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Structural Analysis of the Government-to-Youth (G2Y) Communication Model Using the MICMAC Approach

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Abstract - Young people are strategic actors in strengthening public participation and inclusive governance in the digital era. However, Government-to-Youth (G2Y) communication through social media continues to face challenges in establishing responsive and sustainable communication relationships. This study aims to analyze the structural relationships among variables within the G2Y communication model to enhance youth civic engagement through social media. The study employs a quantitative approach using the Matrix of cross-impact multiplication applied to a classification (MICMAC) method to identify the levels of influence (driving power) and dependence (dependence power) among variables. Data were collected through a survey of 100 young respondents who actively use social media and follow official government accounts. The MICMAC analysis results indicate that the alignment of message content with youth needs (V1), trust in government digital actors (V5), and government responsiveness to comments or inquiries (V11) are classified as independent variables with the highest driving power, serving as the main driving factors of the G2Y communication system. Social capital (V13) is categorized as a linkage variable with high influence and dependence, making it a key element in maintaining system dynamics. The findings demonstrate that the effectiveness of G2Y communication is shaped by the interaction between message quality, digital trust, government responsiveness, and social capital strengthening. This study contributes to the development of a structural model of digital government communication through a systemic approach and provides implications for more adaptive and participatory government communication strategies.

Keywords: *Government-to-Youth (G2Y); Civic Engagement; Government Communication; Social Media; MICMAC Structural Analysis*

Abstrak - Generasi muda merupakan aktor strategis dalam memperkuat partisipasi publik dan tata kelola pemerintahan yang inklusif di era digital. Namun, komunikasi Government-to-Youth (G2Y) melalui media sosial masih menghadapi tantangan dalam membangun hubungan komunikasi yang responsif dan berkelanjutan. Penelitian ini bertujuan menganalisis struktur hubungan antarvariabel dalam model komunikasi G2Y untuk mendorong civic engagement pemuda melalui media sosial. Penelitian menggunakan pendekatan kuantitatif dengan metode Matrix of cross-impact multiplication applied to a classification (MICMAC) untuk mengidentifikasi tingkat pengaruh (driving power) dan ketergantungan (dependence power) antarvariabel. Data diperoleh melalui survei terhadap 100 responden pemuda pengguna aktif media sosial yang mengikuti akun resmi pemerintah. Hasil analisis MICMAC menunjukkan bahwa keterhubungan isi pesan dengan kebutuhan generasi muda (V1), kepercayaan terhadap aktor digital pemerintah (V5), dan respons pemerintah terhadap komentar atau pertanyaan (V11) termasuk variabel independent dengan driving power tertinggi sebagai faktor penggerak utama sistem komunikasi G2Y. Social capital (V13) dikategorikan sebagai variabel linkage

yang memiliki pengaruh dan ketergantungan tinggi sehingga menjadi elemen kunci dalam menjaga dinamika sistem. Temuan ini menunjukkan bahwa efektivitas komunikasi G2Y dibangun melalui interaksi antara kualitas pesan, kepercayaan digital, responsivitas pemerintah, dan penguatan modal sosial. Penelitian ini berkontribusi dalam pengembangan model struktural komunikasi pemerintahan digital berbasis pendekatan sistemik serta memberikan implikasi bagi strategi komunikasi pemerintah yang lebih adaptif dan partisipatif.

Kata Kunci: Government-to-Youth (G2Y); Civic Engagement; Komunikasi Pemerintah; Media Sosial; Analisis Struktural MICMAC.

Introduction

Youth civic engagement has become an important issue in contemporary democratic governance, particularly in the digital era where social media increasingly mediates interactions between governments and citizens. Civic engagement refers to citizens' active participation in social, political, and community activities aimed at advancing collective welfare and democratic life (Criado et al., 2020). In this context, young people represent a strategic demographic group due to their high level of digital connectivity, technological adaptability, and potential role as future agents of social and political transformation.

The rapid expansion of digital technology has significantly transformed public communication patterns. In Indonesia, internet penetration reached 79.5% in 2024, equivalent to approximately 221 million users (Vromen et al., 2024), while active social media users accounted for 143 million people in 2025. These developments have shifted social media from a platform primarily used for entertainment into a strategic arena for public discourse, political participation, and civic interaction. For young people, social media provides opportunities to express opinions, mobilize support, and engage in social and political issues more interactively (Chen et al., 2022).

Despite these opportunities, youth participation in formal democratic and governance processes remains relatively limited. Although young voters represented a substantial proportion of Indonesia's electorate, studies indicate that youth engagement in policymaking and institutional political participation is still low (Lee & Kim, 2023). Limited political literacy, declining trust in political institutions, and the predominance of entertainment-oriented content on social media contribute to this condition. Furthermore, government communication through social media often remains predominantly one-way, bureaucratic, and informational rather than dialogical and participatory (Alawi & Khairani, 2026). As a result, there is a gap between the participatory potential of social media and the actual practice of government communication with young citizens (Hollebeek et al., 2022).

To address this challenge, the Organisation for Economic Co-operation and Development (OECD) introduced the Government-to-Youth (G2Y) communication approach, which emphasizes direct, participatory, and collaborative interaction between governments and young people (Lee & Kim, 2023). The G2Y approach positions youth not merely as policy targets, but as active partners in governance and public communication processes. Within the context of digital governance, the effectiveness of G2Y communication is influenced by multiple interconnected factors, including message relevance, trust in digital government actors, responsiveness, interactivity, and social capital (Criado et al., 2020).

However, despite the growing body of literature on digital government communication, political engagement, civic participation, and social media use among young people, existing studies remain fragmented both theoretically and methodologically. Most previous research has examined government communication, digital democracy, participatory culture, political engagement, and civic engagement as separate constructs, resulting in a limited understanding of how these dimensions interact within a comprehensive Government-to-Youth (G2Y) communication system. While numerous studies have confirmed the positive

relationship between social media use and youth participation, relatively little attention has been devoted to identifying the structural interdependencies among the factors that collectively shape sustainable civic engagement in digital environments.

