

Gen Z Political Participation in the 2024 Simultaneous Elections

Agus Mulyono

Fakultas Hukum, Universitas Pasundan

Article Info	ABSTRACT
<p>Keywords: Participation, Generation Z Politics, General Election</p>	<p>This research aims to find out how Generation-Z's political participation will be in facing the simultaneous general election agenda in 2024. This research uses a qualitative-descriptive research method, and the results of this research explain that Generation-Z's political participation in general elections is an important thing that cannot be denied by election organizers or election participants themselves. The increase in voter participation is in line with people's understanding of exercising their right to vote, such as generation Z as first-time voters. Strengthening political participation plays a central role in increasing Generation Z's understanding and involvement in simultaneous general election contestations. In fact, Generation-Z's political participation is a real manifestation of a person's or citizen's involvement in electing state leaders, and directly or indirectly influencing government/state policy. Generation Z's inclusive political participation will also bring long-term benefits to Indonesian democracy, by involving them from an early age and providing positive participation experiences, we can form a generation of voters who are educated, informed and trained in making intelligent political decisions. This will strengthen the foundations of our democracy, create a more inclusive political climate, and build strong political awareness among Generation Z.</p>
<p>This is an open access article under the CC BY-NC license</p> 	<p>Corresponding Author: Agus Mulyono Fakultas Hukum, Universitas Pasundan agusmulyono1407@gmail.com</p>

INTRODUCTION

Indonesia is a country that adheres to a democratic system, one manifestation of the characteristics of democracy is proven by the implementation of the Indonesian constitutional system through the practice of general elections, including the election of the President and Vice President (Al Hamid & Hamim, 2023). In accordance with the principle of popular sovereignty adopted in the 1945 Constitution, the power to determine the style and method of government is actually in the hands of the people. This sovereignty is exercised according to the provisions of the Constitution, namely by state institutions and by the people, including through the general election mechanism as regulated in Article 22E of the 1945 Constitution. General elections can also be seen as a mechanism that connects political infrastructure and political superstructure. Elections are also a mechanism for transforming party political aspirations into state policy (Beniman et al., 2022).

According to Boinauw, et al (2023), democracy is a word that is no longer foreign to the Indonesian people. Because since Indonesia's independence, democracy has been a

principle used to obtain equal rights under Indonesian law. However, Iswardhana (2023) argues that democracy is also seen as a general policy that is determined on the basis of a majority by representatives who are effectively supervised by the people in elections that are based on the principle of political equality and held in an atmosphere where political freedom occurs.

In the journal Mangngasing, et al (2023) are of the view that general elections are a big concept and idea which is a process of implementing democracy where every citizen has the same rights in determining their future leader candidates, with full freedom, justice, openness without Seeing equality in any field, regional head elections are a form of community political participation, as an embodiment of people's sovereignty, because during regional head elections the people are the ones who most determine the political process in their region by voting directly (Pratama & Umami , 2024).

General elections held in democratic countries are a tool to provide opportunities for the people to participate and influence government policies and the prevailing political system (Prihatin et al., 2023). Meanwhile, the research results of Rahmah & Rimet, (2024) assume that political participation is an activity carried out by citizens to be involved in the decision-making process with the aim of influencing decision-making made by the government, so all elements of society should be directly involved in it. influence the decision making and implementation process. Participation is also related to the interests of society, so that what the people do in their political participation shows the degree of their interests in the future.

Elections are closely related to political issues and leadership changes (Setiawan & Djafar, 2023). In a democratic country, elections are one of the main pillars of the process of accumulating people's will. Apart from that, elections are also often seen as a means for all levels of society to be able to contribute and voice their aspirations honestly and fairly (Siregar, 2023). Theoretically, general elections are considered the earliest stage in various series of democratic state administration, so it is appropriate for this election process to be the driving force behind the mechanism of the Indonesian political system which involves all elements of society and as a momentum for transformation into a much better democratic country.

