POLITICAL PARTICIPATION OF GENERATION Z GROUP OF BEGINNERS AND THE USE OF SOCIAL MEDIA IN JAMBI PROVINCE

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Abstract

Generation Z in Indonesia is the first digital native present in Indonesia and will soon shift the millennial generation in various ways. The large number of population and characteristics that are completely different from previous generations makes this group start to become the attention of many parties, this group requires media media different so that the participatory forms can be accommodated properly, this is because it is probable that the existing facilities will be different and not very acceptable to those in this group. Innovative and novelty elements are considered suitable and considered to be able to accommodate political aspirations for this generation Z, most likely not yet popular in Indonesia or only known by this group, and this will be a challenge in the future for all political stakeholders of this country, given the potential which is great for the good of this nation which comes from this generation Z group. In Jambi Province there has been a significant increase in political participation in recent years, this has become interesting because the political sphere in this province seems rigid and elitist. Social media and the rapid penetration of the Internet in the province have accompanied this phenomenon. The purpose of this study was to determine the use of social media and political participation in Generation Z. This study used a survey method with a quantitative descriptive approach and questionnaires distributed online and offline. The results of this study will be sourced from respondents who are the Z generation of beginner groups, and are internet users. This research will try to reach out to respondents from novice voters in several regencies and cities in Jambi province, especially those who are concentrated in various high schools in Jambi province, and are exposed by the Internet and at the same time active social media users. those who will be the response have 2 categories, those who have been involved in the elections in 2018 and 2019 and those who are the first to give their political rights in the next election.

Keywords: Generation Z, Political Participation, Beginner Voters, Digital Native

Introduction

Ufter millennial generation has been in the spotlight, what is called the Generation Z is the next population that has been in the spotlight in recent years, this population has great potential for political power because of its large numbers. Age range definitions for Generation Z, for example. many kinds of. In 2012, by American Journalist Bruce Horovitz[1], the age range used to introduce Generation Z to the public was still unclear. But the term began to be used frequently after a presentation from marketing agency Sparks and Honey Viral in 2014. There, the age range used to describe Generation Z is children born from 1995 to 2014. In countries such as Canada Generation Z is calculated starting from children who was born in 1993 through 2011[2]. As for Australia, the research institute there McCrindle Research Center refers to Generation Z as people born in 1995 to 2009. This is different from MTV, which defines generation Z as those who were born after December in 2000[3].

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[1] http://usatoday30.usatoday.com/money/advertising/story/2012-05-03/naming-the-next-generation/54737518/1. accessed 5 Januari 2019
[2] https://www12.statcan.gc.ca/census-recensement/2011/as-sa/98-311-x/2011003/tbl/tbl3_2-1-eng.cfm accessed 26 Januari 2019
[3] http://time.com/4130679/millennials-mtv-generation/ accessed 26 Januari 2019

Regardless of the year differences, they all agreed that Generation Z were people born in the internet generation, generations who had enjoyed the technological wonders after the birth of the internet, a generation very close to what is known as Social Media, in Indonesia with such descriptions delivering to the total population of Indonesian people aged between 15-34 years currently reaching 34.45%. Data from the Central Statistics Agency (BPS) revealed that in the 2019 Presidential Election, young voters with an age range of 20-28 years reached 48 percent of the total voters[4]. If the age range of these young people is lowered, it becomes 17-38 years old, then more than half of the voters are young voters. The amount is approximately more than 100 million.

This generation Z population, not only grows and develops in Java or big cities. They are also large in number, and almost evenly distributed throughout Indonesia, including in Jambi Province. All parties still have the potential to get votes from this group, because winning a millennial heart does not mean targeting only those who live in urban areas. But all the young people who have internet access and social media, which are two of the group's favorite media. The Indonesian Institute of Sciences Survey (LIPI) shows that 60.6% of generation Z or young people born in 1995-2005 accessed news related to politics through social media. So the assumption that political parties with good mastery of social media content has the potential to win. Ahead of the 2019 Simultaneous Elections, the use of internet media, including social media as a means of sharing information is massive, especially among the younger generation.