From a methodological perspective, prior studies have predominantly relied on descriptive, correlational, regression-based, or Structural Equation Modeling (SEM) approaches that focus on direct causal relationships among variables. Although these approaches are valuable for testing hypotheses, they provide limited insights into the hierarchical structure of influence, dependence, and feedback relationships that characterize complex communication systems (Hair et al., 2021). Consequently, there remains a lack of empirical evidence regarding which variables function as primary driving forces, which serve as dependent outcomes, and which operate as linkage variables within the Government-to-Youth communication ecosystem.

Furthermore, empirical studies investigating government communication with young citizens in emerging digital democracies remain relatively scarce. Existing evidence is largely concentrated in Western democratic contexts, while the structural dynamics of youth–government communication in developing countries, including Indonesia, remain insufficiently explored. This limitation is particularly important given that variations in political culture, digital participation patterns, institutional trust, and government communication practices may significantly influence the effectiveness of Government-to-Youth communication strategies.

Accordingly, this study seeks to address these theoretical, methodological, and empirical gaps by applying the Matrix of cross-impact multiplication applied to a classification (MICMAC) approach to analyze the structural relationships among variables within the Government-to-Youth (G2Y) communication model. Unlike conventional causal approaches, MICMAC enables the identification of influence–dependence patterns among variables and reveals the structural architecture of complex communication systems. Through this approach, the study aims to identify the key driving, linkage, dependent, and autonomous variables that shape youth civic engagement through social media. The study further contributes to the literature by developing a structural Government-to-Youth communication model that integrates perspectives from political communication, digital democracy, participatory culture, political engagement, and civic engagement, thereby providing a more comprehensive understanding of how governments can foster meaningful and sustainable youth participation in the digital era.

Literature Review

Government-to-Youth (G2Y) communication has increasingly become an important area of inquiry within the broader field of political communication. Contemporary political communication is no longer confined to electoral campaigns or political institutions; rather, it encompasses the continuous interaction between governments and citizens through digitally mediated platforms. In this context, social media has transformed governmental communication from a predominantly informational function into a participatory process that enables dialogue, consultation, and co-creation between public institutions and citizens (Chadwick et al., 2024).

For younger generations, who are among the most intensive users of digital media, social media has become a primary channel for accessing public information, expressing political opinions, and interacting directly with governmental actors. Consequently, the effectiveness of Government-to-Youth communication increasingly depends on the government's ability to establish meaningful, responsive, and trust-based digital interactions. The growing importance of digital communication is closely associated with the emergence of

digital democracy. Digital democracy refers to the use of information and communication technologies to expand citizens' opportunities to access information, participate in public deliberation, and influence policy-making processes (Coleman, 2022).

Rather than merely serving as a technological infrastructure, digital democracy represents a transformation in the relationship between governments and citizens, characterized by greater openness, transparency, and participation. Within this framework, social media platforms function as digital public spheres where governmental narratives, public concerns, and citizen-generated content interact dynamically. Recent studies suggest that governments capable of facilitating meaningful online participation are more likely to enhance political trust, democratic legitimacy, and long-term citizen engagement (Meijer & Torenvlied, 2023).

The rise of digital democracy is further reinforced by the development of participatory culture among young people. Jenkins et al. conceptualize participatory culture as a social environment in which individuals actively create, share, discuss, and circulate content rather than merely consume information. In contemporary digital ecosystems, young citizens are increasingly accustomed to interactive communication, collaborative content creation, and networked participation (Jenkins et al., 2022).

This cultural shift has significant implications for government communication because conventional top-down communication approaches are often perceived as ineffective by digitally connected youth. Instead, younger generations tend to respond more positively to communication that is interactive, personalized, and participatory. Recent research demonstrates that participatory communication practices on social media contribute significantly to strengthening youth engagement with public issues and democratic processes (Vromen et al., 2022).

Within the digital democratic environment, political engagement has emerged as a critical concept for understanding youth participation (Vaccari & Chadwick, 2024). Political engagement refers to the cognitive, emotional, and behavioral involvement of citizens in political affairs, including political discussions, information seeking, advocacy activities, and interactions with political institutions (Theocharis & van Deth, 2022). Unlike traditional forms of participation that rely heavily on institutional channels, digital political engagement often occurs through informal and networked interactions facilitated by social media. Young people increasingly engage with political issues through commenting, sharing public information, participating in online discussions, and supporting digital advocacy campaigns. Such activities represent important pathways through which government communication can stimulate broader civic involvement and democratic participation (Gil de Zúñiga et al., 2021).

Although previous studies have extensively examined government communication, social media engagement, political participation, and civic engagement as separate domains, limited attention has been given to understanding how these factors interact structurally within a comprehensive Government-to-Youth (G2Y) communication system. Existing studies predominantly employ regression-based, SEM-based, or correlational approaches that focus on direct causal relationships among variables. Consequently, the complex interdependencies, feedback mechanisms, and hierarchical influence structures that characterize digital government communication remain insufficiently explored. Furthermore, empirical evidence identifying which variables function as key drivers, dependent variables, linkage variables, or autonomous variables within the Government-to-Youth communication ecosystem remains scarce.

Therefore, this study addresses an important theoretical and methodological gap by employing the Cross-Impact Matrix Multiplication Applied to Classification (MICMAC) approach to examine the structural dynamics of Government-to-Youth communication

(Sharma & Gupta, 2023). Unlike conventional causal models, MICMAC enables the identification of influence–dependence relationships among variables and reveals the underlying architecture of complex communication systems. The novelty of this study lies in the development of a structural Government-to-Youth (G2Y) communication model that integrates perspectives from political communication, digital democracy, participatory culture, political engagement, civic engagement, and social media engagement theory. By identifying the key driving variables and their interrelationships, this study contributes to advancing the theoretical understanding of digital government communication while providing practical insights for designing more participatory and youth-centered communication strategies in the digital era.

