Millennial Generation in West Java Governor Election: Political Communication and Information Media

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Abstract—**This research intends to know how millennial generation elect in 2018 West Java Governor election and the kind of political communication media that is used by millennial generation to search for the information about the West Java Governor candidates, so they make certain about their selection based on their political knowledge about the West Java Governor candidate's perspective. West Java Election constituent from total of 32.482.000 constituent, there are 30% or at least there are 9.745.200 constituent. This research used qualitative approach with case studies design. Results of the research millennial generation, in order to search about political information about the governor candidates use social media, where the political information limited on photos and videos only, that does not fully contain the visions of the candidates. Rather than that, it only shows how often the governor candidates exist in social media. In addition, to see the language and appearance of the governor candidates that can equalize the characteristics of millennial generation in 2018 West Java Governor election, also the political information's can motivate millennial generation to participate and elect the candidates that reputed to convinced millennial generation. The conclusion is that the impact of the research done by the millennial generation has an alternative political communication media to get political information's that they wanted, and by only looking at the language and appearance aspects of the governor candidates. In the end, the substance of political information's about the visions of the candidates is not a serious concern anymore.**

Keyword—Millennial Generation, Governor Election, West Java, Political Communication Media, Political Information.

I. Introduction

This becomes a big challenge for the election organizer, in this case KPU, political parties, and also legislative candidates who will fight in 2019 legislative election. How will they motivate the millennials to actively participate and be rational to implement their sovereignty in 2019. Millennials are the key of victory for the 2019 election candidates. Millennials, that also known for Y Generation or Y Genes - are a group of youth that today are in the range of age 19-39[1].

Millennial generation even become a very strategies issue for the 2018 Governor candidates. It is because they gamble on millennials' vote for the victory of 2018 West Java Governor candidates with total precentage of 30% from 32 millions constituent. However, millennials has its own segmentation. The segmentations divided into two big groups of millennials in 2018 West Java governor election. The first group is in range of age 18-25 (early millennial), and the second group is in range of age 26-40 (late millennial). Both segmentation has different characteristics, different level of needs, and even different political preferences. If they are 18-25 years old (early millennial) are now generally in High School or College, they usually close to cyberspace, have high intelligence in using platforms and mobile technologies. Meanwhile, if they are 26-40 years old (late millennial) are now generally starting their career, struggling to live. Millennial generation are digital native generation, the fatest generation to acknowledge the latest or actual informations. It is not a surprise if not only the medias are used to interacts, but also used as main informations source and also self actualitation.

Based on research of IDN Research Institute, millennials does not mean that they does not care about political issues, but they are less concern about political issues. Based in FGD, for millennials, political issues in Indonesia are quite heavy and boring. Millennials look quite happy with light issues and issues that are close to themselves. Based in survey, their intensity to follow political issues are quite low (23,4%)[2].

The research above are a big challenge and a big task for the 2018 governor candidates, where they have to race to attract the millennials symphaty and convinced the millennials with various way, wrapped in a very epic way in order to look attractives in millennials' eyes. They start from their political campaign strategy that specialized to attract millennials, with millennials style or gimmick, up to their special program to

accomodate millennials interest. All of that cannot be separated from political information and political communication media that is used. Millennials vote are very significant in 2018 electoral democration, more over in West Java there are at least 30% or equivalent to 9.745.200. It is a homework for the West Java governor candidates, and the millenials are the key of victory, because there are a large sum of them in Daftar Pemilih Tetap (DPT). The candidates have to set various strategies to present the political informations about their strategies issues to the segmentation of millennial constituent or their procpecive policy choice have to accomodate the millennials interest from both sides. First, basic needs problems as how to motivate a productive millennial generation in order to strengthen their economic base. Second, issues that are related to their needs that will support their creativities and based on happiness, such as infrastuctures locations that can support millennials' hobbies. With that issues or procpecive policy choices, can help to minimalize apolitic millennials (apathetic about political issues).

