

Political Involvement of Millennials in the 2024 National Elections

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Abstract

The internet in particular is a vital component of information and communication technology for this age. They are, nevertheless, frequently perceived as the generation that is least engaged in politics and least likely to use their right to vote. Their involvement in politics is essential. The purpose of this study is to shed light on how millennials use digital media and engage in politics. Online questionnaires are distributed as part of a quantitative research methodology. According to the survey, everyone who responded, even members of the millennial generation (those between the ages of 17 and 29), uses the internet. When linked to the internet, cell phones are the most popular medium, and they are used for communication and information search for eight to twelve hours per day. The most popular digital media are also social media and online forums. The millennial generation continues to watch TV and internet for political news, despite their underestimation of political issues. Also, a very low percentage of people polled participate in politics.

Keywords: Digital Media, Political Participation, Millennials

Introduction

Gen Z, the millennial generation, is currently making waves in a number of industries. According to Suni et al. (2019), this generation was born between 1997 and 2010. They are seen as distinct from earlier generations and are currently between the ages of 18 and 29. The internet has made knowledge widely accessible to millennials living in this day and age. incorporates the possibility for an online marketplace. Global millennials are also dealing with a number of challenges, such as the economic downturn and domestic terrorism. The distinct historical experiences of millennials have influenced how they view politics and society (Suni, 2021).

Additionally, they are skeptical of different political organizations and have little faith in politicians. Every citizen can get involved in politics in a variety of ways. Muhtadi et al. (2022) include the following as examples of citizen political participation: writing letters or messages to the government, voting in elections or pilkadas, taking part in rallies and demonstrations, joining political parties, becoming a member of local groups, and running for public office. The current generation's political engagement differs greatly from that of earlier generations. To

express their intentions, individuals used to stage demonstrations in the streets in the past. Though only in limited quantities, this promotion is still running. The majority of political engagement in modern times occurs online and through digital media.

Methods

This study was conducted at a library. Suni (2019) defines library research as a set of tasks involving the gathering of library data as well as the reading, logging, and processing of research resources. According to Sugiyono (2019), library research is any study that conceptually investigates any phenomenon associated with the formation of culture, values, and norms. In addition to employing published publications that were pertinent to the study's goals, reliable online news portals provided news and articles for this study's data collection. Because the data for the research comes from news articles, academic publications, and other secondary sources, it is a secondary data source. Documentation, or the analysis of the variables or subjects under study through books, papers, news stories, and journal publications, is how research data gathering methodologies are carried out (Kushendar, 2019).

Results and Discussion

In the current digital era, it is impossible to separate the millennial generation from the use of digital media. The generation that uses the internet the most frequently in their daily life is known as the millennial generation. However, studies conducted in developed nations like Korea and Japan reveal that millennials are less inclined to get involved in politics and society at large and are less interested in joining volunteer organizations. And what about their counterparts in Indonesia.

Millenials Generation's Use of Digital Media

The research results revealed that 100 percent of respondents stated that they had used the internet in the last 6 months. The devices most frequently used by respondents when connected

to the internet were cellphones at 97.5% and laptops at 72%. Meanwhile, there is relatively little use of tablets and PCs. the same history and destiny.

The results of this research show that the characteristics formed by the millennial generation or Generation Y are internet addiction, high self-confidence and self-esteem, as well as being more open and tolerant of change. On the other hand, Kurhayadi (2021) found that compared to previous generations, the millennial generation is characterized by very open communication patterns, enthusiasm in using social media, and their lives are greatly influenced by development. show. technology.

Under the study by Muhtadi et al. (2021), which supports these findings, also states that one of the characteristics of the urban middle class millennial generation is the Connected He Generation. They are a social generation, especially in the communities they join. Apart from that, they also explore social media and the internet. This is greatly influenced by gadgets and the internet.

Digital media usage from this survey shows that mobile phones are the most popular devices in this generation. Social media is digital media and is also the most widely used media. The most viewed antivirus content is movies. As used by Suni (2017), the millennial generation uses a lot of instant communication technology such as email, SMS, instant messaging, and social media such as Facebook and Twitter. In other words, Generation Z is a generation that grew up in the booming internet era. The relationship between the millennial generation and the use of digital media cannot be separated from the use and gratification theory. As media consumers, the millennial generation plays an active role in media selection and consumption, trying to find the best media sources for their needs. Use and gratification theory states that users have alternative choices to meet their needs and actively decide which media to choose to satisfy their needs. (Suni, et. al., 2018).