Materials and Methods

This study employed a quantitative research design supported by the Matrix of cross-impact multiplication applied to a classification (MICMAC) structural analysis technique to identify, classify, and map the strategic variables within the Government-to-Youth (G2Y) communication model influencing youth civic engagement through social media. MICMAC was selected because it enables the analysis of influence–dependence relationships among variables within complex systems and facilitates the identification of key driving, linkage, dependent, and autonomous variables that shape system dynamics (Benjumea et al., 2016a). Unlike conventional statistical approaches that primarily focus on direct causal relationships, MICMAC provides a structural perspective by revealing the hierarchical interactions among variables within a communication system.

The research was conducted in the Special Capital Region of Jakarta (DKI Jakarta), Indonesia, from January to April 2025. Jakarta was purposively selected as the research setting due to its high internet penetration rate, extensive social media adoption among young people, and the active implementation of digital government communication initiatives. The study population consisted of young people aged 17–35 years who actively use social media and have followed, interacted with, or been exposed to content published through the official Instagram account of the Ministry of Youth and Sports of the Republic of Indonesia (@kemenpora). This age range was selected in accordance with the Indonesian Youth Law and contemporary studies on youth political participation in digital environments.

Primary data were collected from 100 respondents using purposive sampling. Respondents were selected based on four criteria: (1) aged between 17 and 35 years; (2) active users of social media platforms; (3) followers of or individuals exposed to content from the official Instagram account of the Ministry of Youth and Sports; and (4) willing to participate voluntarily in the study. The sample size was considered appropriate because MICMAC analysis focuses on identifying structural relationships among variables rather than achieving statistical population generalization (Hair et al., 2021). Regarding respondent characteristics, the sample consisted of university students, young professionals, community activists, and other youth groups representing diverse educational and occupational backgrounds, thereby providing a broad perspective on government–youth digital communication.

Data collection involved both primary and secondary sources (Taherdoost, 2021). Primary data were obtained through a structured online questionnaire distributed via Google Forms. Prior to distribution, the questionnaire underwent content validation based on an extensive review of literature on government communication, digital democracy, civic engagement, political engagement, participatory culture, and social media engagement. The questionnaire consisted of sixteen variables grouped into four dimensions: (1) Relevance and Appeal of Digital Communication Content, (2) Credibility and Engagement of Government

Digital Actors, (3) Inclusivity and Interactive Participation, and (4) Social Media Engagement. Each item was measured using a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree.

In addition to the survey, a non-participant observation of the official Instagram account (@kemenpora) was conducted throughout the research period. The observation focused on communication patterns, content characteristics, audience interaction mechanisms, response practices, engagement indicators, and youth participation activities appearing on the platform. These observations were used to enrich the interpretation of the survey findings and to ensure that the identified variables reflected actual communication practices occurring within the Government-to-Youth communication environment.

The research procedure consisted of five stages. First, a comprehensive literature review was conducted to identify theoretical constructs and formulate the initial set of variables representing the Government-to-Youth communication model. Second, social media observations and theoretical synthesis were undertaken to refine and validate the selected variables. Third, the questionnaire was distributed to eligible respondents, and the collected responses were compiled and screened for completeness. Fourth, the survey results were transformed into a direct influence matrix by converting respondents' assessments into MICMAC influence scores ranging from 0 to 3, where 0 indicated no influence, 1 weak influence, 2 moderate influence, and 3 strong influence between variables. Fifth, the matrix was processed using MICMAC software through iterative matrix multiplication procedures to calculate the driving power and dependence power of each variable.

The MICMAC analysis generated a classification of variables into four categories: autonomous variables, dependent variables, linkage variables, and driving variables. This classification enabled the identification of the most influential variables within the Government-to-Youth communication system and provided insights into the structural relationships that contribute to youth civic engagement through social media. To strengthen the interpretation of the findings, secondary data were also collected from government policy documents, official reports, social media analytics, and recent scientific publications related to digital government communication, political participation, and civic engagement..

The variables employed in this analysis consist of indicators derived from each aspect that constructs the G2Y communication model based on the theoretical framework adopted in this study. A total of 16 variables are analyzed. The operational definitions for each aspect are presented in the following table:

Table 1. Aspects, Operational Definitions, and Analytical Variables.

Aspects	Operational Definitions	Variables	Code
Relevance and Appeal of Digital Communication Content	The extent to which government digital content delivered via social media aligns with and appeals to the needs and preferences of the youth.	The relevance of message content to the needs of the youth	V1
		Visually Appealing	V2
		Appropriate Language Style	V3
		Platform-Appropriate Content Format	V4
Credibility and Engagement of Government Digital Actors	Young people's perceptions of the credibility and engagement of public officials or digital influencers representing the government in social media communication.	Trust in Government Digital Actors	V5
		Frequency of Engagement	V6
		Communication Transparency	V7
		Message Consistency	V8
Inclusivity and	The extent of government communication openness on	Public Engagement in Dialogue	V9
		Access to Provide Feedback	V10

Interactive Participation	social media in facilitating active, two-way public participation.	Government Response to Comments/Questions	V11
		Public Participation Space	V12
Social Media Engagement	The extent of youth active involvement in communication interactions between the government and the public on social media regarding public issues and government policies.	Social Capital (trust-based social networks)	V13
		Political Self-Efficacy (confidence in one's political abilities)	V14
		Political Knowledge (understanding of political issues and processes)	V15
		Exposure to different political perspectives (openness to differing viewpoints)	V16

The relationships among variables or indicators are analyzed by considering the degree of influence and dependence between variables (Benjumea et al., 2016b). Through this analytical process, variables are subsequently classified into four main quadrants (Mahmood Ahmad et al., 2019), namely:

- 1) Quadrant I: Key/Critical Variables – Variables that have a strong capacity to drive changes within the system but are minimally influenced by other variables. These factors act as the system’s driving forces and serve as the foundation for strategic change.
- 2) Quadrant II: Relay Variables – Dynamic and sensitive variables that exert significant influence while also being highly dependent on other system variables. Small changes in these variables can produce far-reaching consequences, often generating chain effects.
- 3) Quadrant III: Output Variables – Variables that are the outcomes or consequences of changes in other variables. They do not strongly influence the system but are strategically shaped by the conditions of Quadrant I and II variables.
- 4) Quadrant IV: Autonomous Variables – Variables that are relatively disconnected from the overall system. Their changes have little effect on other variables and are minimally affected by system dynamics.

