

Political Education Model for Beginner Female Voters among Students in Local Leaders Election of Serang City in 2018

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Abstract—*This study aims to formulate political education models to increase the political participation of beginner female voters in Indonesia. Nowadays political education is getting worse along with the lower public trust in democratic institutions such as political party. Political parties that cannot be separated from corruption, collusion and nepotism greatly undermine public trust in the current democratic system. For beginner female voters, the participation in local leader election/national election activities still feels uneasy so that it affects on the high floating mass in the implementation of local leader election /national election including the 2018 Local Leaders Election of Serang. The conclusion of this study shows that the inhibitor factor of the political participation in the beginner voters is political education factor which is still less intensive, especially from the political parties, whereas this is the responsibility of the cadre leaders, and the penetration of political education must be based on information technology and massive use of social media. The suggestion of this research is that the General Election Commission (KPU) as the main actor in the implementation election activities should maximize the socialization and the political education to the beginner voters using basis information technology and social media in order to there will be more intelligent voters so that the Democracy Index in Indonesia increases.*

Keywords—*Beginner Female Voters, Millennial, Democracy.*

I. INTRODUCTION

Political education is one of the college obligations, although it is indeed the main task of political party. It means that universities might not do nothing relate with the task of political education to strengthen the democratic climate in the lower stream. The university must be such an encourager in the dialectic and the practice of strengthening democracy to build a strong civil society and not easily fooled by political elites who tend to be manipulative. Participation is a picture of involvement both emotionally and mentally in a particular activity. Participation will be related to responsibility. Then, the responsibility of a person will be greatly seen by the involvement of him/her in that activity. Likewise in politics, community participation in politics will be an illustration of the emotional and mental involvement of the community in the implementation of the pre, current and post national/local elections. The Local Leaders Election of Serang city was on June 27th, 2018 and simultaneously at the national level with other regions. The General Election Commission of Serang city targeted 70

percent of voter participation in the Local Leaders Election of Serang. The target has increased if it compares to the Local Leaders Election of Serang in 2013, which was around 68 percent¹.

The temporary voters list of Local Leaders Election of Serang reached 426,159 voters where the number of Beginner Voters amounted to more than 40,000, so millennial female voters were not less than 20,000 in all kinds of education levels. This study is related to the design of social engineering through public policy to intervene the beginner millennial female voters in order to be more active and more involved in both mentally and emotionally in universities of Serang namely Untirta and UIN SMH Banten so that they can enlighten the citizens of these two universities.

II. METHODS

The approach used in this study was the mix method approach. While the data analysis used was mix analysis, a combination of qualitative analysis and quantitative data analysis. Qualitative analysis seeks to describe the current problem description based on data and actual information. Qualitative analysis is intended to obtain information about the picture of motivation, the preferences of beginner millennial female voters, political party identity. Furthermore, quantitative analysis is based on secondary data (data which has distribution voters in each sub-district or overall Serang city), mainly related to education level data, average expense level. The study was conducted in Serang city from April to December 2018, where the implementation of the Local Leaders Election of Serang city was on June 27th, 2018. The subject of the research was the data source which asked for information relate with research problem. Data source in this research means subject where the data collected^[2] (Suharsimi Arikunto, 2002). They were the female students from two universities in Serang city in the implementation of the Local Leaders Election of Serang in 2018. Arikunto (2002), argued that the technique of data collection was various ways which researchers used in collecting research data. The data collection methods used in this study were: Indepth Interview; Participatory Observation; Documentation.

III. RESULTS

A. *Concept of Political Education*

Education is intellectual, because education is a movement from a world of ignorance to an enlightening world. In politics, education is actually needed even though in principle humans are political creatures (*zoon politicon*) so that the existence and progress human as political creatures is being indisputable. Machiavelli's politics is a politic which justifies all means. In the realm of classical political theory, Machiavelli stated that political education needs to be given to people who "do not know" and do not understand to be understood. Political education is interpreted not as negative political education about tyrannical haters, but positive education, which is given to people who recognize the importance of that education, even though it could be a tool of tyranny to pursue a certain advantage (Gramsci, 2001: 17).

Meanwhile, according to Mansour Fakih (1999: 5), political education is every effort to create critical awareness for respect human rights, including women's rights, children's rights, cultural and political rights of minorities, the disabilities people rights, and other human rights. He also mentioned that there was a correlation between respect for human rights and a democratic political system. Critical education will encourage a democratic political system environment that will create a society who respects human rights, but a democratic society is difficult to realize by an authoritarian-totalitarian educational model that undermines human rights. Therefore, building a democratic socio-political system can only be realized by a critical political education system. In other words, to create a democratic socio-political system, critical political education is needed (*ibid*).