Even referring to Bourne's (2019) concept of participatory politics, all citizens of a democratic country (including millennials) can be involved in it as a personal activity to

influence government decisions. Can. There are also various forms of participation, such as engaging with the public, expressing their demands, and communicating them to everyone who will listen. or targeting legislative or executive bodies with the political message they want to convey (Suryanto, et al., 2021). Many surveys show that the millennial generation is less interested in political participation. However, what is interesting is that Millennials's encounter with digital media represents a communication pattern that no longer relies on traditional patterns. Because you need to use social media to fool this generation. Suni (2022) emphasizes that through participation in politics, the millennial generation not only wants change, they also want it. We want to be agents of change in our own way. Especially the millennial generation is the engine of change in this country. It is hoped that their participation in the world of politics can bring about change in democracy. On the other hand, millennials who are apathetic and indifferent to politics and various government policies hinder the development of democracy. Youth participation is necessary for the development of a country. Suprayogi (2022) found that the growing apathy in the political climate has forced millennials to turn away from politics. However, the current millennial generation believes that this attitude needs to be changed, for example in the form of a volunteer movement or as activists who focus on improving community life.

The survey results also show that although the level of political participation of the majority of millennial respondents is low, they still voted in the 2024 Indonesian parliamentary and presidential elections, and their willingness to vote was relatively high. This result is also significantly different from the findings of Muhtadi (2022) that this generation tends to be citizens who do not participate in exercising their voting rights. Ginanjar (2019) notes that the millennial generation are voters born in the 80s and 90s who show characteristics which tend to conflict with their ideology, show political attitudes that tend to be apathetic, and sway a lot. I said I tend to be picky and don't have much loyalty to the party. According to Abdul (2020), this generation is often referred to as Connected Children because they grew up in the

fast-paced flow of information technology and tend to adopt relatively similar behavior, such as political decision making and democracy.

Muhtadi, (2021) believes that millennial expressions of interaction and participation have shown the existence of the cyberdemocracy phenomenon. This phenomenon is characterized by four main factors: Interactive political communication. Disputes are often mediated by users of information based on communication technology. and Political transformations that connect to the Internet and enable access to personal information. Muhtadi wants Gen Z participation to be more than just an electoral issue, and to turn social media into a new public space. The dominant and oppressive nature of millennials must be directed at the new masses to become strategic rulers. According to Gun Gun, a community-based approach is needed so that the Gen Y millennial generation can participate more actively in politics. It's important to build community, not just physically, but online. Apart from that, there needs to be more concrete discussion efforts and initiatives from the community

The reality here attracts people who criticize public policy. Similar to the findings made by Yusuf (2018), what the millennial generation has done by starting voluntary movements both online and in real communities shows their readiness. This form of political actor is an activist who connects the interests of the people with the candidates they support, thereby achieving a more honest, fair and transparent democratic process. Millennials don't just want change through political involvement, they want to be agents of change in their own way.

Conclusion

The survey concluded that 100% of millennial respondents (18-29 years) who live in eight large cities in Indonesia are internet users. Cell phones and laptops are the media most frequently used by respondents to connect to the internet. On average, they use the Internet more than 8-12 hours a day when connected. The purpose of using the Internet is mainly for communication and information retrieval. From the results of this survey, the use of digital media consists of three things, namely digital devices, digital media and digital content. The

study concluded that cellphones are the most widely used devices among millennials. Social media and online interaction groups are also the most widely used digital media. The most frequently accessed digital content is films, text messages, and digital videos. The survey also shows that millennials view political issues as normal. However, respondents admitted to following political news which was mostly accessed through online media and television. Political participation among millennials is also quite low. Specifically, participation and active support of membership in political parties, participation in actual demonstrations supporting or opposing government policies, and government officials, politicians, or officials to fight for the interests of society. is to contact The survey results also show that the majority of respondents will vote in the 2024 Indonesian parliamentary and presidential elections, despite low political turnout. Joy. Importantly, this research also shows that millennials are a unique generation with distinctive characteristics. This generation is the next generation of the Indonesian nation in 2020 towards its demographic bonus in 2045 and is one of the next generations of state relay holders. That is why the future of the country and nation requires political participation and support from millennials as the younger generation. In 2024, Indonesia's millennial generation will reach 46 million, a very large number. This is good capital for the country. Political parties utilize this generation to actively participate in both political parties and political communities for the benefit of the nation. Millennials political advocacy and participation develops when they are continuously exposed to digital media, including outreach and information about campaigns to support forward-looking government policies. Considering that this generation is the majority of digital media users.

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