In this technological era, millennials are the fatest to acknowledge the latest information especially in social media. Millennials constituent will find political informations about the candidates through social media platform such as; Instagram, Twitter, Facebook. Social media has cause a big wave of changes in society and also politics. Architecture and also characteristics of social media technics can open and also close the possibility of reconfiguration from production proccess, sirculations, and consumption of political informations. They create or ruin the possibilities for power redistribution in communicative scenario. Digital platforms changes political information, but they do not replace the journalism and conventional medias. The new hybrid environment that produced where there are two logic thinking related to digital medias in one side and related to main flow system on the other side, sometimes can live side by side in harmony, produced collaboration and synergy, also in other chance crash and produced conflict and tension[3].

Trend of how the dispute of West Java Governor election in order to compete the constituent's heart on millennial generation segmentation cannot be separated from how political communication media used to spread political information, more over in West Java, with the technologies development, become one of the biggest province of social media users in Indonesia.

According to Deputy Culture Coordination Field, The Ministry of Indonesian Human Resources and Culture Coordination, Nyoman Shuida, based on statistics, the sum of social media users in Indonesia nowadays at least 150 millions people, 16,4 millions among them are in West Java Province, and Bandung City is the largest Facebook user in West Java[4].

The canal or political media according to Canagara is a tool or medium used by communicator in order to inform their political messages. For example, print out media, such as newspaper, tabloid, magazine, and book. Electronic media, such as film, radio, television, computer, internet[5]. Political media is the most important thing in order to spread the political informations, and then the function of political

communication will achieved. There are basic function of political communication, such as :

1. To spread informations to society about things that is happening around them.
2. educate the society toward the meaning and significations of the facts.
3. To supply themselves as a platform to accomodate political issues so they can turn the issues into discourse in order to create public opinion, and to return the opinion result to society. In that way, it can give meaning and value to their democration maintenance effort.
4. To create publications that is directed to the government and political institute.

In democratics society, the function of political media as an advocate channel that can help so the political institute's policies and programs can be channeled to mass medias[6].

There are a lot of research about political informations and political communication media in election, neither in Presidential Election, or Governor Election. However, the researches are not spesifics to analyze about what political communication media that used by millennials and analyze what political information that searched by millennials in West Java Governor election. Several research that researcher means, such as the research that done by Sebastian Stier, Arnim Bleier, Haiko Lietz & Markus Strohmaier. This research related with how politicians use different social media platforms in their polotical communication. This article focused on 2013 campaign in Germany general election. This article research if the election candidates discuss the most important topics for society and how far their communication is formed by the characteristics of Facebook and Twitter. Based on openly reaction from representative survey that is done during the the election campaign, we trained Bayesian language that can be interpretated by human model to identificate political topics. We apply the model to social media messages from candidates and live audience, this research found that both prioritised different topics from society. This research also found that politicians use Facebook and Twitter for different purposes. This research corelate between various finding with political communication mediation in social media that is caused by spesific society characteristics and environment[7].

Next, the research done by Suwandi Sumartias, Iriana Bakti, Kokom Komariah, Priyo Subekti, Aat Ruchiat Nugraha, and Nuning Kurniasih. This article have purpose for research the development the four candidates in West Java Governor election, in one week campaign, start from February 27th - March 5th 2018, in social media Instagram and Twitter. The pair candidates are : (1) Ridwan Kamil-Uu Ruzhanul; (2) TB Hasanuddin-Anton Charliyan; (3) Sudrajat-Ahmad Syaikhu; and (4) Deddy Mizwar-Dedi Mulyadi. This article focused on : (1) The four candidates have social media Instagram and Twitter simultaneously in their campaign, except for TB Hasanuddin-Anton Charliyan used their personal Twitter account. (2) The contents informed by the candidates still very normative, that is in activity form; their visit to regions to meet the people in various place , traditional market; KRL passenger; their visit to religion leader; their visit to the party cadre in region, laborer meeting; fisherman;

their visit to the volunteer and announce their winning house officaly. The candidates create some taglines : (1) "RinduJabarJuara" (2) "Jabarhasanah" (3) "Jabar asyik" (4) "bekerja melayani"[8]

The research intend to analyze deeply about Millennial Generation, the college students in five Government Universities in West Java Governor election : Political Communication Media and Political Information, to seek the cause of how the millennial choose the 2018 West Java Governor, what political communication media that is used by the millennial generation and to analyze political information that is searched by the millennial generation in West Java Governor Election.