Sitorus (2023), said that in the upcoming 2024 democratic party, the role of first-time voters will be very crucial, this is because the numbers are quite large and significant. As per the message conveyed by the General Election Commission on (17/05) via its official Instagram Social Media page @kpu_ri, as many as 205,853,518 first-time voters will participate and channel their votes in the general election agenda which is spread across various regions in Indonesia. This number is apparently dominated by voters from Generation Y (Millennials) and Generation Z who reached 53.39% of the total number of voters (Gen Y; 69,061,943 = 33.55% and Gen Z; 47,020,295 = 22.84%) as well as Generation X which reached 57,748,353 (28.05%). The large number of Generations Y and Z, which reaches 116 million voters, is a big challenge for election organizers and the government to be able to encourage them to channel their voting rights appropriately and wisely. This large number of first-time voters is also in line with the condition in Indonesia

which is experiencing an explosion of demographic bonuses, where the number of productive residents is much greater than the non-productive population.

Generation Z is one of the voter groups for the 2024 Election that is attracting the public's attention because this generation is often referred to as the i-generation or internet generation, generation Z has similarities with generation Y, but generation Z is able to apply all activities at one time (multi tasking) such as: running social media using a cellphone, browsing using a PC, and listening to music using a headset. Whatever they do is mostly related to the virtual world, because since childhood this generation has been familiar with technology and is familiar with sophisticated gadgets which indirectly influence their personality and character (Yusrin & Salpina, 2023).

If it is related to the implementation of the upcoming 2024 General Election, of course the role of generation Z cannot be underestimated. It could even be said that Generation Z will have a big influence on the votes won by contestants in the 2024 election (Boinauw & Kadir, 2023). One of the reasons is because the number of generation Z is very large, even reaching 40 percent of the population of Indonesia as a whole. With this relatively large number, political figures are making every effort to build public opinion that is humanistic and persuasive in the lives of Generation Z. This is important to do considering that Gen Z is a group that is able to make a big contribution to each candidate in the general election battle. in 2024.

Generation Z itself is a separate group from the millennial generation or generation Y, where generation Z was born in the period 1996 – 2009. This group is a very young generation and is up to date with information spread in the mass media and the internet. Apart from that, this generation also has several characteristics that differentiate it from previous generations, such as being sensitive to the use of digital technology, flexible, smarter and tolerant of differences. But on the other hand, they also have several bad habits or weaknesses which are reflected in their attitude of preferring instant culture, being less sensitive to private essences, giving up easily, and even being highly depressed, of course these characteristics can influence Gen's values or perspective. -Z in determining their future, including their attitudes and perspectives on the agenda for the upcoming 2024 general election. So, based on the description and explanation of the background that was previously presented, researchers are interested in finding out more about Gen Z's Political Participation in the 2024 Simultaneous Elections in Indonesia.

METHOD

Researchers used descriptive analysis as a research method, using a qualitative approach. According to Sugiyono (2001:86), descriptive analysis is intended as a way to summarize a situation that was ongoing at the time the research was conducted. Meanwhile, Moleong (2009:3) defines qualitative research as "a research process that produces descriptive data in the form of written or spoken words from people and observable behavior". A qualitative strategy was chosen with the understanding that this research is intended to collect actual data and to explore the research problem in order to obtain the expected results. The use of qualitative research is considered very relevant in public administration studies, especially research that attempts to evaluate and understand society.

RESULTS AND DISCUSSION

Strengthening Political Participation and Involvement of Generation Z in the 2024 Election

Generation Z are young people who are among the largest and highest internet users with an average age ranging from 18-24 years. The young group with an age range of 18 to 24 years is the Z generation group, namely those born in 1995-2010. In 2018, David Stillman and Jonah Stillman identified at least seven characteristics of Generation Z in their research. These characteristics are Digital, Hyper-Customization, Realistic, Fear of Missing Out, Weconomist, Do it Yourself, and driven. As a practical generation, they tend not to be afraid of change because they believe that technology can solve everything.