Based on data from the Ministry of Information (Communication and Information), Indonesia is the sixth country with the largest internet users with an average age ranging from 18-24 years. The data explains that the highest internet users in Indonesia are young people. Young people in the age range of 18-24 years can be classified into the Generation Z group, namely those born in 1995-2010. Uniforms with data provided by the KPU (General Election Commission) also noted that potential voters aged 10-20 years reached 46 million in this country. Two of these data If arranged in a pyramid chart, this number widens down in the middle age range (17-39 years), which amounts to about 40 percent (BPS data). While the adult age range (40-70 years) to only about 32 percent. The dominance of the young generation in the Z gene is inevitable, this group is considered to have many uniqueness of its own, because in the world there has never been a generation from birth that was familiar with the information technology that is very influential today, the Internet. with how this generation Z group began to be noticed by many groups, especially when political contestations that sought the voice of this group emerged. In the political arena slowly many are beginning to realize however that they will be an important capital for anyone with an interest in the national political scene. Seeing the future potential of the country that comes from this group as a potential successor replacement group, to neglect this group is something that is counter productive. for the statement of novice voters in the 2014 legislative elections.

The large number of newbie voters and political literacy became their own strengths in the election. Apparently, the enthusiasm of this voter group has been quite high since 2014, amidst the declining level of political participation in each of the previous elections, Kompas Research and Development actually found an increase in the number of voters in the novice voter group, this trend then continued until 2019. In 2017 based on the Population Census evidenced in Indonesia will indeed young people will get bigger According to the projected population of the Central Statistics Agency (BPS), the composition of population according to 2017 generation groups in Indonesia the largest is the population of millennial groups. Millennial generation women make up 33.7 percent of the female population, while millennial generation men make up 33.8 percent of the male population. Overall, there were 33.7 percent of the population in the millennial generation group the largest number comes from Generation Z (BPS; 2017). In the general election (election) to elect the president, vice president and legislative members both national and local levels simultaneously in 2019, voters are dominated by young groups. The number of voters under the age of 35 reached 79 million people or around 60 percent of the total voters, 5,035,887 million of whom were beginner voters or which we will discuss as Generation Z groups (https://www.tifafoundation.org./ : 2019), they are the young generation who

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[4] https://www.bps.go.id/news/2011/11/01/5/bps-telah-merilis-hasil-sensus-penduduk-2010.html,
accessed 1 Januari 2019

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have the right to vote for the first time. This data also appears in the list of Potential Electoral Voters (DP4) (KPU: 2019). Recognition of the impact of their participation, will be an important capital for anyone with an interest in political contestation both now and in the future.

Generation Z in Indonesia is the first generation of digital native, digital native is an individual born after the adoption of digital technology. The term digital native does not refer to a particular generation. Rather, it is a predicate given to all categories of children who have grown up using technology such as the internet, computers and mobile devices (Prensky, 2001: 1-6).

According to Tapscott (2009), there are three generation divisions, namely generation X (1965-1976), generation Y (1977-1997), and generation Z (1998-present), especially those born in urban areas. This Generation Z is a transition from Generation Y or a popular generation called millennial, a transition that occurs when technology is developing rapidly (Tapscott, 2008: 16). One result is that the Generation Z mindset tends to be instantaneous, which then this too influences how this group engages in political participation. Also note, this generation will not have much to do with Indonesia's demographic bonus in 2020. Demographic bonus is a rare phenomenon because it will only happen once in the history of a nation. demographic bonus occurs when the proportion of the population of productive age is above 2/3 of the total population, or in other words demographic bonus occurs when the dependency ratio is below 50 (KPPPA, BPS.2018: 77).

previously there were more actions carried out personally and initiated by individuals, not organizations. For example, there are many young people aged 17-21 years (the oldest generation Z generation) who become social influencers or often also called as Buzzer through uploads on Facebook, tweet on Twitter or photos on Instagram, express opinions on Vlog or Line, raise social funds through Crowd Funding sites, make online petitions against a case, or write ideas on blogs or online forums or online opinion columns, to create memes and spread them in order to satirize policy makers or the resulting policy products.

