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The Role of Social Media in Encouraging the Political Participation of Millennials in the 2019 Legislative Election in Bireuen District

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ABSTRACT

The rapid development of technology especially in the field of internet-based information technology has made the role of communication media is very vital in society. Multimedia technology has gained popularity as a means of socialization and political campaigns to the entire community, especially to novice voters or known as millennials. In this study, researchers identified the role of social media in encouraging the political participation of millennials in the 2019 legislative elections in Bireuen District and to what extent social media can affect the political participation of millennials in the 2020 legislative elections in Bireuen District. The research method used was a qualitative method that describes the data to be able to explain the problem in accordance with the title and object of the research while data was collected through observation, interview and documentation. Data analysis technique used was interactive data analysis consisting of 3 (three) components of analysis including data reduction, data presentation and conclusion drawing. The results of the research are: (1). The role of social media is still powerful to encourage the political participation of millennials even though the applications used are more varied, not only Facebook (2) The political participation of millennials in Bireuen is still relatively high but it is not related to the use of Facebook, but other applications that are more popular, especially Instagram and WhatsApp.

Keywords: Social media, political participation and millennials.

1. INTRODUCTION

As technology is growing rapidly, especially in the field of internet-based information technology, communication media plays an important role in society. Therefore, media has become one of the main needs for everyone today. This is in line with the invention of internet-based media devices which make information becomes something that is easily accessed by the people around the world.

Communication which was initially only limited to face-to-face interactions, is now developing into online communication using the internet. In this case, one of the widely used internet-based communications is social media. Social media is an online media. The presence of online media shows that there has been a shift in the trend of using communication media, which was originally classic (electronic and print media) to internet-based media which provide an easy access to various fields such as education, culture,

social, economic, legal, as well as politic. In politic, the example of the use of online media is during election campaigns to socialize the vision, mission, and programs of regional head candidates.

Aspect of political participation provides a movement in groups as well as the behavior of the general public in the political process. Political participation is the activity of a person or group of people to actively participate in political events. These activities include actions such as voting in general elections, attending general meetings, becoming a member of a party or interest group, establishing relations with government officials or members of parliament. Political participation also always refers to all forms of six activities carried out in an organized way or not [1].

The decline in political participation is also influenced by political culture which illustrates millennial voters' interest in legislative candidates so

that this segmentation provides a space for active political participation in society. Although ethnicity is dominant, but is influenced by environmental and cultural aspects of a society. This aspect needs to be considered in the dimension of political participation [2].

The latest era is called digital technology era, or also called "new media" which is contemporary. Multimedia technology devices are starting to be used as a means of socializing and campaigning for candidates for legislative members and institutions that take part in elections. Of course, it can make it easier to market politics to the whole community, especially to novice voters who come from the millennial generation.

[3] describes that the Internet is not only an entertainment medium but has become a communication channel and a means of political information. The results of a survey conducted by the Association of Indonesian Internet Service Providers (APJII) in 2017 which was published in the Kompas.com daily reveals that internet users in Indonesia in 2017 exceeded 143.27 million of the total population. Imagine that in 2019, the use of the internet, including social media, might have been extraordinary.

Novice voters are mostly millennial generation who generally study in high school and take part in the election for the first time. Novice voters tend to be emotionally unstable, they seem to be in a vortex of political enthusiasm and political apathy. On the one hand, they are very excited and want to know information about elections, especially on social media. But on the other hand, not a few novice voters who come from the millennial generation at the high school level do not use their voting rights [4].

Novice voters are generally dominated by students. For example the students in SMA Negeri 2 Peusangan, Bireuen District. The website data of the Ministry of Education and Culture of the Republic of Indonesia states that SMA Negeri 2 Peusangan, Bireuen has a total of 714 students consisting of 269 male students and 449 female students. With a fairly high population of students, of course, novice voters among the millennial generation become a potential ballot barn for existing political contestants.