We cannot separate political education from political socialization. Political education is an integral part of political socialization, both conceptually and in practice. Because, the elements contained in political education can be assumed as same as the elements contained in political socialization, which include political values, political knowledge, and political attitudes, and they become a unity.

B. *Concept of Political Participation*

Participation is an involvement, involvement of subject and object, of all stakeholders. Miriam Budiardjo, 2008: 367 explained that in modern analysis, political participation is an important problem and widely studied especially in relation with developing countries. At first, the study of political participation only focused on political parties as the main actors, but with the development of democracy, many groups who also wanted to participate in the political field emerged, especially in terms of making decisions about general policy. Then according to Herbert McClosky, politic participation is the voluntary activities of community members through their role in taking part in the ruler election process, and directly or indirectly involved in the process of forming general policy (*ibid*).

C. *The Concept of Beginner Female Voters*

The Law Number 10 of 2008 concerning General Elections of Members of the House of Representatives

(DPR), Regional Representatives Board (DPD), and Regional House of Representatives (DPRD) in Chapter IV article 19 paragraph 1 and 2 and article 20 stated that what is meant by beginner voters is Indonesian citizens who on an election or voting day are Indonesian citizens who already aged 17 years and or more or have/had been married who have the right to vote, and have not previously included as voters because of the provisions of the Election Law.

M. Rusli Karim (1991: 32) argued that young people are difficult to dictate, even the younger generation is suspected of being one of the groups that is difficult to approach by political parties or election contestants. In general, beginner voters do not have adequate political literacy. Beginner voters tend to follow trends in the environment where they live. According to Suhartono (2009: 6), beginner voters, especially teenagers, have cultural values that are relaxed, free, and tend to be informal and seek for pleasure. Therefore, all unpleasant things will be avoided. Besides looking for fun, peer groups are the most important thing in a teenager's life, so that for a teenager, it is necessary to have their own group of friends in their association (*Ibid*). In this study, the definition used is Indonesian citizens who on the day of election or voting are Indonesian citizens who are already 17 years old and or more and female and have/had been married and have the right to vote, and previously not included as legal voters because of the provisions of the Election Law.

D. *Millennial Generation Concept*

Millennial (also known as Millennial Generation or Y Generation) are demographic groups (cohort) after X Generation. Social researchers often classify this generation who was born around 1980-2000 as a millennial generation. So the millennial generation is the current generation of young people who are now aged between 15-34 years. Studies of millennial generations in the world, especially in America, had been carried out. As an example a study conducted by the Boston Consulting Group (BCG) with the University of Berkley in 2011 took the theme of American Millennials: Deciphering the Enigma Generation. The previous year, 2010, the Pew Research Center also released a research report entitled Millennials: A Portrait of Generation Next.

IV. DISCUSSION

The results of processing from the collected data indicated that there were five types of social media that were often used by millennial women, namely WhatsApp (49.02%), Instagram (23.53%), Line (12.75%), Facebook (11.76%). %, and Twitter (1.96%). The five types of those social media are perceived by beginner female voters as the type of social media which is the easiest to access and operate. Where the duration of accessing social media between 16-30 minutes is 40.74%, between 1-15 minutes is 33.33 %, more than 1 hour is 14.81%, between 31-45 minutes is 5.56%, and between 46-60 minutes is 5.56%.

The use of social media for beginner female voters has become an irresistible necessity. So that their basic needs now are clothing, shelter, food and quota/internet data packages. The use of social media for female voters is not

only related to the quantity of times they use social media, but also relate to how long they spend their time in using social media. It means that in their daily lives, this group is often and spending a long time on their social media. Thus, this group is indeed very preoccupied with the use of social media as part of their lifestyle, so it will make them get a lot of knowledge about politics quickly. Thus social media is also used as a medium of political learning for beginner female voters despite the fact that only 43.64% have ever looked for regional election news and the rest have never looked for it. This can be understood that politics is perceived as not a matter of women, but it is a matter of men.

In making a choice in Local Leaders of Serang city, female voters have their own considerations. They are consideration of the vision and mission (22.03%), work programs (67.80%), and campaign promises (10.17%). This group considered that the work program will be more detailed and more operational than the vision and mission and campaign promises. The work program is more related to community needs, such as the problems of education, health, infrastructure, economic development and practical problems which directly felt by the community.

In terms of access to millennial women's information, it is dominated by social media (34.85%), television (27.27%), newspapers (10.61%), family (10.00%), web (4.55%), politic parties (4.55%), and radio (3.03%). The level of information received from the implementation of Local Leaders of Serang highly depends on access to information used by female voters. The high level of information access through social media about Local Leaders Election of Serang is because social media is such an easy daily handle. It has been very close to the lives of beginner female voters. Furthermore, access to information through television is also relatively high due to the intensity of the Local Leaders Election of Serang broadcast by television. Associated with the reports of Local Leaders Election of Serang, it is only on local television and rarely reported on national television, as well as in the radio. Family or political party very rarely socializes related to Local Leaders Election of Serang. In the family, it is also very rarely talking about Local Leaders Election of Serang except when it comes to the voting days.