Generation Z was born between 1995-2010, they tend to be a generation that is innovative, up to date and has good courage or fighting power. The Gen Z generation tends to choose a career as an entrepreneur. Gen Z's sensitivity to technology is very fast, they have an advanced and open mindset. Gen Z is considered a generation that is free from aspirations but is a solution to the many conflicts around them. This generation has extraordinary courage, due to technological sensitivity and extensive knowledge about the global world. Apart from the advantages of Gen Z, there are several weaknesses, including Gen Z being less committed, often short-thinking, practical and not complicated. According to research conducted by McKinsey, generation Z has several advantages compared to previous generations, including:

Technology Literacy

Generation Z grew up in an era where technology is developing rapidly. Internet, social media, food ordering applications, transportation applications, online dating applications, and many more, even Gen Z in Indonesia occupies the top position for spending the most time surfing the Internet. An average of 7 to 13 hours every day.

Creative

Thanks to the presence of the internet, generation Z is much more creative in making money, especially those related to the creative industry. Such as content creators, podcasters, vloggers, and even establishing their own start-up company.

Caring for Others

Even though they often lie down while scrolling, it doesn't mean that Generation Z is apathetic, in fact, they are the fastest when it comes to disseminating information and finding solutions, for example when there is a phenomenon of grandfathers selling on the street, Gen Z can change this situation by uploading Grandpa's photo on social media and people are busy raising donations, this is in line with the nickname 'The Communaholic', namely being involved in the community and technology to provide benefits to the local community.

Happy to Express

Gen Z is also nicknamed 'The Undefined ID', this is because they like to express themselves to find their identity. For example, when there was a Citayem Fashion Week performance which was attended by Jabodetabek teenagers to show their fashion style, Gen Z also tried to build self-branding on social media, through OOTD trends, sports

hobbies, and even trying food in all corners, all immortalized through various social media such as TikTok, YouTube, or Instagram.

Even though it is supported by several advantages found in generation Z, apparently this generation also has several bad attitudes or weaknesses which are illustrated in the following attitudes:

Fomo

The first disadvantage of Gen Z is FOMO or Fear of Missing Out. Generation Z is known as a generation that relies on technology, especially the internet and social media. Every day, Gen Z is presented with various information, including what is trending today. They can feel bored, afraid of being labeled as not cool, and anxious if they haven't tried trends on the internet.

High Anxiety and Stress Levels

According to research conducted by the American Psychological Association, the stress experienced by Gen Z is caused by the pandemic, uncertainty about the future, bad news on the internet, and social media. Gen Z has high expectations for their personal lives, so if things don't go according to their wishes it will trigger stress. It cannot be denied, social media has created standards in various aspects, for example determining when is the right time to graduate, work, get married and have children, of course these things can have a negative effect on those who have not achieved them, this is a factor of anxiety that is often experienced by generation Z.

Easy to Complain and Self Proclaimed

Even though they have the ability to search for information from various sources, in reality Gen Z absorbs and matches information too quickly with what they feel. Such as labeling yourself as someone with bipolar disorder, limiting your social interactions because you are an introvert, and so on. Generation Z makes this an obstacle to progress, until finally Gen Z is also often referred to as the strawberry generation because they seem spoiled and easily stressed.

Generation Z, which is a group of people born between the mid-1990s and early 2000s, has acquired increasing significance in the political context. In recent years, they have become the main focus in various aspects of life, including politics. As a generation that grew up in the era of digital and globalization, Generation Z has unique experiences and perspectives that influence their views on politics and their role in the social system. They are a technologically connected group, with extensive access to the internet and social media, which allows them to participate, share and influence opinions through digital platforms.

