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Analysis of Voting Behavior in the Young Generation in the 2024 General Election

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ABSTRACT:

The 2024 election will be a space for the community, especially the younger generation, to directly elect the President and his Deputy who will become leaders in Indonesia. There are many considerations or reasons why someone makes their choice, as well as what the younger generation feels when electing President and Vice President in 2024. So this research aims to determine the voting behavior of the younger generation in the 2024 election.The subjects in this research were the young generation aged 18 years – 42 years who had the right to vote in the presidential election. The data analysis process in this research is listening again to recorded interviews with participants, making verbatim transcripts, re-reading verbatim transcripts and marking keywords.The results of this research found that the voting behavior used by the younger generation who were the subject of this research is more likely to be based on a psychological approach where the younger generation tends to choose candidates whose narratives are good, looking at each*tracks records*each candidate, as well as what the figure or figure of each candidate is in terms of narrative, personality and leadership style.

Keywords: Voting Behavior, Young Generation, General Election

Introduction:

General elections (Pemilu) Presidential elections are held every 5 years. In accordance with this, next year, precisely in 2024, the Democratic Party will be held throughout Indonesia. The 2024 election will be a space for the community, especially the younger generation, to directly elect the President and his Deputy who will become leaders in Indonesia. According to data presented by CNN Indonesia (2023) Permanent Voter List (DPT) released by the General Election Commission (KPU), there are 113 million voters or 56.45 percent of the millennial and Gen Z groups. The Millennial Generation is 66.8 million while Gen Z amounting to 46.8 million. In contrast to the previous year, this election was dominated by young people. Muhammad (2023) also reported data in the data box that the two generations, namely the millennial generation and generation Z, dominate the 2024 election voters, namely 56.45% of the total voters. The role of youth continues to strengthen from civilization to civilization at every moment in Indonesian history. As the vanguard of change, young people always have a high awareness of social phenomena that are currently occurring in society.

Recently, news about the election has spread widely via social media. So that young people who are social media users are indirectly following developments in the current election. The Center for Strategic and International Studies (CSIS) Indonesia survey noted that 59 percent of the young generation uses social media as a medium to obtain and search for new information (CNN Indonesia, 2023) . The millennial generation gets information about candidates, the dynamics of political competition, and other social issues through social media for reasons of accessibility (Best, Manktelow, & Taylor, 2014). Even though a lot of information related to politics has been obtained, according to Husada (2023) the percentage of young people who express interest in politics is only 1.1% and there are still many young voters who are hesitant, pessimistic about the political situation and lack trust in political elites. Other data, in CNN Indonesia (2023), a student from Surabaya, Annisa Amalia (19), admitted that she already knew the 3 presidential candidates circulating so far. But he hasn't made a choice yet. He doesn't even know how to vote. Seeing this, many young people are still confused and pessimistic about choosing.

There are many considerations or reasons why someone makes their choice, as well as what is felt by the younger generation in conducting the election for President and Vice President in 2024. Plano in Kaesmetan (2019) said that the study of voter behavior is a study that focuses on areas that deal with people's choice tendencies in general election and their background in making that choice. Tendency focuses on the meaning of the inclination of a person's heart and mind which leads to the decision to choose political choices. Meanwhile, background concerns certain conditions that influence people to make their choices. Cottam, et al (2012) mention that there are at least two major schools to explain voter types, namely Columbia and Michigan. The Columbian school or commonly referred to as sociologists believe that voters determine decisions based on social identities, for example party and issues relating to region, ethnicity and religion. Meanwhile, the Michigan school, also known as psychology, believes that voters make decisions based on the personal attractiveness of candidates. Then, a school emerged that was based on rationality, where voting decisions were based on what the candidate

had done and would do (potical hope). What voters will get if they support a particular candidate. The motivation can be rooted in nationalism or love of the nation (Cottam et al, 2012) as well as the principles of behaviorism (reward - cost) and basic economic principles (resources) (Clark & Mills, 2012).

