


The Role Of Gen Z In Increasing Participation Rates In The 2024 Regional Elections

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| Article Info | ABSTRACT |
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| Keywords: Role of Generation Z, Political Participation, 2024 Regional Election, Young Voters, Democracy | The 2024 Regional Head Election is a strategic moment in strengthening democracy in Indonesia. One of the main challenges is increasing voter participation rates, especially among young people. Generation Z, as a group that grew up in the digital era, has great potential to influence increased regional election participation. This article aims to analyze the role of Generation Z in increasing participation rates for the 2024 regional elections. In this context, Generation Z has a strategic role because of their significant numbers and unique characteristics as a digitally connected and change-oriented generation. The results of this research show that Generation Z has great potential to become agents of change through various strategies through the use of social media for political campaigns, dissemination of accurate information and education about the importance of elections. This article concludes that with the right empowerment, Generation Z can be the main driver in creating regional elections that are more inclusive, transparent and have high participation. |
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INTRODUCTION



Figure 1. Bina Bangsa Private High School Three Juhars

Bina Bangsa Private High School Three Jhar is A institution School Senior High School. Private High School Bina Bangsa Three Juhars are located at Jl. Pasar Baru No. 36, Deli Serdang Regency. Private High School This to start his journey on 1986.

When This is Bina Bangsa Private High School Three Juhars use curriculum study high school 2013 social studies. Bina Bangsa Private High School Three Juhars have accreditation B with score 84 (accreditation) 2017) from BAN-S/M (National Accreditation Board) for Schools /Madrasahs.

After to do observation at Bina Bangsa Private High School Three Juhar can concluded that Still low knowledge student about Elections and Democracy. Students of Bina Bangsa Private High School Three juhar this is also not yet understand how to do it carry out the voting process with good and right.

In doing socialization Here, we explain how to do it voting with good and correct, we provide practice in the form of simulation in voting. Our aim is to convey material this and do practice simulation for Private High School Students to Bina Bangsa Three Juhar understand and comprehend how to do it carry out the voting process with good and right.

THEORITICAL REVIEW

Participation political according to Mirian Budiardjo (2022) is activity individual or groups that are direct or No direct involved in the process of taking decision politics. For Generation Z, participation political No only limited to giving sound, but also encompasses digital activities and engagement social. Characteristics of Gen Z in politics, research latest show that Gen Z has characteristics in the form of :

1. Very connected with technology
2. Care against issues social and environmental
3. Own attitude critical and fast access information
4. More like approach participatory and transparent

Draft empowerment owner young refers to the effort increase capacity and awareness political generation young through education, involvement and giving room expression politics (Sudjana, 2023).

IMPLEMENTATION METHOD

Methods used in activity This is presentation interactive and simulation of the election process. The material is delivered through visual approaches such as socialization slides and quizzes interactive For increase participation student.

Table 1. Stages Activity

| No | Activity | Information |
|----|----------------------------|-----------------------|
| 1) | Designing activity | PkM Team |
| 2) | Organizing the material | PkM Team |
| 3) | Conduct a survey to school | PkM Team and Partners |
| 4) | Exposure exercise material | PkM Team |
| 5) | Implementation activity | PkM Team and Partners |
| 6) | Evaluation | PkM Team |
| 7) | Making report | PkM Team |
| 8) | Making draft publication | PkM Team |

Table 2. Implementation Schedule

| No | Description | Stage Implementation |
|----|--------------------------------|----------------------|
| 1 | Planning Activity | September 12, 2024 |
| 2 | Compiling Materials | September 19, 2024 |
| 3 | Conducting a school survey | October 31, 2024 |
| 4 | Discussion about material | November 1, 2024 |
| 5 | Material Presentation Exercise | November 7, 2024 |
| 6 | Implementation Socialization | November 14, 2024 |
| 7 | Create an Article drive | November 21, 2024 |

Target Target

Target main from socialization This student Class 12 of Bina Bangsa Private High School Three Juhars who have reach 17 years of age and eligible choose in regional elections. Socialization aiming For give deep understanding about right they in regional elections, procedures election, as well as importance choose candidate leader competent area. It is expected with existence socialization this, students can understand method choose the right one, and importance choose head appropriate area with needs and aspirations area they.

RESULTS AND DISCUSSION

Activity this is the one at the beginning with to design activities carried out by the team pkm, after it's on sunday next team pkm do activity compilation material, after those two people from team pkm do survey activities to Bina Bangsa High School Three Juhar, after conduct a team survey pkm carry out activity exercise Exposure material, and on November 14, 2024 the team executor do activity socialization with method following :

1) Opening



Figure 2. Opening of the Event

Activity started with welcoming words from Mr. Muhammad Faisal Husna, S.Sos., S.Pd., MH, as Head of PPKN Study Program, FKIP UMN AI Washliyah Medan. He explain about objective socialization this, namely increase Gen Z's awareness of importance participation in election as voters beginner.

2) Delivery of Material



Figure 3. Delivery of Material

Speaker to expose material related election using PowerPoint presentation media and animated videos. The material presented includes :

- a. Definition and function election.
- b. Procedure registration voters.
- c. Procedures vote legally.
- d. Rights and obligations voters in election.

3) Session Discussion



Figure 4. Session Discussion

Participant given chance For ask and discuss about issues around elections, so that created active interaction between speakers and participants or student. High Student Interest To Activity Socialization Shown With Many Students Participating To Discussion.



Figure 5. Active Discussion

4) Simulation Election

Before end activity done simulation elections involving student as owner Beginner. Activities This give experience practical about the voting process voice. All over series activity in progress for 60 minutes. Through socialization carried out by students of the PPKn Study Program, FKIP UMN AI Washliyah Medan at Bina Bangsa Private High School Three Juhar,

expected student to obtain understanding and experience new as voters beginners, so can increase number participation in 2024 regional elections.

5) Conclusion of Activities



Figure 6. Socialization

After do socialization student more understand about terms and conditions become voters beginners and procedures correct election.

CONCLUSION

Socialization with theme "The Role of Gen Z in Increasing Participation Rates " 2024 Regional Elections " Highlights importance role generation young in build more democracy inclusive and sustainable. Gen Z, as generation awake technology and have influence big on social media, has not quite enough answer For increase awareness politics among child young. With participate active in regional elections, Gen Z can become agent supportive changes creation leaders quality at the level area.

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