Operationally, MICMAC analysis is based on a Boolean matrix that maps both direct and indirect relationships among variables. These interactions are then processed through repeated iterations to obtain a more comprehensive understanding of interconnections. The calculation of inter-element relationships in MICMAC is generally conducted using a cross-impact matrix, as described by (Fauzi, 2019), and is illustrated in Table 2 below.

Table 2. Inter-Variable Relationship Matrix in MICMAC Analysis.

	Var 1	Var 2	Var 3...	Var n	Influence (Y-Axis)
Var 1	0	(V1,2)	(V1,3)...	(V1,n)	$\sum_{j=1}^n (Var_{1,j})$
Var 2	(V2,1)	0			
Var 3					
...					
Var n	(Vn,1)			0	
Dependence (X-Axis)	$\sum_{j=1}^n (Var_{j,1})$			

In Table 2 above, for each variable relationship $Var(n,j)$, the degree of connection is assessed on a scale from 0 to 3, as captured in the research questionnaire. A score of 0 indicates no relationship, 1 indicates a weak relationship, 2 indicates a moderate relationship, and 3 indicates a strong relationship between variables. The data were then processed using Microsoft Excel and analyzed with MICMAC software. The analysis results are presented descriptively to identify the key factors that construct the G2Y communication model in promoting youth civic engagement through social media. The findings on these factors provide an important foundation for policymakers in formulating future government digital communication strategies.

Before conducting the structural analysis using the MICMAC (Cross-Impact Matrix Multiplication Applied to Classification) approach, this study first performed an instrument validity test to ensure that all indicators adequately represented the Government-to-Youth (G2Y) communication model constructs empirically. The validity test was conducted using the Corrected Item–Total Correlation approach, with a minimum acceptance criterion of a correlation coefficient ≥ 0.30 ; therefore, all variables meeting this threshold were considered valid and retained for the subsequent analysis of inter-variable relationships using the MICMAC method.

Result and Discussion

The validity test results for the 16 variables in the Government-to-Youth (G2Y) communication model indicate that all indicators meet the criteria for construct validity. Based on the Corrected Item - Total Correlation values, all variables obtained correlation coefficients above the minimum threshold of 0.30, with values ranging from 0.576 to 0.779. These results demonstrate that each indicator has an adequate relationship with the overall construct being measured. The validity test results are presented in Table 1 below.

Table 3. Results of the Validity Test

Code	Variable	Corrected Item-Total Correlation	Decision
V1	The relevance of message content to the needs of the youth	0.684	Valid
V2	Visually Appealing	0.621	Valid
V3	Appropriate Language Style	0.653	Valid
V4	Platform-Appropriate Content Format	0.598	Valid
V5	Trust in Government Digital Actors	0.712	Valid
V6	Frequency of Engagement	0.576	Valid
V7	Communication Transparency	0.735	Valid
V8	Message Consistency	0.689	Valid
V9	Public Engagement in Dialogue	0.746	Valid
V10	Access to Provide Feedback	0.633	Valid
V11	Government Response to Comments/Questions	0.701	Valid
V12	Public Participation Space	0.718	Valid
V13	Social Capital (trust-based social networks)	0.762	Valid
V14	Political Self-Efficacy	0.735	Valid
V15	Political Knowledge	0.779	Valid
V16	Exposure to different political perspectives	0.691	Valid

The MICMAC analysis of the variables used in this study provides a structural overview of the driving power and dependence levels among variables within the

Government-to-Youth (G2Y) communication model through social media. The Structural Self-Interaction Matrix (SSIM) was constructed to identify the influence relationships among variables. The matrix uses an influence scale ranging from 0 to 3, where 0 indicates no influence and 3 indicates a strong influence between variables (Figure 1).

Based on Figure 1, the SSIM results demonstrate that several variables related to government responsiveness, public participation, political self-efficacy, and political knowledge exhibit relatively high influence values, indicating their strategic role within the communication system. These findings provide the basis for the subsequent MICMAC iteration analysis to determine the driving power and dependence power of each variable and to classify them into Key/Critical Variables, Relay Variables, Output Variables, and Autonomous Variables.

	1 : V1	2 : V2	3 : V3	4 : V4	5 : V5	6 : V6	7 : V7	8 : V8	9 : V9	10 : V10	11 : V11	12 : V12	13 : V13	14 : V14	15 : V15	16 : V16
1 : V1	0	2	3	2	3	2	2	2	3	3	2	3	2	3	3	2
2 : V2	1	0	1	3	1	2	1	1	2	2	1	2	1	2	1	2
3 : V3	3	2	0	2	1	2	2	2	3	2	1	2	2	3	2	2
4 : V4	1	3	1	0	1	2	1	1	2	2	1	2	1	2	1	2
5 : V5	2	3	3	3	0	2	3	3	3	2	3	2	3	3	3	3
6 : V6	1	1	1	1	1	0	1	1	3	2	1	3	2	2	1	1
7 : V7	1	0	1	0	2	1	0	3	3	2	2	2	3	2	2	2
8 : V8	1	0	1	0	2	1	2	0	2	1	1	2	2	2	1	1
9 : V9	0	1	1	0	1	2	1	1	0	3	1	3	3	3	2	2
10 : V10	0	2	0	0	1	1	1	1	2	0	2	3	2	2	2	2
11 : V11	3	3	3	3	3	3	3	3	3	3	0	3	3	3	3	3
12 : V12	1	0	0	0	1	2	1	1	3	3	1	0	3	3	2	2
13 : V13	0	2	1	0	1	3	3	3	3	3	1	3	0	3	3	3
14 : V14	0	1	1	2	1	3	3	3	3	3	2	3	3	0	3	3
15 : V15	0	2	0	2	2	3	3	3	3	3	1	3	3	3	0	3
16 : V16	1	0	2	0	3	3	3	3	3	3	3	3	3	3	3	0

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Figure 1. Structural Self-Interaction Matrix (SSIM)

Next, the variables analyzed in this study achieved full stability, reaching 100% after three iterations. This iterative process was conducted to ensure the consistency of variable positions based on their influence and dependence levels within the G2Y communication model on social media. The results of the inter-iteration stability test are presented in Table 3 below:

Table 3. Stability Test Results.