The source of information in the context of Local Leaders Election of Serang is something that greatly influences the choice of reference for beginner female voters. The intensity of knowledge about Local Leaders Election of Serang from certain sources of information will greatly influence the choice preferences of this group. The information they get will form a perception to determine the choice of candidates they consider appropriate in Local Leaders Election of Serang. This group of people strongly believes that the source of information available about Local Leaders Election of Serang is a "source of truth" that convinced their heart to determine the choice of the candidates because the field findings showed that 66.04% used the source of information as a reference in making choices.

Beginner female voters tend to have their own references in determining choices in the Local Leaders Election of Serang. The presence of several media, both conventional

and social media, confirms the choice of reference among this group, coupled with the influence of family environments, friendships and other influences. The socialization of Regional General Elections Commissions (KPUD) does not necessarily make the reference in determining the political choice of this group toward Local Leaders Election of Serang (60.00%).

The campaign tools are one of the media to introduce and socialize candidates in the Local Leaders Election especially Serang Local Leaders Election. Campaign media forms favored by millennial are audio (11.32%), audio visual (32.08%), and images (56.60%) For this group, campaign tools such as images are easier to find and easier to understand. While other campaign tools, both audio and audiovisual, are relatively more difficult to find. These people argued that they often encountered images such as billboards, brochures, banners scattered on the roadside without use their previous time to find them out. This is somewhat contradictory because they like information technology but still like the image media as campaign media.

In terms of religious activities, they stated that there was "directives" to make choices in Local Leaders Election of Serang (52.73%) and only 47.27% stated that there was no suggestion for choosing a particular partner. Even though there was "directives" in religious activities attended by the leader candidates/participants team/certain partner volunteers, it turned out that the "directives" did not immediately become the main preferences for the beginner voters (53.70%) while there were also "receiving" directives voters (46.3%). This group of people also has a filter for thinking in choosing a particular local leader candidate.

Local Leaders Election of Serang is basically a local level democratic party that not only seeks the regional head requested by the people in the region, but also aims to make the people in the area especially in Serang become "literate politically" or as a political education for the people in Serang. Millennial political education stakeholders include the mayor candidate (26.44%), university (18.39%), school (17.24%), political parties (17.24%), Regional General Elections Commissions/KPUD (16.09%), and democracy NGO (4.60%).

The method of political education for the people in the area is very important, so that the community can understand and be able to actively participate in the Local Leader Election, particularly the Serang City Local Leaders Election. For the beginner female voters who are mostly as a student, the requested method is not much different from the patterns and habits that are often carried out on campus, such as FGD/discussions (37.10%), opened debate (22.58%), lectures (14, 52%), opened meetings (14.52%), recitation (4.84%), mouth to mouth (4.84%), and arts performance (1.61%). It seems that this group has a relatively high idealism so they surely want political education by using methods that are relatively scientifically accountable. As educated circles, this group relatively has a filter to avoid the influence of money politics practice. Data showed that 100% of respondents disagree with money politics. Filters that are relatively strong to counteract the practice of money politics are with idealism of knowledge,

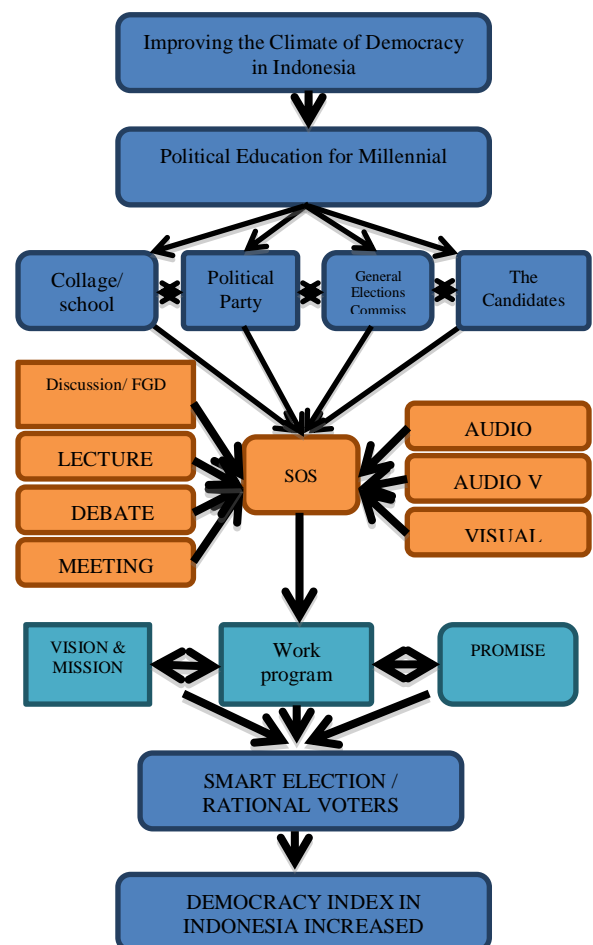
religion, status as students and others. However, only 87.04% stated that they would not receive money if that was money politics. For those who were still willing to accept money politics money, it was based on ordinary thinking "accept the money, yet do not choose the person" (12.96%). The aim is to punish the politicians who apply money politics so that the behavior of money politics can be minimized. Thus, most of them still have strong idealism to fight the act of money politics.

