STRATEGIES TO INCREASE POLITICAL LITERATURE CAPABILITIES FOR MILLENIAL GENERATIONS

[1]Diah Fatma Sjoraida, [2]Aat Ruchiat Nugraha, [3]S. Kunto Adi Wibowo

[1]*Universitas Padjadjaran, Bandung, Indonesia, diah.fatma@unpad.ac.id*
[2]*Universitas Padjadjaran, Bandung, Indonesia, ruchiat@unpad.ac.id*
[3]*Universitas Padjadjaran, Bandung, Indonesia, kunto.a.wibowo@unpad.ac.id*

Abstract

Political literacy is a potential that can be maximized for the millennial generation to be involved and participate in the political process. The millennial generation with degrees as novice voters also gives color to the political process in Indonesia to be able to determine the victory of election participants in achieving national and regional leadership. The availability of political vehicles supported by the development of information and communication technology will be able to give birth to participation in political situations for the millennial generation in certain ways. Citizens with a high level of political literacy will have more open insight in filtering information circulating about politics in the mass media and social media. The research method used in this study is a qualitative method with a descriptive explanation approach. The data collection techniques were carried out by means of interviews, observations, online surveys, and literature studies with informants who were politicians from political parties participating in the 2019 elections at the West Java provincial level. The results showed that the political literacy strategy developed by politicians in West Java was formally by opening political school classes that were open to participants in the general category, cadres, and sympathizers affiliated with political parties. Meanwhile, informally, politicians carry out political literacy strategies by being directly involved in discussions in the community and on social media. The conclusion of the study shows that the political literacy ability of the millennial generation can be improved by means of formal and informal approaches that are carried out by politicians and political parties in a sustainable and consistent manner along with advances in information technology.

Keywords: Political literacy; millennial generation; political school; political parties; media.

1. Introduction

The development of technology and information is in line with and in line with the increasing public interest in information literacy, media, and various other types of literacy, such as finance, digital, politics, and so on. The term millennial generation as part of the current population development is starting to get a lot of attention from various social, economic, and cultural components because it has enormous potential quantitatively and qualitatively qualified skills. This is in accordance with the statement that 2020 is the year the demographic bonus begins, where the millennial generation aged 20 to 40 years has become a productive age which will become the backbone of the Indonesian economy (Budiati, 2018).

The years 2014 and 2019 were very important years for the Indonesian people, in which the political constellation was quite hot and has experienced bipolarization until now. The political situation after 2014 and 2019 has incised the performance of political parties based on religious, cultural and ethnic diversity which was quite successful in bringing

Indonesia into the format of searching for the right pattern of democracy. The political events of 2014 and 2019 have attracted a lot of attention from various components of the nation and abroad, including the millennial generation.

The millennial generation in Indonesian politics is not an active player because the current political world is still dominated and dominated by the "old" generation. This condition is one of the reasons the millennial generation is less interested in the development of the political situation in Indonesia. According to Juditha and Darmawan (2018), the millennial generation is large and grows in the midst of the rapid flow of information technology, tends to have relatively similar behavior, including choices in politics and democracy, so they are often referred to as connected kids. In fact, the general view of the millennial generation towards politics, as stated by Girsang, and Christian (2017) is an antipathetic attitude and pessimism that the democratic party (election) will not bring about change (Juditha and Darmawan, 2018).

After the 2014 and 2019 democratic parties in Indonesia, the position of the millennial generation becomes very important to be considered by the political superstructure, namely the government, political parties, and other political institutions in order to recruit millennials to be part of the "operators" and "policy makers". To get the political participation of the millennial generation, it takes a very hard and tenacious struggle so that they can believe in what is being done in the political world. So far, the millennial generation has considered that political life is full of "violence, lies, and conflicts". In accordance with the character of the millennial generation which is close to technology, especially internet-based (Girsang and Christian, 2017). Causing the millennial generation to avoid behavior that is not in line with the habits of those who like convenience and practicality. On the other hand, the freedom and ease of accessing information nowadays, has made the millennial generation more aware of their political choices and able to make their own political choices. The millennial generation continues to be encouraged to participate in politics because they are citizens who are responsible for the future of the nation and state (Yuliyanto, 2018).

The millennial generation as the object of direct struggle for constituents participating in the election (political parties) is increasingly fierce, amid frictions between interests and the existence of regional development. Therefore, the battle for the participation of the millennial generation becomes very sexy and strategic to be carried out, both by political parties, independent groups, power holders (government) and other interest groups. To get the support of the millennial generation in the political field, a political literacy program is needed in order to achieve information literacy in the political field by actors and formal political institutions. So that the perception of the current millennial generation towards the activities of the political world is getting more positive. The results of this political literacy must at least be able to become intelligent and critical enlightenment towards developments Indonesian politics, which is essentially politics, will bring about significant changes in governance (Hanum et al., 2021).