In such a situation, information consumption can be the key to understanding their participation, social media being a reference as well as a means of participation in public discourse. Like research in the UK and the US, trends show that the politicization of young people is carried out in a variety of ways, not exclusively through the regeneration of political parties or wing organizations (tirto: 2017).

There is a great enthusiasm for participating in this group towards politics, it's just that the participatory forms must be responded to and taken seriously by the parties, because it is likely that the existing facilities will be different and not very acceptable to them in this group. Newness that can be suitable and considered to be able to accommodate political aspirations for generation Z is likely not yet popular in Indonesia or only known by this group, and this will be a challenge going forward given the great potential for the good of this nation that comes from generational groups This Z.

Sociologist Karl Manheim, before Don Tapscott (2008, 11-16) describes the generation of the internet in America which is divided into four groups of generations has first emerged with research that introduces his theory of generation. According to him, humans in this world will influence each other and form the same character because they pass through the same socio-historical period. For example, according to this theory, humans during World War II and humans after World War II must have different characters, although they influence each other. According to Mannheim (1972: 22-24), humans who pass a certain time span will eventually influence each other and have similar characteristics. That is why those who are called millennial are generations who have passed the second millennium: that means they have lived in pre-internet and post-internet times.

This theory then gave rise to a new discourse when various opinions emerged about the grouping of generations where sociologists then divided humans into a number of generations: Generation of Depression Era, World War II Generation, Post-World War II Generation, Baby Boomer I Generation, Baby Boomer II Generation, Generation X , Generation Y aka Millennial, then Generation Z and generation Aplha. This division is usually based on a range of birth years. This discourse then progressed because of the emergence of a phenomenon that shows how the first millennial wave felt was not characteristic of young millennial groups. However, the range of years was defined differently according to a number of experts, but not too far apart. In 2012 journalist Bruce Horovitz in his essay that entitled "After Gen X, Millennials, what should be the next

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generation be?" (USA Today.com:2019) tried to elaborate on who Generation Z was, with the calculation of the age range used was still unclear at that time. National Statistics Canada, Canada's statistical body released official data on the results of the 2011 population census, which clarifies which groups are called Generation Z, the result is those born since 2003-2011 are those referred to as Generation Z (statcan.2017) in 2015 the European Commission was also involved in a study that led to the results of research conducted on the perception of Generation Z, a report entitled "Engaging Generation Z; Motivating young people to engage positively with international development "This research was facilitated by Bond, an institution that oversees more than 440 NGOs engaged in empowerment throughout the European Union in various fields, such as social, political, culture. This UK-based organization, in its report, is raising the characteristics of Generation Z, which is concluded to have significant differences from previous generations, including the issue of political participation that is quite different from the closest generation of millennials (bond.org.2018). In Southeast Asia about generation Z in general began to become popular with the emergence of scientific publications, a result of research held by the McCrindle Research Center, an Australian-based research institute (McCrindle.org), which generates, values, personality traits, and lifestyle of Generation Z, as well as their various preferences for various things, including their preference for the way they participate in politics, social , economy and culture.

By considering a number of theoretical literature above, this paper will discuss how a response from various parties is needed to effectively accommodate political participation that arises from generation Z groups in Indonesia. This paper will try to discuss how this group becomes important because it will bring up bonuses. positive demographics for the condition of the nation, things that might not have happened if the older generation did not provide adequate forms of aspirations for these groups to be interested in participating in the political process while the political process in Indonesia was considered to be conservative or manual. It is a big concern, of course, that in 2024 and thereafter, generation Z's participation will be low in the political process not because they are not interested or do not care about politics, but rather because they are not interested in the political process that they consider obsolete.

A. Identification of Problem

The thing that is then interesting to be the formulation of the problem to be investigated is how the use of social media and political participation of Generation Z in Jambi City The purpose of this research is to

1. Knowing the use of social media and its relationship with the political participation of generation Z starter groups in the city of Jambi
2. Knowing what forms of political participation become political preferences, generation Z is a beginner group in Jambi
3. Conduct an Analysis of Relationships in social media, Z generation of novice voters as a framework in the process of winning candidates.