The initial phenomenon is that the role of social media was currently not being maximized by actors/politicians or government institutions to increase political participation of novice voters among the millennial generation, especially among students so that they can be actively involved in the 2019 legislative election process in Bireuen District. Social media is often used by novice voters from among students to simply communicate with their friends. This indicated that social media has not been used properly to increase novice voter political participation by the candidates.

Social media is a media platform that focuses on the existence of users who facilitate them in activities and collaboration. Therefore, social media can be seen as an online medium/facilitator that strengthens the relationship between users as well as a social bond. Furthermore, the word social media as a convergence between personal communication in the sense of sharing between individuals (tobe share one-to-one) and public media to share with anyone without any individual specificity [5].

With social media, various two-way activities can be carried out in various forms of exchange, collaboration, and getting to know each other in the form of writing, visuals and audio-visuals. Social media begins with three things - Sharing, Collaborating and Connecting [6]. Of course, the general election aspect is a target for political actors in seeking support from novice voters. In this case, the general election is a method of implementing people's sovereignty within the framework of the Unitary State of the Republic of Indonesia based on the 1945 Constitution, the election is carried out by the State of Indonesia in realizing the aspect of people's sovereignty to actively participate in general elections in order to realize the hopes of a democratic Indonesian society [7]

The legislative election in 2019 in Bireuen District showed that in general political actors or politicians who competed in the election of legislative members did not use social media optimally. In other words, they tend to still use the campaign style in conventional political communication, rather than using social media such as Facebook, WA, IG and others.

Beginner voters are individuals who vote and use their voting rights for the first time. The number of novice voters from among students in Bireuen District was quite large and generally they did not understand the essence of holding legislative elections. As a result they become apathetic, so that novice voters among the millennial generation are skeptical of politics.

The millennial generation is the generation born in the 1980s to 2000. The millennial generation is also referred to as generation Y. This millennial generation is also touted as the generation that determines the future, of course, with the convenience that is now available where all the information needed can be obtained easily through various media. This generation is of course very familiar with technology, so 10 generations tend to have visionary and innovative ideas [8].

The reasons were varied, ranging from just being lazy, not caring about politics, being skeptical about politics and the 2019 legislative election, therefore it is not surprising that many novice voters among the millennial generation did not vote and were even apathetic towards the 2019 legislative elections. Seeing the role of social media in encouraging the

political participation of the millennial generation in the 2019 legislative elections in Bireuen District then an overview of the role of social media and political participation of the millennial generation could be obtained.

2. LITERATURE REVIEW
2.1 General Election

Elections are globally recognized as an arena for establishing representative democracy and holding periodic changes of government. According to Schumpetrian, the theory of minimalist democracy, election ia an arena that accommodates competition (contestation) between political actors to gain power; people's political participation to make choices; liberalization of civil and political rights of citizens. Democracy also underlines that elections are an opportunity for opposition parties and the public to exercise checks and balances against the ruling party. According to [9], In the context of elections, the election mechanism is said to be a democracy if it meets several parameters:

1) General election
2) Power rotation
3) Recruitment openly
4) Public accountability.

Referring to this view, it is increasingly clear that the spirit of democracy demands a wide participation space and has built our democratic system into direct democracy where the people directly participate in making their political choices without being represented.

2.2 Political Participation

Political participation is the activity of a person or group of people to participate actively in political life, namely by electing state leaders directly or indirectly, influencing government policies. These activities include actions such as voting in general elections, attending general meetings, becoming a member of a party or interest group, establishing relations with government officials or members of parliament. Political participation also always refers to all forms of activities carried out in an organized or unorganized way. [1]

[10], define the concept of political participation as the activities of citizens who act as individuals, which are intended to influence the actions of government decisions. Political participation can be individual or collective, organized or spontaneous, steady or sparse, peaceful or violent, legal or illegal.