Iteration	Influence	Dependence
1	93 %	96 %
2	99 %	100 %
3	100 %	100 %

Based on Table 3, the first iteration yielded a stability level of 93% for influence and 96% for dependence. In the second iteration, stability increased to 99% for influence and reached 100% for dependence. These results indicate that the relationships among variables became increasingly consistent through the iterative analysis process. Achieving 100% stability in the third iteration demonstrates that the structure of inter-variable relationships within the G2Y communication model is stable and robust, making it suitable as a basis for identifying the key variables in this study.

The MICMAC analysis further revealed that the variables used in this study are distributed across four main quadrants, based on their levels of influence and dependence within the Government-to-Youth (G2Y) communication model on social media. Variable

mapping in this study was conducted with reference to direct influence among variables, thereby capturing the most tangible and relevant structure of interactions in the digital communication dynamics between the government and youth on social media.

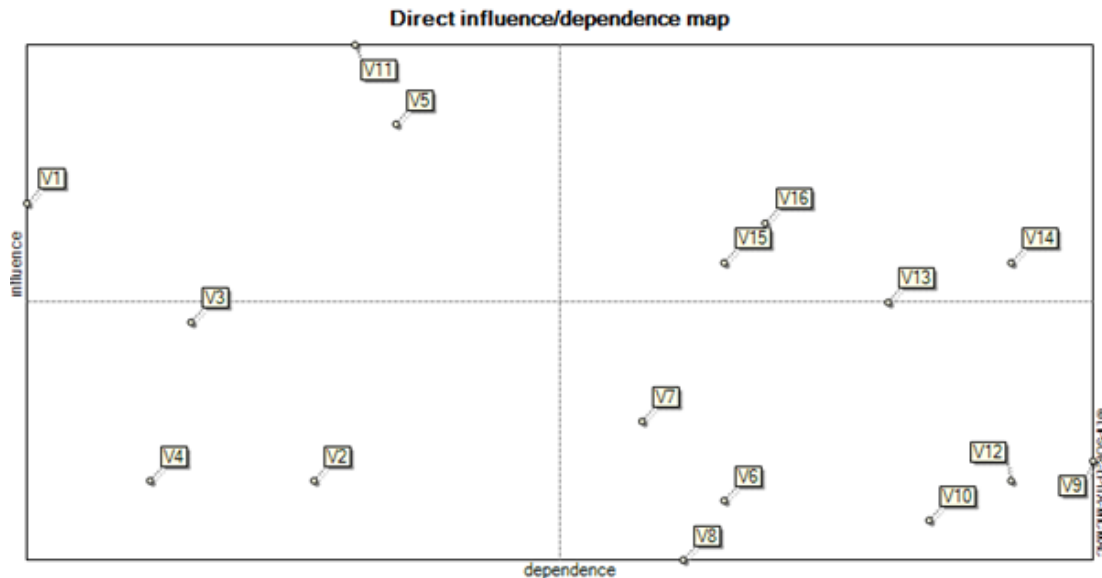


Figure 1. Results of Direct Influence Analysis of Variables

In detail, the results of the analysis and the mapping of variables based on direct influence, as well as the classification of variables within each quadrant, are presented in Figure 1. To facilitate the identification of each variable according to its respective quadrant classification, the results can be seen in Table 4 below:

Table 4. Mapping of Variables Based on Quadrant Analysis Results.

Quadrant	Code	Variables	Aspects
Quadrant I (Upper Left) – Key/Critical Variables	V1	The relevance of message content to the needs of the youth	Relevance and Appeal of Digital Communication Content
	V5	Trust in Government Digital Actors	Credibility and Engagement of Government Digital Actors
	V11	Government Response to Comments/Questions	Inclusivity and Interactive Participation
Quadrant II (Top Right) – Dynamic/Relay Variables	V16	<i>Exposure to different political perspectives (openness to differing viewpoints)</i>	<i>Social Media Engagement</i>
	V15	<i>Political Knowledge (understanding of political issues and processes)</i>	<i>Social Media Engagement</i>
	V14	<i>Political Self-Efficacy (confidence in one's political abilities)</i>	<i>Social Media Engagement</i>
	V13	<i>Social Capital (trust-based social networks)</i>	<i>Social Media Engagement</i>
Quadrant III (Lower Right) – Output Variables	V7	Communication Transparency	Credibility and Engagement of Government Digital Actors
	V6	Frequency of Engagement	Credibility and Engagement of Government Digital Actors
	V8	Message Consistency	Credibility and Engagement of

		Government Digital Actors	
Quadrant IV (Lower Left) – Autonomous Variables	V10	Access to Provide Feedback	Inclusivity and Interactive Participation
	V9	Public Engagement in Dialogue	Inclusivity and Interactive Participation
	V12	Public Participation Space	Inclusivity and Interactive Participation
	V3	Appropriate Language Style	Relevance and Appeal of Digital Communication Content
	V4	Platform-Appropriate Content Format	Relevance and Appeal of Digital Communication Content
	V2	Visually Appealing	Relevance and Appeal of Digital Communication Content

Based on the analysis presented in Table 4, Quadrant I, located in the upper-left position, comprises key or critical variables with high influence and low dependence. Variables in this quadrant serve as the primary determinants of the direction and effectiveness of government communication in fostering youth civic engagement on social media. The variable relevance of message content to youth needs (V1) emerges as one of the most crucial variables in the G2Y communication model. This underscores that message relevance is the fundamental basis for capturing attention, building engagement, and promoting active youth participation on social media. Content that does not align with the needs, aspirations, and realities of young people tends to be overlooked, regardless of the visual appeal or format employed.