One of the considerations in choosing the election candidates in a democratic event such as the Local Leaders Election of Serang is Ethnicity/Race. The era of regional autonomy has narrowed down the meaning of regional leadership which refers to the concept of "the origins". This behavior does not only apply to the Local Leaders Election of Serang, but also applies to several local leader elections in several other regions (88.89%) and only 11.11% choose based on ethnicity/race. Beginner female voters already have a relatively broad political preference based on ethnicity, they actually prioritize the professionalism of candidates who are expected to be able to build Serang city for the better.

Besides consideration of ethnicity/race, religion/class also becomes one of the considerations for the community to choose one of the candidates who will become Mayor and Deputy Mayor of Serang. Particularly in this consideration, there are differences in assessment compared to considerations of ethnicity/race. For the beginner female voters, the religion/class of mayor candidates turned out to be a consideration to choose (63.64%). The closeness of religion/group of mayor candidates is relatively greater compared to ethnic/race factors. Religion/class is seen by this group as something very basic for mayor candidates to lead Serang city. Some aspects related to religion/class in this issue include: 1) Banten Province, especially Serang city is a very religious city, so its leaders are expected to have a religious background especially having high level of religiosity in Islam, and 2) Islam is specifically connected with someone's leader character. Their view, especially their level of understanding about Islam, will make the leader trustful and will take Serang city in a better future.

Political participation in Local Leaders Election for beginner female voters is the most effective method or mechanism for delivering aspirations with political manifestations which is by choosing directly on election day (74.14%), opened criticism through social media (18.97%), demonstrations (5, 17), and joined the campaign (1.72%). Because at the time of the voting day, there was a decision whether someone was eligible to be elected or not elected as a Mayor. The priority of voting among beginner female voters was basically short-term and very pragmatic. Short-term means that the right to vote was intended for local democratic party until the leaders of Serang elected. Then, pragmatic means that choices are determined by very realistic factors, even though there are those who are still idealistic. It means idealistic in the term of making choices, even wanting a more long-term role to be involved in democratic institutions as well as their desire to be actively involved in political parties is only 24.53% and 75.47% is not willing to become members of political parties.

Based on the results of the data presented above, the research team tried to design a model to engineer so that political education could be carried out more directed or targeted well so that the improvement of the democratic climate in Indonesia could be achieved more quickly. Political education must involve at least four elements, namely, elements of university or high school/equivalent must have been introduced to beginner voters to become smart voters or rational voters, then elements of politic parties, elements of state administrators in the implementation of local leaders elections namely General Elections Commission (KPU), Election Supervisory Agency (Bawaslu), Election Supervisory Committee (Panwaslu), Election Organizer Ethics Council (DKPP) and elements of the Candidate/Candidate Pair are also required to carry out political education as well as political socialization. Today, internet usage is proven to be increasingly widespread in remote areas and throughout social segmentation, especially among the youths/millennial. Therefore based on the field data recommended, political education which recommended is based on social media and the use of television by using and/or audio visuals by means FGD or discussions, lectures, opened debate and opened meetings. While the material conveyed in political education is on the vision and mission, work programs and campaign promises of the candidate/candidate pair. If this pattern is applied, the beginner voters will become smart voters/rational voters. For more details, see the following picture of the political education model for the millennial:



V. CONCLUSION

Based on the results of the study, it can be concluded that what is an obstacle to the political participation of beginner voters is that the political education factor is indeed still less intensive, especially from political parties elements, even though the main motor are political parties who are responsible as cadre leadership. Moreover, the lever of political participation is the penetration of political education based on information technology and the use of more massive social media. General Election Commission as an organization should maximize socialization and political education for beginner voters on the basis of information technology and social media so that more intelligent voters become more active and finally the Democracy Index in Indonesia increases.

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