In the information age, political literacy should no longer be seen as a practical study full of "fraud" attempts to gain power. This political literacy is a learning effort for the millennial generation so that they become constituents or sympathizers of political parties who are empowered in the midst of a political situation that collides with each other. This condition indicates that political literacy needs to use a strategy in order to have the ability to "break down" the "old-fashioned" mindset among the millennial generation.

Based on an initial research survey from informants who stated that the importance of political literacy for the millennial generation, according to AHS as a member of the DPR RI Golkar Faction for the Electoral District of West Java II, it was stated that the millennial generation can color public policy if they are directly involved and become part of a political party by prioritizing their abilities and abilities. political capacity. The issue of political literacy for the millennial generation has now become a reality that needs to be followed up by political party leaders who are part of the indicators of political parties' concern for the younger generation in the future.

One form of delivering old-style political literacy delivered by political parties to their various constituencies, including the younger generation or youth, is through the use of mass media spaces to discuss the development of political issues, both regionally and nationally. By presenting political information in the mass media, political parties hope to attract sympathy from the public to be able to "criticize" the development policies undertaken by the government. On the other hand, the reality obtained based on field findings shows that political information or news material relating to the functions of the political system is less relevant to the cognitive development level of most adolescents (Suryadi, 2005). This is certainly an obstacle and at the same time an opportunity for political parties to be able to persuade the millennial young generation to want to get involved and be involved in the world of practical politics in Indonesia, especially in the province of West Java.

West Java as the province with the largest population in Indonesia, which is +36 million people, is very strategic as a ballot barn that political parties deserve to fight for. No less interesting, of the 36 million population, the millennial generation, which amounts to around 5-10 million people or about 26.07% of the total population of West Java, is a very strategic political object to become a solid and fanatical constituency. This situation has spurred political parties to compete to spur their political machines to create various programs that can attract the attention of the millennial generation. Indirectly, the above phenomenon is a positive step from political parties in an effort to form and seek a pattern of democratic education based on the values of science and public participation in politics. In the midst of the young generation who still think a lot of apathy and pessimism, the implementation of a political literacy program for the millennial generation can be a solution for young people as a determinant of the birth of a new leader of this country who is qualified and has broad political insight after the reformation. This is because young people generally judge the government's performance as poor due to various corruption cases, which are believed to affect the realization of good governance (Nk et al, 2012). This shows that the government formed is the result of a political process

obtained through competition in the activities of political parties in the general election.

Starting from the phenomenal facts above, it is important to look for and continuously strive for a model of political literacy program as part of political education that can grow and strengthen the positioning of the millennial generation so that they are intelligent, critical, and have broad, deep and meaningful insights for the advancement of Indonesia's democratic life. It is in this context that the author offers the implementation of strategies to increase political literacy for the millennial generation, which is expected to have a positive and constructive impact on knowledge and the development of more substantive political awareness among the millennial generation in the perspective of Indonesian politicians.

This article seeks to reveal the efforts and strategies to increase the participation of the millennial generation in politics through political literacy programs organized by political parties. The limitations of this scientific writing only examine how the use of strategies to increase political literacy carried out by political party politicians in the millennial generation is obtained through the role of political parties to develop political literacy for the community in general and the millennial young generation in particular.

2.   Research Methods

The qualitative research method in this study was chosen for two reasons. First, the problems studied in the research on political literacy programs as a means of political education require a number of actual and contextual field data. Second, this selection is based on the relationship of the problem studied with a number of primary data from research subjects that cannot be separated from their natural background. In addition, qualitative methods have high adaptability, thus enabling the authors to constantly adapt to the changing situations encountered in this study. The design used in this research is a case study. According to Ariunto (2013), case study research only covers a very narrow area or subject, but in terms of the nature of the research, the case is in-depth and discusses the possibility of solving actual problems by collecting data, compiling and applying it through techniques that are in

accordance with the object of research and interpreting it. in data analysis.

By using a case study research design, it is hoped that researchers can obtain in-depth information about the role of political parties and politicians in developing political literacy programs for the millennial generation. Research conducted comprehensively using data. The facts are sourced from interviews, online surveys, observations, and literature studies. The subject of this research is the implementation of political literacy programs carried out by political parties with 8 informants from political parties originating from electoral districts in West Java Province.