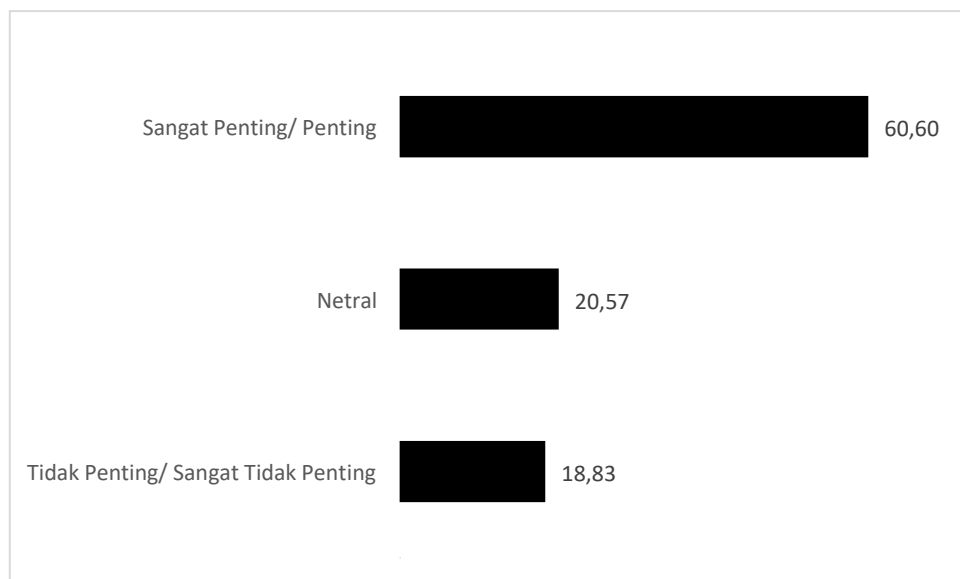
Technological developments and social transformation have given Generation Z a high awareness of social and political issues, and they show a strong tendency to involve themselves in social movements, advocacy, and political participation (Pratama & Subandi, 2023). As a result, attention to the voices and aspirations of Generation Z is increasing, and they are recognized as a significant force in influencing change and shaping the direction of the future, including in the political arena. Inclusive political participation is a process where individuals from various social and economic backgrounds , and culture is actively involved in the political process.

The 2024 elections in Indonesia mark a crucial moment in the country's democratization journey. As the main means of political participation, general elections represent a concrete form of people's participation and are an important mechanism in determining leaders and policies that will have an impact on the entire community (Nusamuda Pratama et al., 2021). In efforts to build a strong and inclusive democracy, increasing political participation from all levels of society, including Generation Z, is very important. Generation Z is currently an interesting generation to study in Indonesia.

The Permanent Voter List (DPT) released by the General Election Commission of the Republic of Indonesia (KPU RI) shows that 22.85 percent of the total DPT for the 2024 Election is Generation Z (Muhamad, 2023). The position of Generation Z in the 2024 Election DPT is in second place after the Millennial Generation. Meanwhile, data from the Central Statistics Agency (BPS) for 2020 states that Generation Z is the largest generation in Indonesia, namely 27.94 percent.

In this research, researchers try to describe how Generation Z perceives the 2024 Election, which is depicted in the graph below:

Graph 1 Generation Z's Perception of the 2024 General Election Agenda



Source: obtained from primary data sources

From graphic image 1 above, it shows that the data shows that 60.60 percent of Generation Z consider the 2024 election to be important. Meanwhile, 20.57 percent considered it neutral and 18.83 percent considered it unimportant. From the results of in-depth interviews, they consider the 2024 election important for several reasons. First, they feel that choosing a leader in the 2024 elections is important because this leader will hold the foundation of the country and will determine the future direction of this country. Second, they consider the vision and mission to be important to explore because according to them, the vision and mission are seen from a person's leadership. Generation Z also agrees that leaders must be elected through elections so that they are democratic and based on mutual agreement. Furthermore, they also consider elections as something

serious because they cannot choose carelessly. They also agree that they use their voting rights well. Elections are also important as an illustration of the country's democracy and sovereignty in the hands of the people.