B. Method

This type of research uses a quantitative approach, a survey method. This means that the survey method is used to answer questions that have been asked to solve problems raised or observed, the point is to assess needs and set goals, to determine differences, to analyze trends across time and generally to describe existing problems, in their number and context. This study uses a quantitative approach. Creswell, argues that the design of a quantitative purpose statement includes the variables in the study and their relationship, the participants, and the research site. This research uses a descriptive method. The selection of this method is based on the research design designed by the researcher, as well as the need for answers to the answers to the formulation of the problem and the research questions used. The population of research subjects are subjects who are aged 17 years and over or are allowed to use their right to vote in the 2019 general election. The sampling technique uses probability sampling through simple random sampling, in the form of a lottery. Each research subject has the same opportunity to be a research sample.

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Discuss

A.   Generation Z and the Internet in Indonesia

Apart from the various theories that have differences, there is one line of similarity that can be drawn from the definition of this group, which all recognize that generation Z are people born in the internet generation. the generation that has enjoyed the wonders of technology after the advent of the internet. The internet in Indonesia initially appeared in the academic arena. The Internet network was originally a research project conducted by researchers at the University of Indonesia (Lim.2005: 65-66).

The first internet connection in Indonesia was recorded by Joseph Luhukay in 1983 who developed the UINet (University of Indonesia Network) network on campus University of Indonesia. Indonesia was recorded as the first country in Asia to be connected to the global Internet network when the UINet developed by Luhukay was officially connected to the global Internet network, which was then still called UUNet in 1984. The emergence of the Indonesian public domain occurred in 1990 and only in 1994, the Internet tried started to be commercialized, this was then marked by the appearance of PT. Indo Internet (IndoNet) which emerged as the first commercial internet service provider (ISP) in Indonesia. with that timeline, it becomes clearer to be able to describe who belongs to Generation Z Indonesia, they are Indonesian citizens born in the mid-1990s to mid-2000s. The Ministry of Communication and Informatics (Kemkominfo) states, internet users in Indonesia have reached 82 million people.

With this achievement, Indonesia is ranked 8th in the world, and of the number of internet users, 80 percent of them are teenagers aged 15-19 years (Kominfo; 2018). the oldest age of generation Z is 21 or 22 years old in 2019. It means that some of them have entered the workforce to replace or join the previous generation. This generation is also the generation that has felt the distribution of political aspirations several times, so as to get a learning experience on the political process. And also with the number of access to the device / smartphone that much. That is, any information about government policy is very easy to be criticized through social media.

In general, Generation Z has greater potential compared to previous generations in carrying out political participation in any form. This is supported by the rapid penetration of information technology in Indonesia, this generation is considered to be the most educated group of people (McCrindle) and this is not only happening in Indonesia but also this phenomenon also occurs in various parts of the world. If the undergraduate comparison in Baby Boomers is 1 to 5, while Generation X is 1 to 4, and Generation Y is 1 to 3, then Generation Z is 1 to 2. this then results in this generation will have more scholars, this generation also started school earlier than previous generations. this automatically makes this generation more familiar with technology and education, more agile, and versatile or multi-tasking. Generation Z also became the last people born in the 20th century and they are the generation that will take control of civilization. Both in the fields of industrial politics, culture, and social.

B.   Generation Z challenges in political participation

From a review of its meaning, "participation" means participation, participation, involvement, contribution, participation, cooperation, cooperation. "Participating" means participating / participating, following, engaging, engaging, engaging. Participation is an important aspect of democracy. The assumption underlying democratic people who know best about what is good for themselves is the person himself (Berger.1982: 20). Because political decisions made and implemented by the government involve and influence people's lives, the community has the right to participate in determining the content of political decisions. Studies of political participation are mostly carried out in developing countries where political participation is still in a growth stage (Hutington & Nelson. 1990: 9-10) in the literature on political development based on modernization theory, political participation is a field of development studies politics carried out by political scientists such as Gabriel A. Almond, Colleman, Lucyan W.