II. METHOD

In this research, we used qualitative approach with case studies design. It Based from John Creswell references in his book Qualitative Inquiry and Research Design: Choosing among Five Tradition, that case studies is an exploration from one system knotted or a case/ various cases from time to time through deeply data collect and involve various information sources in one contexts [9].

The case approach observed is Millennial Generation. College students in five Universities in West Java Governor election: Political Media Communication and Political Information to find the cause of how millennial generation choose 2018 West Java Governor, what political communication media used by the millennial generation, and analyze political information that is searched by the millennial generation in West Java Governor election. One of the characteristics of qualitative research is that to do observation and interaction with the subjects of the research, trying to understand their language and their interpretation about their world.

In this research, researcher determine the informants with purposive sampling technique, where the technique include the people that is selected based on specific criteria that is made by the researcher based on the purpose of the research [10].

The subjects if this research are college students from University of Padjadjaran, University of Pendidikan Indonesia Bandung, University of Islam Sunan Gunung Djati, Politeknik Bandung, Intitute of Teknologi Bandung. As for the informants in this research are:

TABLE I LIST OF INFORMANTS

No	Name	Information
1	Reksha Angkasawan	College student of ITB
2	Alam Maulana	College student of POLBAN
3	Zahra Zakia	College student of UPI
4	Aisyah Herwiyanti Estivaly	College student of UNPAD
5	Mustofa Saturi Naryanto	College student of UIN Sunan Gunung Djati

According to Creswell, the good informant criteria are: "all individuals studied represent people who have experienced the phenomenon"[11]. So, it is precisely to

choose the informants that really have the capabilities because of their experience and they are able to articulate their experience and point of view about something that is questioned.

In order to determining the informants that have been described above, of course it is impossible without spesific reason and spesific consideration, researcher choose the informant that is college students that have identification card as West Java civilian, competent, and researcher reputed that the informant have knowledge about the problem that is analyzed.

The data collective technique that used in this research based on primary data and secondary data. Primary data based on information that is given by the informants as the subjects of the research through in-depth interview. Besides, it also based on obervation or a series of observations that is done by the researcher. Secondary data is the data that is collected from various sources that related to the problem that is analyzed, such as books, magazines, newspapers, journals, dissertation, clipping, and others literatures that related to the research.

According to researcher, the procedure to collect the data lively is by doing the interview. Besides, the activity of collecting the data that researcher done refering on the activity of collecting the data by Creswell, that is "A Data Collection Circle"[12]. The activity that is done with Creswell model shown that there are corelation from one to another, started with determining the place or individual. In the model "A Data Collecting Circle" from Creswell, the approaching proccess is called as "Gaining Acces and Making Report", or approaching proccess.

The data validity test in qualitative research including some tests. This data validity test is needed to determine neither the the data that is collected or the invention neither valid or not according to the reality that is happening in the field. These are some technics to check the data validity in research that is stated by Moleong, that is :

1. Triangulation, a technique to check data validity that utilize another technique.

2. Discussion with peers, to increase the result's accuracy of the research.

3. Member check, researcher collect various point of view from participants about the credibility from the inventions and the interpretations[13].

The data analysis technique that is used by researcher in this research is qulitative data analysis. According to Miles and Huberman (1984), explaining the data analysis consist of:

1. Data collection
2. Data reduction
3. Data display
4. Concluding drawing & verfication[14]

III. RESULTS AND DISCUSSION

Political Communication Media used by the Millennial Generation to search the Political Information's about the 2018 West Java Governor Election. We search the information about the Governor Election through Instagram,

because in my Instagram account there are many short videos of the candidates. Maybe from that I more likely get a lot of information about the Governor candidates. As well as, I see that millenial generation nowadays choose the governor candidate based on their work, their real prove on things that they have achieved, for example he already created park, school, improvement in public facilities such as road and bridge, from that things, millennial generation can assess the right governor candidates for them to choose[15].

According to Doris Graber in Cangara, explaining that political communication not only retorica, buat also include language symbols, such as gestures, and political acts, for example boycott, protest, and demonstration. So, political communication can be defined as the process to create symbols and sign that contain political messages form a person, a group, or institute to other person, group, or institute to open their perception or their way of thinking, until it form spesific attitude and behavior as targeted. Because of that, political communication implicate and have consequences to political activities[16].