Table 1. Name of Research Informant

No	Initial Name	Party Origin
1	HS	PKS Party
2	AHS	Golkar Party
3	NP	PDI-P Party
4	S	Gerindra Party
5	RT	PAN Party
6	HG	Demokrat Party
7	ASU	Nasdem Party
8	MSD	PKB Party

Source: Research Data, (2021).

In qualitative research, the author is an important instrument that seeks to reveal data in depth with the help of several techniques and other data analysis. Case study research seeks to examine as much data as possible about the subject under study (Mulyana, 2008). This case study research strategy is equipped with a personal approach, meaning that researchers do a lot of interactions related to the object of research directly with informants at the location where data is collected. This is intended to facilitate the data collection process more freely and flexibly and dynamically adjust to the natural conditions of the object of research. In addition, researchers try to get views from people outside the system and object of research, or from practical political observers to maintain the subjectivity of research results.

3.   Results and Discussion

Now the greater public interest in the existence of information contained in the mass media and social media. This public interest has given rise

to literacy activities which are answers and solutions that can be done by the community in order to obtain various types of useful and quality information. Information currently circulating, as part of the message form, can now be presented by individuals and institutions in producing message content. So this gives a position as a producer, distributor, and consumer of the message content. Conditions like this, it is necessary with information and media literacy activities. The existence of media literacy, the community has the ability to access, analyze, evaluate and communicate messages, so that they can choose which media messages are good and right (Salman and Syaifuddin, 2018).

The content of political messages that are very sensitive will become a conversation for the public that can cause "conflict". The conflict was born when the public did not understand the contents of political information comprehensively so that it gave birth to hoax, false, and hate information. This condition is one of the reasons used by the millennial generation so that they do not want to be further involved in the events of the political world. The number of political images conveyed through mass media and social media in political activities opens up space for the millennial generation to be able to participate more clearly. Mass media and social media for the millennial generation have become an inseparable part because they have become the "idiology" of the current digital era. However, ideally, the millennial generation must remain critical of the content of information that is spread directly in the mass media and social media. The critical attitude towards media messages consumed by the informants depends on the information that attracts the attention of the millennial generation (Adiarsi et al., 2015).

Political parties as part of the political infrastructure have an interest in their presence and attachment to their constituents. One of his concerns is on the millennial generation. Where according to one of the informants with the initials AA from the Prosperous Justice Party (PKS) stated that the millennial generation is a generation figure who will become leaders in the future who need to understand political developments from time to time. The amount of political information that is "flying about" in the mass media and social media will give

different perceptions if it is not accompanied by both media and information literacy. Ease of accessing information will not mean much if it is not balanced with media literacy (Iriantara, 2017).

The emergence of political information in the mass media and social media is part of political communication that needs to be watched out for by political parties and the public. Political information contained in the mass media and social media in the process of political socialization can open up new spaces in political communication. One of these spaces is political literacy for the millennial young generation. The younger generation understands and realizes the need to use social media more intelligently, carefully, and especially in receiving messages related to political issues (Sulistyo et al., 2017).

The millennial generation as a "floating mass" is predicted to be very interesting in the future to be studied more closely. One of the reasons is because in 2024 and 2029 this millennial generation will become the new figures of post-reform politics. This means that the role of politicians and political parties needs to improve their persuasive abilities by opening political literacy programs for the millennial generation to be able to recruit them to get involved in practical politics. This is in line with the individual's capacity to be critical followed by information that is received in a limited way and communicated through the media [9]. This means that the millennial generation also needs a more open and flexible discussion space in conveying ideas for the progress of the nation's democracy.

To get a good quality of the millennial generation, now political parties and politicians organize sustainable political literacy programs. This political literacy program is carried out as a form of responding to the challenges and opportunities that will be obtained in the future in gaining the voice of the millennial generation. The politician from PKS, HS said that:

"Millennials as potential voters in 2024 will get a lot of political inspiration if they join the political literacy programs that we offer, including those that will discuss the problems of party vision and mission, AD/ART, entrepreneurship, government oversight,

Bhinneka Tunggal Ika, and the development of other political issues."

Meanwhile, the AHS politician from the Golkar Party stated that the reasons for holding a political literacy program for the millennial generation were:

"Young people are expected to be able to understand politics with an approach that puts forward strong political, economic and leadership abilities and capacities so that they can color public policies based on science".

On the other hand, a politician from the Gerindra Party with the initials S stated that:

"The political literacy program given to millennials is delivered as a learning platform and also focuses on the contribution of millennials to Indonesia because they will become leaders in the future".