Pye, and Samuel P. Huntington. There are several concepts about political participation. According to Samuel Huntington, political participation is a private citizen activity aimed at

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influencing government decision making. What are the forms of political participation, Herbert McClosky in the International Encyclopedia of the Social Sciences, (1972: 252) said that, political participation includes voluntary activities of the community members through which they take part in the process of electing the authorities and, directly or indirectly, in the process of forming general policies). What these two scientists especially saw was "actions aimed at influencing government decisions", although the focus was actually broader but abstract, namely efforts to influence "authoritative allocation of values to society" (the authoritative allocation of values for a society). Ramlan Surbakti defines political participation as the participation of ordinary citizens in determining all decisions concerning or influencing his life (Surbakti, 1992: 141).

Based on the conceptual definition and explanation, any political participation that is manifested in voluntary activities that are actually carried out, does not emphasize attitudes. Political participation activities carried out by ordinary people, so as if to close the possibility for similar actions carried out by non-ordinary citizens. Institutions that become political objects in political participation are the government as the authority holder. To distinguish a particular political activity as political participation or not, Huntington and Nelson and Ramlan Surbakti provide some restrictions or "signs" in the use of the concept of political participation. According to Huntington and Nelson (Huntington and Nelson, 1994: 4-8), the concept of political participation has several aspects Core definition: First, it includes activities (real political behavior) but not attitudes. Second, the concern is the political activities of citizens, or more precisely individuals in their role as citizens. Third, the focus of attention is only those activities intended to influence government decision making. Fourth, it covers all activities intended to influence the government, regardless of whether those activities actually have this effect (irrespective of the success or failure of political participation). Fifth, includes not only activities by the perpetrators themselves intended to influence government decision making or what is referred to as autonomous participation, but also activities by others outside the perpetrator intended to influence government decision making or mobilized participation (mobilized participation). Gabriel Almond divides 2 forms of political participation mode, the mode of political participation is the way people do political participation (Said. 2007: 97) This model is divided into 2 major parts: Conventional and Unconventional. Conventional is a classic mode of political participation such as elections and campaign activities. This mode of political participation has been around for a long time, precisely since the 1940s and 1950s. Unconventional is a mode of political participation that grows with the emergence of New Social Movements. In this new social movement emerged a pro-environment (environmentalist) movement, wave 2 women movement (feminist), student protests (students protest), and terror. For this conventional mode, the development is still ongoing with a variety of forms that continue to develop.
Millennials who have a dynamic and caring political attitude. Then pass it on to Generation Z, In this case, most of the political attitudes of Generation Z tend to be inversely proportional to previous generations. Although it does not rule out the fact that it still leaves conservatism.

Unconventional millennial political movements, different, so the global phenomenon will eventually become the initial foundation on how Generation Z will engage in forms of participation, for the most popular Conventional mode in the country, namely General Election, in accordance with the previous discussion, If Generation Z The first are those born in 1995, meaning that the oldest person from Generation Z Indonesia in 2019 is already 24 years old. Judging from the Indonesian constitution, a person who is 24 years old has experienced at least 3 elections. Those who are 17 years old in 2012 must have felt the tumult of the presidential and vice presidential elections as well as the 2014 legislative elections, the presidential election, simultaneous local elections, and the complexity of the 2019 elections. In the Unconventional group in Indonesia which is with the development of information technology, especially the internet such as which has already been discussed, will not play in the next few years, especially with the victory of one of the candidates which has been proven in the previous period to be open to dynamic changes, we will again see forms of political participation that are quite horrendous for Indonesia as it has done seniors, previous millennials, coin movements, ahok friends' movements, various Tagar #, prominent memonjal memes, "hug" silat pancake athletes, standup comedy in front of the House of Representatives, or most recently voiced their unrest through self-documented self-documented films. , but this time it will all come from to a

younger group, generation Z. The future in this country is in the hands of generation Z.

All parties must realize that generation Z is not a millennial generation. Generation Z has a different character and way of thinking than the millennial generation. Regarding those who are currently still silent, because in the midst of this civilization, generation Z is still in the process of walking and talking, and their numbers are increasing.