Political participation is closely related to general elections because political participation is a determinant of the success of the implementation of democracy. Political participation is the most important feature of democracy. This means that no participation means no democracy. Without participation, it is impossible for policy products issued by the government to fulfill the sense of justice

of its citizens. There are three kinds of aspects in participation, first, there is equal opportunity for every citizen to express their views and interests in the policy formulation process. Second, there is an opportunity to fight for these views and interests, both individually and collectively. Third, there is equal treatment, especially from the ruling government, towards the views and interests championed by their citizens [11].

Political activities included in the concept of political participation have various forms. The forms of political participation that occur in various countries and times can be divided into political activities in conventional and unconventional forms, including those that may be legal (such as petitions) or illegal, violent, and revolutionary. The forms of frequency of political participation can be used as a measure to assess the stability of the political system, the integrity of political life, satisfaction/dissatisfaction of citizens [12].

The forms of political participation proposed by Almond in [13]), are divided into two forms, namely conventional political participation and non-conventional political participation. The details of the forms of political participation are as follows:

1. Conventional
   1) Voting
   2) Political discussions
   3) Forming and joining interest groups
   4) Komunikasi individual dengan pejabat politik dan administrative
2. Non Conventional
   1) Petition submission
   2) Demonstrating
   3) Confrontation campaign activities, strike
   4) Acts of political violence against property (vandalism, bombing)
   5) Political violence against humans (kidnapping, abduction)

The form of citizen participation is based on its intensity. The lowest intensity is as an observer, the medium intensity is as a participant, and the highest intensity is as an activist. When leveled up, the intensity of the citizens' political activities forms a pyramidal triangle which is then known as the "Pyramid of Political Participation". Because like a pyramid, the majority of citizens' political participation lies at the bottom. [13]

The forms of political participation that are often carried out by youth are demonstrations, strikes and protest activities. The usual way for novice voters to participate in elections is by joining one of the political parties in their area, participating in campaign activities, attending political discussions in their area.

2.3 Novice Voters

Voters are Indonesian citizens who have reached the age of 17 years or more or have/have been

married. Voters in every general election are registered through data collection carried out by officers appointed by the general election organizer. Beginner voters are voters who are voting for the first time because they have just entered the voting age, which is 17 to 21 years. Their knowledge of elections is not much different from other groups, the difference is a matter of enthusiasm and preference [4].

The conditions for making a person able to vote are:

1. Indonesian citizens who are 17 years old or older or have/have been married.
2. Not being mentally disturbed
3. Registered as a voter.
4. Not a member of the army/police (Retired/No longer a member of the Army/Police).
5. Not being deprived of voting rights
6. Registered in the Fixed Voter List (DPT).
7. Especially for the Regional Head General Election, prospective voters must be domiciled for at least 6 (six) months in the area concerned.

The importance of the role of novice voters is because as many as 20% of all voters are novice voters, thus the number of novice voters is very large, so that the rights of citizens in exercising their voting rights should not be in vain as a result of unexpected mistakes, for example, do not have voting rights cannot exercise their voting rights because they are not registered or there are still many mistakes in using their voting rights, etc.

2.4 Milenial Generation

Generation is a group consisting of individuals with the same age range who have experienced the same historical events in the same time period. Experts also state that people from the same generation have similar experiences such as culture, politics, economics, world events, natural disasters and technology so as to form the same views, values, choices and beliefs. The same thing was mentioned by (Kupperschmidt) that generations are people born around time who share significant historical and social life experiences that shape views and perspectives.

Young people will be the determinants of the direction of Indonesia's democracy in the future in the elections that will be held. The significant amount can actually make a big contribution to this nation. Therefore, every effort needs to be made to increase their participation in granting the right to vote and to participate directly as the people who will be elected. Therefore, young people in this modern era must be able to make themselves examples or role models for other millenials.

The millennial generation is the generation born in the 1980s to 2000. The millennial generation is also referred to as generation Y. This millennial generation is also referred to as the generation that determines the future, of course, with the convenience that is obtained today where all the information needed can be obtained easily through various media. This generation is certainly very familiar with technology, so this generation tends to have visionary and innovative ideas [8].