The variable trust in government digital actors (V5) also occupies a strategic position in Quadrant I. Public trust functions as a psychological prerequisite that encourages youth to engage more openly, critically, and sustainably in digital interactions with the government. The analysis indicates that the presence of government actors with high levels of public trust can significantly enhance youth engagement, as these actors are perceived as credible, responsive, and representative of public interests. Conversely, without adequate trust, the interactions that occur tend to be superficial and instrumental, limiting the potential for meaningful and sustainable youth civic engagement.

Furthermore, the variable government response to comments or questions (V11) represents a key factor reflecting the dimensions of inclusivity and interactive participation in G2Y communication. Prompt, relevant, and substantive responses can enhance the sense of being valued among young people and reinforce the perception that government social media serves as a genuine dialogic space rather than merely a one-way information channel. The presence of this key variable indicates that the success of the G2Y communication model depends significantly on the quality of content, trust, and governmental responsiveness in engaging youth within digital platforms.

Quadrant II (upper-right) includes relay or dynamic variables that possess both high influence and high dependence. Variables in this quadrant function as intermediaries between key variables and output variables, making them highly sensitive to changes within the G2Y communication model. Imbalances in relay variables may potentially cause instability in achieving youth civic engagement on social media. The variable exposure to diverse political perspectives (V16) demonstrates that government social media can serve as a space for democratic learning if it effectively facilitates a variety of viewpoints. Exposure to multiple

political perspectives encourages youth to think critically and reflectively, ultimately strengthening the quality of their civic engagement.

The variables political knowledge (V15) and political self-efficacy (V14) also occupy important positions in Quadrant II, indicating that social media engagement functions as both an educational and empowerment medium. High-quality digital interactions enable youth to understand public issues while fostering their sense of competence and entitlement to participate in political and policy processes.

Additionally, social capital (V13), as a relay variable, emphasizes that trust networks and social relationships formed in digital spaces contribute significantly to the sustainability of civic engagement. Strong social capital reinforces the effects of key variables and accelerates the transformation of digital engagement into tangible civic participation.

Quadrant III (lower-right) contains output variables characterized by high dependence but relatively low influence. These variables reflect the outcomes of the G2Y communication process, and their existence is heavily influenced by the effectiveness of the key and relay variables in Quadrants I and II. In other words, output variables cannot stand independently without the support of a robust communication system.

The variables communication transparency (V7), frequency of engagement (V6), and message consistency (V8) illustrate aspects of government communication credibility that emerge as a result of sustained interaction. These three variables serve as indicators of the quality of long-term relationships between the government and youth on social media.

Meanwhile, the variables access to provide feedback (V10), public engagement in dialogue (V9), and public participation space (V12) represent concrete outcomes of inclusivity in G2Y communication. These variables reflect the extent to which youth can function not only as an audience but also as active participants in communication and public decision-making processes.

Quadrant IV (lower-left) consists of autonomous variables with low influence and low dependence. The variables appropriate language style (V3), platform-appropriate content format (V4), and visually appealing content (V2) serve as supporting elements in G2Y communication. While important for initially capturing attention, these variables do not play a strategic role if not accompanied by substantive messaging and high-quality interactions.

These findings suggest that a G2Y communication approach that overemphasizes technical content aspects risks producing superficial engagement. In other words, if government communication focuses primarily on technical elements such as visual design, trendy language style, or viral content format, the resulting youth engagement is likely to be surface-level—manifested only as likes, views, or shares—without meaningful cognitive involvement, dialogue, or impactful participation. This also explains why, in digital spaces, youth are often more mobilized by non-governmental actors who possess relational dimensions such as trust, responsiveness, and authentic dialogue that align with their needs.

The MICMAC analysis confirms that an effective Government-to-Youth communication model for promoting youth civic engagement through social media must focus on strengthening key variables, managing relay variables adaptively, and creating conditions that allow output variables to develop optimally. Accordingly, government communication strategies can be designed not only as a means of information delivery but also as a participatory, inclusive digital interaction ecosystem oriented toward youth empowerment in online spaces. The complex interrelationships among variables in the MICMAC analysis are illustrated in visual models depicting causal relationships through both direct influence and indirect influence among variables, as shown in Figures 2 and 3 below.

In Figures 2 and 3, the visualization of the complex relationships among variables within the Government-to-Youth (G2Y) communication model illustrates the direction of

interactions based on the levels of influence and dependence. Outward-pointing arrows indicate that a variable functions as an influencing variable, exerting an effect on other variables, whereas inward-pointing arrows signify that the variable is dependent on other variables within the G2Y communication model.

Red lines represent strong relationships between variables, while blue lines with gradually fading intensity indicate progressively weaker relationships, encompassing both direct influence and indirect influence. The variation in line intensity reflects differences in the strength of inter-variable relationships in promoting youth civic engagement through social media.

Based on Figure 2, the variable social capital (trust-based social networks) (V13), under the engagement on social media aspect, exhibits the greatest number of red lines both incoming and outgoing, indicating strong direct influence and dependence with other variables in the G2Y communication model. This finding suggests that, in addition to the key variables identified in Figure 1, social capital serves as a central node connecting multiple aspects of communication, trust, and youth participation in digital spaces.