Generation Z and Political Partcipation in Jambi

Based on the data obtained from the Central Statistics Agency (BPS)
Jambi Province, Jambi City has the potential number of newbie voters the highest is based on class ages 15-19 years that is as much 54,812 people were followed by Merangin regency by number 33,143 inhabitants and districts of Kerinci as many as 18,393 inhabitants. This matter shows that potential voter novice at most than three areas in Jambi Province which following the chief election the area is Jambi City. Data obtained from Regional Election Commission (KPU) female voter. For data Novice voters who have entered in the fixed number voter list 26,235 newbie voters eyes select at once be the amount novice picker than two other districts, namely Regency Merangin and Kerinci District Relation to height the number of newbie voters. Meanwhile in the city of Jambi shows that fixed voter list at the election mayor and deputy mayor of Jambi 2018 recorded 348,203 eyes choose. With details of 189,564 male voters and 194,639.

The political participation of the beginner voter in Jambi Province which is manifested in the method of general election can be classified as a traditional voter. This can be seen from the factors that influence how the Z generation or who become first-time voters in routine political participation events such as elections are very visible, such as personality factors, social and political environmental factors. Questions on questionnaires and questionnaires that contain certain approaches, with grouping of questions using (a) Sociological approach, which occurs in most generations of Z as first-time voters in several district cities in this province gives the right to vote because of personal interests based on economic factors not because of reasons an interest of the community in general. (b) psychological approach, generation Z as a novice voter provides support for voting in an election because the candidate pair chosen is a public figure. This was proven several years ago with the election of an artist in the regional head election, which has not changed until this study, the tendency of apathetic Z generation still exists in this province (c) ecological approach, in an election, a generation Z as a novice voter votes only limited to data entry and what is important for them is to vote, how their choices have an impact does not seem to matter too much (d) structural approach, generation Z almost every election event votes only because it has 17 years old so they must vote even though they do not know the candidate pair to be chosen. The most important thing is to participate in choosing because you already have the right to vote. (e) rational choice approach, novice voters have begun to have the awareness to vote by looking at the track record of the selected candidate pair. Here maximizing the use of gadgets connected to the internet is the main key. The linkage of generation Z with gadgets is also a new information channel, which is possible when this generation group is still in the position of novice voters, this will not have too much impact, but generation Z in Jambi Province has potential, with faster internet penetration in less than 2 years, the survey results show there is an increase in thinking related to their political participation can be channeled.

D.   Recomendation

For Generation Z, conventional media are considered unattractive, cyberspace is considered more attractive, therefore it is important for any political stakeholders to build a community, not only based on physical but also online for Generation Z, so far this is often not taken seriously by the Party politics or other stakeholders, later from this community there must be more concrete efforts and initiatives to open discussions on social media. Then push back generation Z to reconnect with reality. This community consists of a series of imagined audiences. Like the imagined communities -benedict Anderson (2001: xxix) about Indonesia. they don't know each other, but are connected through the social media accounts they follow either because they want to emulate or criticize. However, this political action (in a broad sense, including status and comments) tends to be based not on ideological

frames or national ties, but pragmatic personal preferences. And this is a follow-up task of political education that must be carried out by stakeholders as mandated by Article 1 paragraph 4 of Law Number 2 of 2011 concerning Political Parties or U No 40 of 2008 Article 17 paragraph 3 of youth as agents of change.

General voter behavior in Jambi Province is not always influenced by party identification politics and not be the strongest variable for the people of Jambi in determining a choice. The identification of political parties is formed by two factors, namely the socialization of political parties and the power factor political. In a positive angle Factors of socialization of political parties such as the inculcation of values and programs of political parties to the public through social media are considered better than by not using social media, although not very significant. The use of social media in this province is the same as other regions in Indonesia, dominated by those belonging to the millennial, and in the millennial there is a generation Z group that welcomes the building of new political space in this area, and in the future it will develop, with hopes the stakeholders responded immediately and were able to accommodate the political aspirations of this new generation.

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