From the three politicians, it can be seen that the presence of the millennial generation in Indonesian politics is very strategic. The characteristic of the millennial generation is that they are familiar with the world of digital media, especially social media so that adjustments are needed in the delivery of political messages conveyed in political literacy programs (Idham et al., 2018). As a public space, online media provides an opportunity for the public to be actively involved in the process of cultural literacy through writing and interactive discussions (Aprint, 2013). In carrying out political literacy activities for the millennial generation, political parties make several superior programs including:

Table 1. Political Literacy Program for Millennial Generation

No	Name of activity	Party Origin	Activity Initiative
1	Golkar Institute	The Working Group Party (GOLKAR Party)	Party Organization
2	Ngawangkong in Braga, Millennials Smart Voters	Prosperous Justice Party (PKS)	Personal
	Young PKS, Garuda Justice, and Echoes of Justice		Party Organization

No	Name of activity	Party Origin	Activity Initiative
3	Political Education for Beginner Voters	Greater Indonesia Movement Party (GERINDRA Party)	Party Organization
4	Red and White cadets	Indonesian Democratic Party of Struggle (PDI-P)	Party Organization
5	Millennial Academy Digital Politics	National Mandate Party (PAN)	Personal and Party Organization
6	Activation of Social Media Content & Regular Discussions with Young People	Democratic Party	Party Organization

Source: Research Data, 2021

Based on table 1. above, it shows that the political literacy program for the millennial generation of each political party has a literacy program name which is part of the party's cadre division work program. In addition, the implementation of political literacy programs in the regions for the millennial generation that is carried out is an extension of the activity program of the Party Central Leadership Council (DPP), part of the political party wing organization, and the result of the personal development of a party politician in order to strengthen engagement that occurs between constituents. with parties and politicians. This political literacy activity can be a social capital to establish more intense communication between elements of political communication. Social capital facilitates associative behavior, fosters a strong civil society and makes political institutions and officials more responsive, all of which translates into a more effective political system (Gil de Zúñiga, 2012). Regarding the political literacy program organized by political parties, NP who is a politician from the PDI-P stated that:

"Political literacy is carried out through the Red and White Taruna activities which are part of the PDI-P party wing whose targets are Millennials to become cadres in socializing the 4 (four) National Pillars (Pancasila, the 1945 Constitution, Bhineka Tunggal Ika, and the Unitary Republic of Indonesia) which is carried out during recess. "

Meanwhile, HG who is the administrator of the West Java DPD Democratic Party stated that:

"The existence of political literacy programs carried out by political parties is carried out regularly with offline and online discussions with the aim of adding a practical political perspective in understanding the political views of millennials so as to open horizons for thinking about the importance of politics in everyday life".

ASU as a Politician of the National Democratic Party expressed his views regarding the implementation of political literacy that:

"Political literacy with political education is carried out by knowing and understanding case studies regarding life in society which are apparently regulated by politicians through the issuance of laws, government regulations, ministerial bets, governor and mayor/regent regulations that millennials need to know".

The politician from PAN stated that the political literacy programs initiated by the party for millennials include:

"Millennial youth are educated through the Millenial Academy's Digital Politics activities which are organized by organizing self-development training and social media management as a tool for practicing political literacy and adapting to the development of information technology". MSD politician from PKB stated that:

"The literacy program is delivered face-to-face by involving young people by opening small businesses as communication media and forming and developing youth communities formally and informally".

For the content of the material in political literacy programs, political parties usually provide information related to the party's by-laws, political issues and problems, economics-entrepreneurship, national leadership, and development policies. The delivery of political information is carried out with formal and informal activities using traditional communication media and new media. The large number of mass media and online media

that provide political information can make it easier for audiences to consume and determine their political attitudes. This is in line with the concept that the audience has many channels of political communication and can choose the media according to their political preferences (Wiguna, 2014).