Apart from that, Jati (2021) revealed that in general there are three voting behaviors currently apart from the abstention group, namely economic voting behavior, religious voting behavior, and rational voting behavior. Firstly, voter behavior in the economic field means the way voters evaluate the economic performance in the past and its prospects for the future term of office. Second, voting behavior based on religion means the way voters use religion, both for religious affiliation and religious belonging. Meanwhile, the last one is rational voting behavior, which is meant by voters assessing government performance objectively based on various views. These three general voting behaviors can be said to continue to influence people's political preferences in Indonesian politics.

The important role of young voters in determining the final results of the 2024 elections will be seen in the potential power of young people's votes which is starting to be intensively discussed in Indonesian political discourse. Their political behavior and perceptions are starting to be widely discussed in discussion forums, seminars, and podcasts on social media platforms. If previously the voices of young people in the history of national movements were taken into account and even feared because of their ideas and courage, now the power of their voices is taken into account because of their quantity. Several studies have begun to be conducted on millennial voter participation levels with several hypotheses, such as those found by the Pew Research Center (2014) that this generation is considered a unique generation compared to previous generations. This is because the life of the millennial generation cannot be separated from communication and information technology, especially the internet. The millennial generation lives in an era of information obtained openly from the internet, including choices in online markets. The unique historical experiences of these millennials have shaped their relationship with politics and their communities (Young, et.al 2013).

According to Gaffar (2006), millennial voting behavior has characteristics that are usually unstable and apathetic, they lack political knowledge, they tend to follow groups they play with and they are just learning about politics, especially in general elections. The space where they study politics is usually not far from the space that is considered to give them a sense of comfort, while the spaces where they study politics include the family room, which is a factor that influences their perspective on the ins and outs of politics that they want, then the influence of peers, which is highly considered because it can dominantly change thinking patterns in democracy. Meanwhile, according to Sagita (2019), young voters are generally still influenced by certain interests, especially those closest to them such as family members, from parents to relatives, so that young voters are the right targets for political parties in gaining votes. They lack political education and are influenced by technology that contains various kinds of information regarding elections. Millennial voters generally choose candidates based on the candidate's level of popularity in society.

Munawarah & Kristanto (2022) explain that the relatively young age factor can cause young people to tend to be antipathetic towards politics. The younger generation is completely passive in civil actions, skeptical of various political institutions and government, and has no interest in the political process and political issues. For them, paying attention to social issues and being a good citizen by helping each other is a more important action than giving voting rights (Haste & Hogan, 2006). The experience of general elections that have lasted for several decades shows that many voters do not cast their votes. As the phenomenon described above, if a person has high political awareness and trust in the government, then political participation tends to be active, whereas if awareness and trust are very small then political participation become passive and apathetic (Fitri, Budiman & Febrian, 2022).

Ahead of the 2024 election, information about the election is circulating on social media, especially regarding the propaganda of the three presidential and vice presidential candidates. Seeing the young generation who currently plays an important role in the 2024 election, makes them an important object for further attention. Their characteristics, which tend to be apathetic and unstable and are very easily influenced by the media, make the focus of this research to find out how the voting behavior of the younger generation, namely the millennial generation and generation Z, will be in the upcoming 2024 election.

Formulation of the problem

1. What will be the voting behavior of the younger generation in the 2024 election?

2. What are the factors of voting behavior among the younger generation in the 2024 election?

Research purposes

To find out the voting behavior of the younger generation in the 2024 election

Methodology:

This research uses a qualitative approach with phenomenological methods. A qualitative approach is an inquiry process of understanding based on different investigative methodological traditions that explore social or human problems. Creswell (2014) defines phenomenology as a research strategy in which researchers identify the nature of human experience about a particular phenomenon. The researcher's aim was to use a qualitative approach because the data obtained was descriptive from the sources studied. Apart from that, according to Moleong (2006), qualitative research is research that has the aim of knowing the phenomenon of the research subject, for example behavior, perception, motivation, action, etc. using descriptives in the form of sentences and language.