In an era where Generation Z has extensive access to information technology and social media, it is important for us to optimize these platforms as tools to encourage their political participation. Through the strategic use of social media, creative educational campaigns, and interactive dialogue, we can create an environment that stimulates and inspires Generation Z to actively participate in elections, understand the importance of their vote, and influence the future direction of the country by strengthening Generation Z's inclusive political participation. In the 2024 Election, we will take a step towards a democracy that is stronger and represents the interests of all society.

It is important to develop innovative approaches to mobilize the political participation of Generation Z. Targeted education and information campaigns must be organized to increase their understanding of the importance of elections, their role as voters, and their impact on daily life. In addition, digital platforms and social media can be used as tools to connect Generation Z with relevant information, dialogue and a more inclusive space for political participation.

Generation Z, which is now growing and developing, is becoming an integral part of the Indonesian electorate. As a generation born in the digital era, they have unique characteristics, aspirations and world views. Their presence not only represents a large portion of the young population, but will also influence the direction of Indonesia's policies and future in the coming decades. Despite its great potential, there are challenges that arise, many reports and observations show that Generation Z participation in political activities tends to be low. Not only that, their understanding of the mechanisms, values and essence of the political process is also not optimal. This could have an impact on the quality of democracy in the future, where a generation that is large in number has little representation in political decisions due to a lack of participation.

In fact, political conversation in Indonesia can be identified with public discourse so that it becomes a representation and medium for political communication for all levels of society, including generation Z. Virtual public space as an inclusive arena allows the creation of public expression and expectations. The presence of egalitarian participation, when every citizen is fully aware that he or she is the actor who determines the future political process, then it is certain that Generation Z is part of the dynamics in question, and is able to determine or have its own attitude towards the political dynamics currently occurring in Indonesia. .

Gen Z's discourse on politics should be about discussing things that concern themselves and their environment, touching directly on their lives or formulating the most elementary issues related to fulfilling their basic rights needs, such as guaranteed education, guaranteed access to youth-related services, self-development facilities, guarantees protection of freedom of expression, guarantee of support for Gen Z's life choices in the future. Generation Z is a generation with an attention span of approximately 8 seconds, therefore, the political information content produced needs to be packaged as attractively and lightly as possible. Political information must be able to get out of the

heavy and boring stigma. Political information content created by election organizers and election participants needs to pay attention to certain formats such as audio-visual format, vertical video, narrative story telling, and contain elements of soft-selling or indirect invitations.

Generation Z are individuals who are accustomed to technology, have instant access to information, and tend to have shorter attention spans. Therefore, a digital approach in political education can be very relevant. The use of social media, interactive applications, or webinars can be an effective way to convey information and build discussion. Through this approach, political knowledge can be conveyed in an interesting and interactive way, so that it is more in line with the characteristics of Generation Z. Apart from that, another characteristic of Generation Z is their tendency to work collaboratively. They view collaboration as an effective method for achieving goals. In the context of political education, collaborative approaches can involve group discussions, joint projects, or community initiatives that allow young people to share ideas, debate, and learn from each other. Taking into account the unique characteristics of Generation Z, it is clear that an appropriate educational approach is needed to maximize their participation and understanding in the political context.

CONCLUSION

Strengthening political participation plays a central role in increasing Generation Z's understanding and involvement in the simultaneous general election contestation in 2024. Empowerment through political education, providing easily accessible information, and direct engagement through participatory forums has helped create a deeper understanding of the democratic process and participatory responsibilities. Generation Z's political participation will also bring long-term benefits to Indonesian democracy, by involving them from an early age and providing positive participation experiences, we can form a generation of voters who are educated, informed and trained in making intelligent political decisions. This will strengthen the foundations of our democracy, create a more inclusive political climate, and build strong political awareness among Generation Z.