So, the most important things from political communication that is done by the governor candidates to the millennial constituent segmentation have to be able to motivate how to open the perception and the way of thinking so they can become the rational constituent by seeing the achievment of the governor candidates in political activities and implemented the sovereignty of the people in election.

Political communication media is the most important thing for the West Java Governor candidates to mapping the segmentation of constituent. In this case, what kind of social media that is used by the millennial generation. Alam Maulana said, "mostly I prefer to use the Instagram, and then I see from the account resource of the West Java Governor election, there are mostly the data about the governor candidates. But the wildest one is I actually search them on Google, for me, personally, first I see from the personal side of the governor candidate, and by chance there are four candidates and they came from different background[17]."

Social media, we shall argue, are especially important for getting people to translate their political interest into participation. First, the fact that the information, opinions, and emotional appeals come from "friends" increases the likelihood that users will pay attention to the communications. Second, the social media are by tehir nature an interactive form of communication, and this leads naturally to a higher form of engagement. This idea can be directly linked to research about the importance of social capital as a factor in encouraging people to participate[18].

Zahra, when researcher done the in-depth interview in University of Pendidikan Indonesia, Bandung, said, "the media that I used to search the informations about the West Java Governor election is social media such as Instagram and Infobdg. I usually visit Ridwan Kamil's account, for example I can find out if he is suitable to become the Governor or not, well I think we should increase our insight, we can do that via internet networking, or social media networking so that we will not vote for the wrong Governor[19].

Millennial generation in order to search political information about the West Java Givernor election more likely to use social media and other internet networking, so,

according to the research of IDN Research Institute, millennials are very active in social media, on average they have two social media accounts that is actively used. They are very active to share their status or comments other people's status. Some of the social media that is mostly used are Facebook, Instagram, and Twitter. Various social media accounts that is used shown millennials intimacy in using social media[20].

Almost every informants of this research said that they use social media as a tool to search about political infomation, as what Aisyah Herwiyanti, college student of Unicersity of Padjadjaran said, "I use social media, or Google. I can easily type in internet what are each of the governor candidates visions. I have to know that information, so I do not choose the governor randomly. Social media paltform that I usually used is Instagram and Twitter[21]."

The major argument is that today's high-choice media environment, individuals, and groups with the highest level political interest are more likely to develop richer political information repertoires that involve exploiting both digital and traditional ways of searching for political information. Individuals and groups with richer political information repertoires can be expected to have higher levels of political knowledge, efficacy, and participation[22].

Social media in order to spread the information in 2018 West Java Governor election is a very vital thing, more over the geographycal mapping said that the citizens that dominated by millennial generation from demography side is an alternative media to increase their political knowledge in dispute of 2018 West Java Governor election.

Things above very relevant with what next said by millennial generation that become the subjects of this research, it is the same for Mustofa Saturi, college student from University of Islam Negeri Sunan Gunung Djati, Bandung, Indonesia, that said, "If I have to choose the governor, I have to see their track-record, for example he is the previous Mayor from one city, then I assess when he was the Mayor, he did good things or not. That information I usually get from Instagram[23]."

IV. CONCLUSION

Based on the result of the research that have been describe about Millennial Generation in West Java Governor Election: Political Communication Media and Political Information, can be concluded that; Millennial generation even become a very strategies issue for the 2018 Governor candidates. Because, they gamble on millennials' vote for the victory of 2018 West Java Governor candidates with total precentage of 30% from 32 millions constituent. So, the fulfillment of millennial generation political information is a very important matter so that the millennial generation political cognition to become a rational voter in the election of the Governor of West Java in 2018. Efforts to fulfill the millennial political information in accessing information about the candidates in the election of the Governor of West Java by accessing social media, be it Facebook, Instagram, or Twitter. Social media in order to spread the information in 2018 West Java Governor election is a very vital thing, more over the geographycal mapping said that the citizens that dominated by millennial generation from demography side is an alternative media to increase their political knowledge in dispute of 2018 West

Java Governor election. In conducting political communication, the Candidates for Governor in voter segregation Millennial generation must be able to encourage how to open up insights and ways of thinking so as to be able to become rational voters by seeing the achievements of the candidate for Governor in political activities implementing popular sovereignty in elections not just in exploitation of his sovereignty only to 5 year momentum.

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