Then the type of method used is phenomenology, namely a method that aims to explore and provide an overview of the meaning of life experiences experienced by individuals regarding certain predetermined concepts or phenomena (Neubauer et al, 2019). The reason for using this method is because the researcher's focus is to find out the conscious experience of individuals from the perspective of people who experience it directly (Kuswarno, 2009).

Research subject

The subjects in this research were the young generation aged 18 years – 42 years who had the right to vote in the presidential election. The sampling technique used is a purposive sampling technique, namely a technique that is based on certain criteria from the researcher in accordance with the objectives of the research (Sugiyono, 2017).

Data collection technique

Data collection was carried out by means of in-depth interviews using a semi-structured interview guide which was created based on the specific research objectives (Sugiyono, 2017). Semi-structured interviews are a technique for extracting information by creating a general structure of the topics to be discussed and the main questions to be asked. This type of interview was chosen because semi-structured interviews can generate reciprocity between researchers and sources (Galletta, 2012), and researchers can improvise follow-up questions according to the sources' responses.

Data analysis

The data analysis process in this research is listening again to recorded interviews with participants, making verbatim transcripts, re-reading verbatim transcripts and marking keywords. These keywords are collected and determine categories, then grouped into several sub-themes. This sub-theme is analyzed into several themes, then a discussion is carried out by comparing whether the research results are the same or different from existing research, then discussing them, and making conclusions.

Results

Based on interviews conducted with five young people with different backgrounds who will exercise their right to vote in the 2024 presidential election. Following are the results of the interviews which the researchers divided into several approaches.

Reasons for Using the Right to Vote

Based on the results of interviews conducted by some of the subjects in this research, it was explained that the subjects used their right to vote in the 2024 presidential election because this was an opportunity for the Indonesian people to choose leaders for the future in order to bring the Indonesian state to better change. The following are statements from several subjects who were interviewed:

MRA Subjects (Master's Students):

"K*especially in the presidential election in 2024, so I think voting is very useful because it can give citizens the opportunity to participate in the democratic process by electing leaders and taking part in decision making that affects society and through these voting rights, every individual can voice their opinion and their values. to shape the political direction and development of the country, especially Indonesia. "This could be an important way to create a government that is representative and can respect the religious interests of the existing community (M)"*

Subject V (Worker):

"The reason is because it is my obligation as an Indonesian citizen to contribute to the future of the country. Because indirectly our election will have an impact on the future of the country. And I hope there will be changes from the previous leader (V)"

MRY Subjects (Master's Students)

"As good citizens, we have a responsibility to participate in government. One form of this responsibility is to use our right to vote in the upcoming presidential election. By using our right to vote, we can help determine the future of the nation. The Presidential Election is one form of our community's participation in the life of the nation and state by using our right to vote, we participate in determining the direction of nation development (MRY)"

Approach 1. Sociological

In a sociological approach, it is known that several subjects said their voting decisions were not based on gender, kinship, ethnic group, social status or job similarity. The reason for the subject is because this cannot be used as a benchmark for choosing, but rather the selection they will make is based on the vision and mission as well as the potential candidate's ability to lead and advance the Indonesian state.

This is in accordance with the statements of several subjects, one of which is SB (Fresh Graduate), namely:

"I don't exist in terms of gender, friendship, ethnic group, or job similarities and so onSo there are certain factors that make me choose one of the presidential and vice presidential candidates so there is no relationship between any of these factors. Then, based on your social status (for example, as a figure/official in society, or as a student/employee), it's clear or not, because I myself haven't worked yet, I've just had a university too, so if you're a figure as an official or student or employee, it's clear there isn't one. their relationship in choosing the president and vice presidential candidate (SB)"

Apart from that, several other subjects explain the same thing:

Subject V:

"It has nothing to do with gender, kinship or kinship. The reason is only for the progress of the Indonesian nation (V)"

MRA Subjects (Master's Students):

"I can't use all of them as reasons, more precisely looking at the way he leads the country in what direction and vision and mission (MRA)"

