

## ABSTRACT

**Annas Fajri Bil Husna Hunaenda, (2025):** *The Influence of Social Media on the Political Orientation of First-Time Voter Students in the 2024 General Election*

*This study aims to analyze the influence of social media on the political orientation of first-time voters in the 2024 General Election. The subjects of this research are students of SMA Negeri 7 Tasikmalaya who meet the criteria as first-time voters. The research method used is a survey with data collection techniques through questionnaires. The results of the study indicate that social media plays a role in shaping and developing the political orientation of first-time voters. Based on the questionnaire responses, it is known that the influence of social media on the development of students' political orientation falls into the good category, with a total score of 72.8, which is within the 66%–84% interval. Social media has become one of the main factors in introducing various political issues, candidates' perspectives, and the election process in a more interactive and easily accessible manner for the younger generation. First-time voters, who generally have no prior experience in the democratic process, tend to gain their political perspectives through various digital platforms. Active engagement with social media enables them to better understand political dynamics, recognize different points of view, and form attitudes toward political parties and candidates. However, given the significant influence of social media on the political orientation of first-time voters, critical awareness is needed to avoid being influenced by biases, hoaxes, or manipulated public opinion. Therefore, it is important for students to develop a rational and objective mindset when filtering information obtained from social media. The wise use of social media is expected to have a positive impact on increasing political awareness and participation among first-time voters in democracy.*

**Keywords:** *Social Media, Political Orientation, First-Time Voters, 2024 General Election, SMA Negeri 7 Tasikmalaya.*