REFERENCES

1. Al Hamid, S., & Hamim, U. (2023). Sosialisasi Literasi Politik Dalam Menyongsong Pemilu 2024 Terhadap Pemilih Pemula Di Sma Negeri 1 Bolangitang Timur. *Jurnal Pengabdian Pedagogika*, 1(2), 67-78.
2. Beniman, B., Mursin, M., Ikbar, I., & LParisu, C. Z. (2022). Pemilih Pemula Dalam Pemilu 2024. *Jurnal Sultra Elementary School*, 3(2), 70-82.
3. Boinauw, i., kelibay, i., & kadir, m. a. a. (2023). media sosial dan politik generasi milenial kota sorong pada pemilihan umum serentak tahun 2024. *Jurnal Maladum*, 1(1), 36-46.
4. Boinauw, i., kelibay, i., & kadir, m. a. a. (2023). media sosial dan politik generasi milenial kota sorong pada pemilihan umum serentak tahun 2024. *jurnal maladum*, 1(1), 36-46.
5. Iswardhana, M. R., Maharani, G. A., Tayan, W. G., & Nuraini, A. (2023). Kampanye

- Gunakan Hak Suara dan Jangan Golput Pada Pemilu 2024 untuk Generasi Muda. *PaKMas: Jurnal Pengabdian Kepada Masyarakat*, 3(1), 117-122.
6. Mangngasing, N., Haryono, D., Nuraisyah, N., Nasrullah, N., & Indriani, N. (2023). Sosialisasi Peningkatan Keterlibatan Pemilih Pemula Pada Pemilu 2024 Di Kecamatan Sarjo. *Publikasi Ilmiah Bidang Pengabdian Kepada Masyarakat (SIKEMAS)*, 2(2), 49-62.
 7. Moleong, L. J., & Edisi, P. R. R. B. (2004). Metodologi penelitian. *Bandung: Penerbit Remaja Rosdakarya*, 3(01).
 8. Pratama, I. N., Hadi, A., & Umami, R. (2024). Penguatan Partisipasi Politik Inklusif Dalam Meningkatkan Pemahaman Dan Keterlibatan Generasi Z Pada Pemilu 2024 Di Desa Bagik Polak. *Jurnal Pengabdian Masyarakat Bangsa*, 1(11), 2986-2993.
 9. Prihatin, P. S., Ibrahim, A. Z., Abdillah, S., & Adni, D. F. (2023). Pendidikan Politik: Solusi Meningkatkan Partisipasi Pemilih Pemula Dalam Pemilihan Umum di Negeri Kedah Malaysia (Kolaborasi Pengabdian Internasional). *Jurnal Pengabdian UNDIKMA*, 4(4), 708-717.
 10. Rahmah, S., & Rimet, R. (2024). Sosialisasi Pemilu 2024 Bagi Pemilih Pemula Di BT8 Pekanbaru. *ARSY: Jurnal Aplikasi Riset kepada Masyarakat*, 4(2), 92-99.
 11. Setiawan, H. D., & Djafar, T. M. (2023). Partisipasi Politik Pemilih Muda Dalam Pelaksanaan Demokrasi di Pemilu 2024. *Populis: Jurnal Sosial dan Humaniora*, 8(2), 201-213.
 12. Siregar, A. N. (2023). Pendidikan Politik Sebagai Wujud Peningkatan Partisipasi dan Kesadaran Kaum Milenial dalam Pemilu Serentak 2024. *Jurnal Generasi Ceria Indonesia*, 1(2), 103-108.
 13. Sitorus, M. S., & Sitorus, S. H. (2023). Partisipasi Generasi Z dalam Menggunakan Hak Pilih pada Pemilihan Umum 2024 di SMK Taruna Pekanbaru. *EDU SOCIETY: JURNAL PENDIDIKAN, ILMU SOSIAL DAN PENGABDIAN KEPADA MASYARAKAT*, 3(2), 969-976.
 14. Sugiyono, F. X. (2017). *Neraca Pembayaran: Konsep, Metodologi dan Penerapan* (Vol. 4). Pusat Pendidikan Dan Studi Kebanksentralan (PPSK) Bank Indonesia.
 15. Yusrin, Y., & Salpina, S. (2023). Partisipasi Generasi Millennial dalam Mengawasi Tahapan Pemilu 2024. *Journal on Education*, 5(3), 9646-9653.