Approach 2. Psychological

Based on the interview results, most subjects used a psychological approach in selecting potential candidates. This was explained by some subjects where they chose potential candidates by assessing the figure in terms of character, personality, leadership and others. For example, such as having polite speech, a good personality, working hard, and of course being able to make the Indonesian nation even better. The explanation of the subjects is as follows:

MRA Subjects (Master's Students):

"The personality or figure of the candidate being nominated or being able to describe a little about what his leadership style is like, the better the personality that is attached to him. God willing, his method will probably also be good and can make Indonesia develop more advanced (MRA)"

MRY Subjects (Master's Students):

"In my opinion, choose from figures because from figures we can see maybe 100%, we can't see personally, yes, only from figures we can see the treat records of the vice presidential candidates (MRY)"

Subject V (Worker):

"Yes, of course the reason is also because of their figure or experiences. Because to establish a country we cannot only rely on intelligence or kindness. There are factors we have to look at. For example, they have joined the military or they have served in any position. So we know that the presidential and vice presidential candidates already have the basics in this section. So whether they can afford to serve as president and vice president. If they are capable, of course I will choose them (V)"

SB Subject (Fresh Graduate):

"That also includes things like the figure's personality or what kind of person the figure is, right? It also influences the actual thing, so from the words they say, it can also be seen and also in terms of personality. That can also include my assessment, so it could be the personality. Is the candidate Aini His personality is like this, right? That's impossible. There are similarities between the three candidates (SB)"

Subject E (S2 Students):

"This figure is very important in determining leadership style. "Like Mr. Gibran, how to introduce politics to Gen Z (E)"

Approach 3. Rational

Most of the subjects explained that they chose the Presidential and Vice Presidential candidates based on their vision and mission, work program, experience, and the party they support. Based on the subject's explanation, this is because the vision and mission, work program and experience can be evidence of a prospective candidate's performance. The vision and mission as well as the work program are seen to see whether this can be useful in the future or in terms of their experience which becomes a benchmark for assessing how much potential candidates have the ability to become leaders in the future. Apart from that, several subjects also explained that parties were also one of the reasons for voting because in these parties the subjects knew how the political developments of each candidate were. The supporting statements from the subjects are as follows:

SB Subject (Fresh Graduate):

"I look at the presidential and vice presidential candidates from their vision and mission, so for their future work program, I will definitely see which one is better, which one should be worthy of being the leader of this country, that's who I am, so I judge there, so for 2024 there are three or three candidates. President and Vice President are like that, so from these three I can conclude who has the right and worth to be a leader in this country. "Apart from that, I also follow the style of political development, there are several parties whose calculations are like, you could say that the Dynasty party consists of the whole family, so I can't choose a party like that (SB)"

Subject V (Worker):

"As I said before, whether or not the presidential and vice presidential candidates are capable of providing a good vision and mission for the sustainability of the country. If one of the visions and missions is worthy and can be justified then I will choose them. Apart from that, their vision and mission must be capable of bringing about change and sustainability in our country, Indonesia. Even though the party has influence on the presidential and vice presidential candidates. But personally, I look more at the points they bring, and it's just who the figure is, not the party, so they have to have held positions or have other experience, whether in organizations, the military or others. Because to establish a country we cannot only rely on intelligence or kindness. There are factors we have to look at. So we know that the presidential and vice presidential candidates already have the basics in this section. "So are they capable of serving as president and vice president (V)"

Subject E (S2 Students):

"The vision and mission is influential because we have seen the current presidential candidate provide a vision and mission for carrying out future programs. Then choosing a presidential candidate to observe the party, in my opinion, is a must because, for example, this presidential candidate becomes president, so how many people in this party must become ministers. (E).

Conclusion

Based on this, it is known that the voting behavior used by the younger generation who are the subject of this research is more likely to be based on a psychological approach where the younger generation tends to choose candidates whose narratives are good, looking at each*tracks records*each candidate, as well as what the figure or figure of each candidate is in terms of narrative, personality and leadership style. Another voting behavior in the younger generation is a rational approach where the younger generation chooses based on experience, vision and mission or the prospective candidate's work program.

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