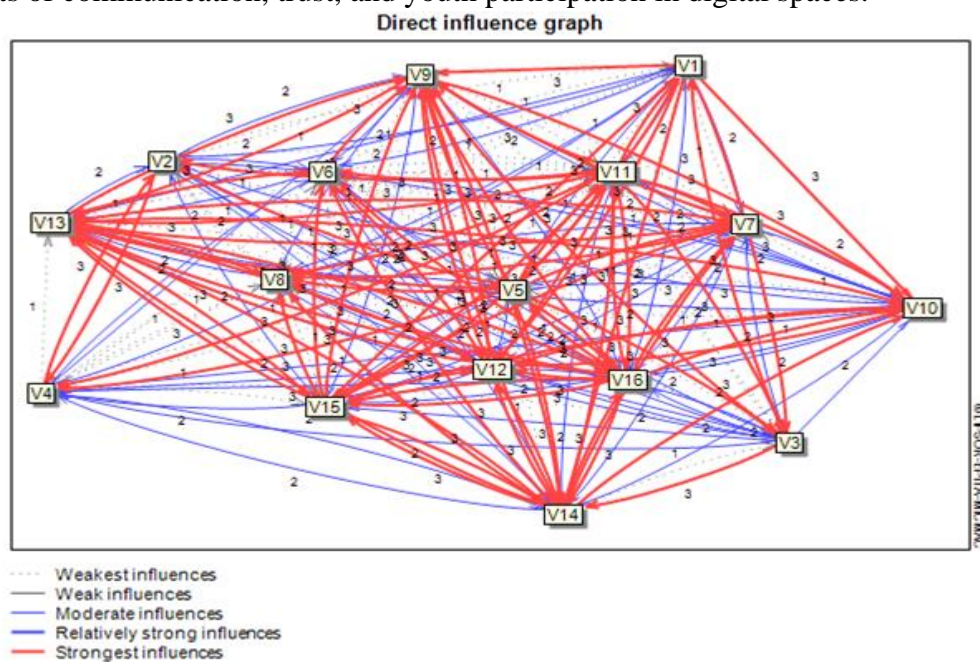


Figure 2. Complex Relationships of Direct Influence Among Variables

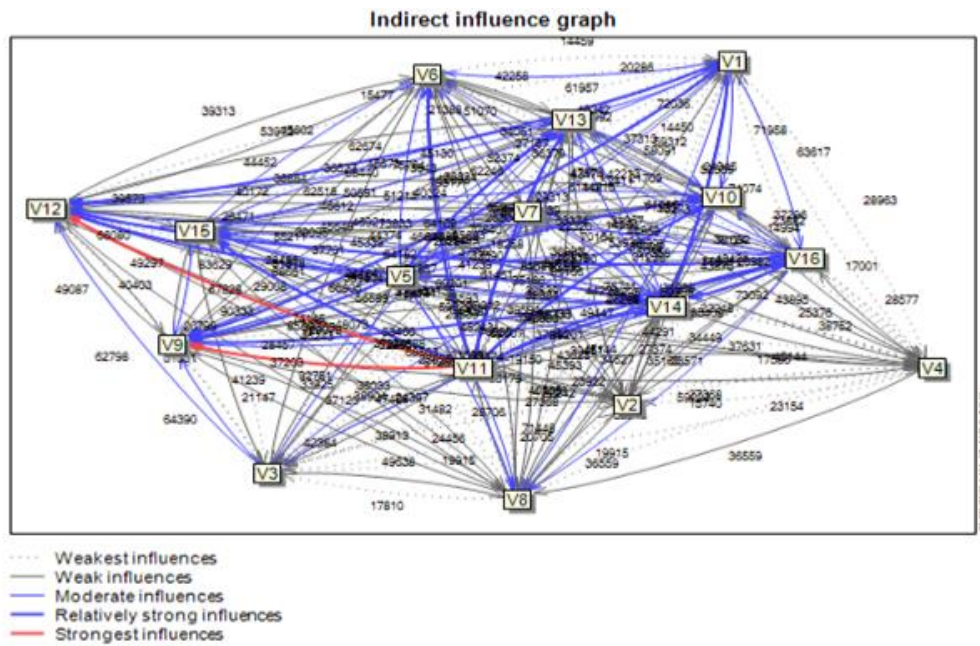


Figure 3. Complex Relationships of Indirect Influence Among Variables

According to the analysis of indirect influence in Figure 3, the variable government response to comments or questions (V11) demonstrates a strong indirect effect on public engagement in dialogue (V9) and public participation space (V12), as indicated by the outward-pointing red lines. This finding indicates that government responsiveness in digital interactions not only impacts youth perceptions directly but also functions as a structural trigger that indirectly strengthens the creation of dialogic spaces and more meaningful public participation. In other words, governmental responsiveness acts as a catalyst activating participatory mechanisms, thereby encouraging youth to engage more actively in public discussions and utilize the participatory opportunities available within the social media communication ecosystem.

The complexity of relationships depicted in these visualizations suggests that the design and implementation of a G2Y communication model strategy cannot be conducted in a partial or isolated manner. Instead, an integrated communication policy approach is required, one that synergistically connects message relevance, trust in government actors, responsiveness in digital interactions, and the provision of dialogic and participatory spaces. Such an approach is essential to ensure that efforts to promote youth civic engagement through social media are effective and sustainable.

To facilitate the identification of priority variables within the complex interrelationships depicted in Figures 2 and 3, the MICMAC analysis provides a classification of variable importance based on their driving power in shaping the Government-to-Youth (G2Y) communication model. In addition to illustrating current variable priorities based on direct influence, this analysis also presents projections of future shifts in priority determined by indirect influence among variables.

In Figure 4, the left section shows the ranking of variables according to their current direct influence, while the right section depicts the projected changes in these priority rankings over time. Green lines indicate variables predicted to increase in priority, whereas red lines indicate variables expected to decrease in priority within the dynamics of G2Y communication on social media.

