data analysis was conducted using Structural Equation Modeling with the Partial Least Squares (PLS-SEM) technique. A total of 501 generation z respondents who actively use social media participated in this study. The results indicate that social media content has a significant positive effect on voter opinion ($\beta = 0.435$; $p = 0.000$), voter trust ($\beta = 0.432$; $p = 0.000$), candidate image ($\beta = 0.450$; $p = 0.000$), and party image ($\beta = 0.449$; $p = 0.000$). Furthermore, voter opinion ($\beta = 0.229$; $p = 0.000$), voter trust ($\beta = 0.173$; $p = 0.012$), candidate image ($\beta = 0.305$; $p = 0.000$), and party image ($\beta = 0.260$; $p = 0.000$) all positively influence voting intention. These findings highlight the critical role of social media in shaping opinion, enhancing trust, and building political image, which ultimately drives voting intention among generation z. The study emphasizes the need for political parties and candidates to design authentic and consistent digital communication strategies tailored to the characteristics of young voters. These insights are valuable for developing more effective and targeted digital campaign strategies in future elections.

Keywords: *Generation Z, Social Media Content, Voting Intention, Partial Least Square*