The political literacy strategy used by party leaders and politicians is to utilize the media and interpersonal communication channels approach. Both of these approaches are very effective in capturing and knowing how someone thinks when interacting with the other person. This is what political parties imitate to be able to persuade and get the millennial generation in the world of politics. On the other hand, political literacy that is still low can be easily influenced by propaganda carried out by unscrupulous politicians (Jiwandono et al., 2020).
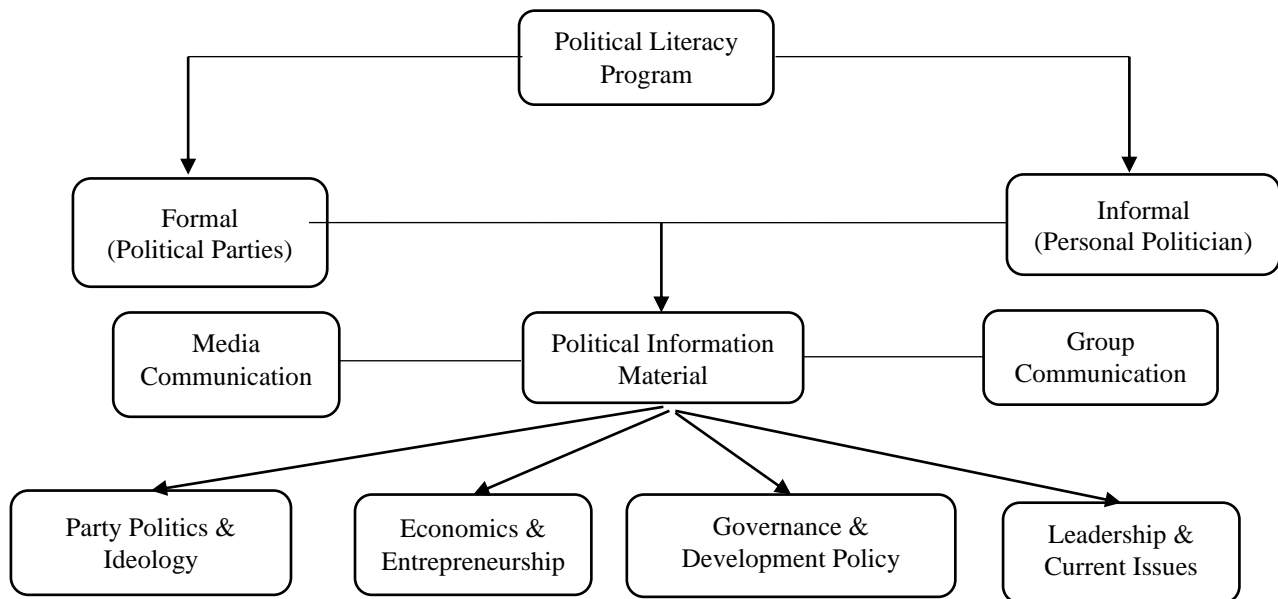

figure 1. The Party's Strategy in an Effort to Increase The Political Knowledge of Its Constituents

Based on Figure 1. above, it shows that the party's strategy in an effort to increase the political knowledge of its constituents, especially the millennial generation, is emphasized through the use of communication media that utilizes digital media. Because the use of digital media by young people is often seen as a partial remedy to the decline in youth participation in political and civic life (Boulianne and Theocharis, 2020). This opinion emphasizes that all political literacy strategy activities carried out by parties and politicians can be opportunities for political socialization that can affect the success of the millennial generation's involvement in politics proactively in the era of information technology. The millennial generation is very familiar with the world of information technology which can be an opportunity for parties to be able to disseminate information on political developments quickly and simultaneously.

To get optimal results in the political literacy program, a precise and effective strategy is needed. The strategy referred to here is a political learning strategy to gain sympathy and trust from the millennial generation regarding political events that are happening now and in the future. Contextual learning approach has the potential to be very effective to be used as an instrument of civic education in order to improve the political literacy of novice voters (Sutisn, 2017). The presence of a political literacy program can prepare millennial generations who are ready to fight and fight for a fair and wise democratic life when the general election will be held. Because through general elections it is possible to accommodate all desires and aspirations so that a better life can be realized (Usfinit, 2014). This is as expected by the millennial generation of the party in order to realize the noble ideals of the nation, namely social justice for all Indonesian people.

Talking about literacy strategies carried out by political parties and politicians in Indonesia, of course, it cannot be separated from the image they do. The purpose of the image is very clear, namely to attract sympathy and build public trust so that at the time of the general election for legislative members, the millennial generation will vote so that candidates (politicians) get a lot of votes. Political literacy programs for the millennial generation that are well packaged by political parties and politicians will link a positive impression as a party that cares in the minds of the people in accordance with the plans that have been formed from the work programs of political parties. The success of a program to be implemented and used by the community, in addition to requiring planning and goals, also requires the right way so that the program can precisely achieve the goals and objectives of the program successfully (Widodo and Permatasari, 2020).

Conclusion

The political literacy ability of the millennial generation can be improved by means of formal and informal approaches carried out by politicians and political parties in a sustainable and consistent manner along with advances in information technology. Forms of formal political literacy programs are carried out by organizing political education, political cadres, and political schools organized by political parties. Meanwhile, the political literacy program is held in the form of discussion involvement from party political figures in discussions and postings on social media.

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