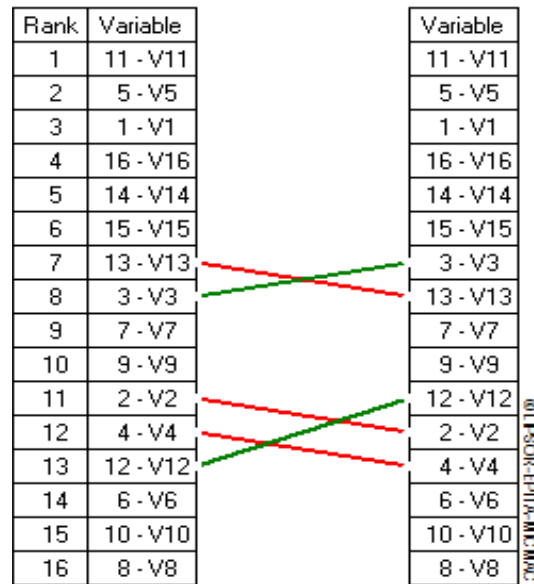


Figure 4. Current and Future Variable Priorities

Based on the analysis presented in Figure 4, the current priority variables for developing the Government-to-Youth (G2Y) communication model to promote youth civic engagement on social media, in order of importance, are: government response to comments/questions (V11), trust in government digital actors (V5), and relevance of message content to youth needs (V1). These findings indicate that the effectiveness of the G2Y communication model is largely determined by the government’s ability to respond to digital interactions promptly and appropriately, which in turn strengthens youth trust in government actors within the digital space. Furthermore, the alignment of messages with the needs and aspirations of young people serves as a substantive foundation, ensuring that interactions are not merely symbolic but instead foster more active, reflective, and sustainable youth engagement in civic processes on social media.

Meanwhile, the variables projected to increase in priority in the future are appropriate language style (V3) and public participation space (V12). This suggests that, as youth interactions with the government on social media continue to evolve, dialogic and expressive aspects of communication, along with the availability of more open participatory spaces, will increasingly determine the quality of civic engagement. Conversely, social capital (trust-based networks) (V13), visually appealing content (V2), and platform-appropriate content format (V4) are predicted to decrease in priority. These findings indicate a shift in focus from technical and aesthetic content aspects toward substantive and institutional dimensions of Government-to-Youth (G2Y) communication, as information becomes more accessible and diverse in the future. Accordingly, the sustainability of youth civic engagement will increasingly depend on the quality of responses, the availability of participatory spaces, and the depth of interactions that are cultivated.

Conclusion

Based on the analysis, this study concludes that three key variables play a decisive role in shaping the Government-to-Youth (G2Y) communication model for promoting youth civic engagement through social media: relevance of message content to youth needs (V1), trust in government digital actors (V5), and government response to comments or questions (V11). These variables possess high driving power and relatively low dependence, positioning them as the primary determinants of the effectiveness of Government-to-Youth communication. The findings suggest that successful government communication with young citizens depends

not only on the dissemination of information but also on the government's ability to deliver relevant content, establish digital trust, and maintain responsive interactions that encourage meaningful participation. In this regard, responsiveness emerges as a particularly important catalyst capable of stimulating broader engagement, dialogue, and participation within digital communication environments.

Beyond these key drivers, the structural mapping reveals that social capital (V13) occupies a strategic linkage position within the Government-to-Youth communication ecosystem. As a variable characterized by both high influence and high dependence, social capital functions as a connecting mechanism that links communication processes, trust formation, and youth participation. The findings indicate that sustainable civic engagement is not generated solely through information exposure but through the gradual development of trust-based relationships and participatory networks that strengthen young people's attachment to public issues and governmental institutions. Furthermore, the indirect influence analysis demonstrates that government responsiveness (V11) significantly affects public engagement in dialogue (V9) and participation spaces (V12), highlighting the importance of interactive communication practices in fostering active youth involvement.

This study contributes theoretically to the literature on political communication, digital democracy, civic engagement, and Government-to-Youth communication by proposing a structural perspective on how communication variables interact within a complex digital governance system. Unlike previous studies that primarily focused on direct causal relationships, this research applies the MICMAC approach to identify the hierarchical influence–dependence structure among variables, thereby revealing the strategic drivers, linkage mechanisms, and dependent outcomes that collectively shape youth civic engagement. The study also contributes to the emerging literature on digital government communication by integrating perspectives from political communication, participatory culture, political engagement, social capital, and civic engagement into a comprehensive Government-to-Youth communication framework.

From a practical perspective, the findings provide evidence-based guidance for public institutions seeking to strengthen communication with young citizens through social media. Government agencies should prioritize the development of responsive communication mechanisms, strengthen the credibility and trustworthiness of digital government actors, and ensure that communication content reflects the interests, values, and concerns of young people. These strategies are essential for transforming social media from a mere information dissemination channel into a participatory platform that supports collaborative governance and citizen engagement.

The findings also have broader implications for digital democracy. Effective Government-to-Youth communication can contribute to the development of more inclusive and participatory democratic processes by expanding opportunities for young people to engage in public dialogue, express opinions, and participate in policy-related discussions. By fostering trust, responsiveness, and meaningful interaction, government communication can strengthen democratic legitimacy and encourage sustained youth participation in the digital public sphere.

Nevertheless, this study has several limitations. First, the research was conducted exclusively among young social media users in Jakarta, which may limit the generalizability of the findings to other regions with different socio-political and digital communication contexts. Second, the study relied on cross-sectional survey data, which captures perceptions at a single point in time and may not fully reflect the dynamic evolution of government–youth communication relationships. Third, although MICMAC effectively identifies structural influence–dependence relationships, it does not statistically test causal effects among

variables. Future studies are therefore encouraged to expand the geographical scope, incorporate longitudinal designs, and combine MICMAC with complementary approaches such as Structural Equation Modeling (SEM), Interpretive Structural Modeling (ISM), or mixed-method designs to further validate and refine the Government-to-Youth communication model across different democratic and cultural contexts.

Overall, the study demonstrates that the effectiveness of Government-to-Youth communication is determined by the collective interaction of responsiveness, trust, message relevance, and social capital. These elements form the structural foundation of a sustainable communication ecosystem capable of strengthening youth civic engagement and advancing digital democratic participation in contemporary society.

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