2.5 Social Media

[5], states that social media is a media platform that focuses on the existence of users who facilitate them in their activities and collaboration. Therefore, social media can be seen as an online medium (facilitator) that strengthens the relationship between users as well as a social bond. Meike and Young in Nasrullah define the word social media as a convergence between personal communication in the sense of sharing between individuals (to be share one-to-one) and public media to share with anyone without any individual specificity.

According to Boyd in [5], social media is a collection of software that allows individuals and communities to gather, share, communicate, and in certain cases collaborate or play with each other. Social media has the power of user-generated content (UGC) where content is generated by users, not by editors as in mass media institutions.

With social media, various two-way activities can be carried out in various forms of exchange, collaboration, and getting to know each other in written, visual and audiovisual forms. Social media begins with three things, namely Sharing, Collaborating and Connecting [14].

3. RESEARCH METHOD

This research study focuses on the Bireuen Regency area with a qualitative approach. Qualitative research is often called a naturalistic research method because the research is carried out in natural conditions (natural settings). Natural objects are objects as they are, not manipulated by researchers so that the conditions when researchers enter the object, after being in the object and leaving the object are relatively unchanged. It can be concluded that the naturalistic research approach is a method based on the facts found in the field and the data is not changed because it is based on actual facts that the author has found in the field [15]. The research process is the research subject or informant. The informants of this research consisted of 3 types such as the main informants - those who were directly involved in the social interactions studied. The informants in this study were the millennial generation in Bireuen District.

Key informants are those who know and have various basic information needed in research. In this case, the Candidates for Legislative Members and Institutions involved in the 2019 legislative elections are the key informants. Additional informants are those who can provide information even though they

are not directly involved in the social interactions studied. In this case, education actors such as school principals, teachers and counseling guidance teachers are additional informants.

The main sources of research data were words and actions, the rest was the study of documents, information, photos, and so on. In general, data sources can be divided into two types. The two types are field data and library data. Primary data is data that refers to information obtained from the first hand by related researchers. Primary data sources are in the form of individual respondents, groups. While secondary data is data that refers to information collected from existing sources. Secondary data are records or documentation.

Information is something that should not be ignored by anyone, therefore data must be collected using certain techniques. The data collection techniques carried out by researchers in this study were observation, interviews and documentation. Data analysis techniques carried out included reducing data to categorize data, which is a process that selects, focuses, simplifies and abstracts information from field notes, and takes place gradually throughout the research implementation. Verification (re-interpretation) of the conclusion of the interpretation of the data that has been obtained from the results of interviews, observations and documentation. Drawing conclusions was carried out based on the results of the interpretation of the data that has been obtained from the results of interviews, observations and documentation.

4. RESULT AND DISCUSION
4.1 The role of social media in encouraging the political participation of the millennial generation in the 2019 legislative elections in Peusangan SubDistrict, Bireuen District

The role of social media such as Facebook on the political participation of the millennial generation in Peusangan SubDistrict, Bireuen District was less effective in encouraging and increasing interest among the millennial generation because they think that Facebook social media is a social media that is no longer in demand by the millennial generation. Facebook is rarely used because it is considered outdated and no longer in tune with the needs of today's generation.

The millennial generation admitted that the use of Facebook is now very rarely done, this happens because the majority of the millennial generation has switched to other applications that are considered more attractive and practical to use. This condition then affects the declining role of Facebook as an influential medium in virtual political campaigns which then has an impact on the lack of Facebook's

role in boosting political participation in the millennial generation in Bireuen, especially in Peusangan SubDistrict.

The decline in interest in social media Facebook also has an impact on the lack of politicians who rely on Facebook as a medium of political communication, although some still carry out publications and political campaigns on Facebook even though they are not optimal in influencing the millennial generation to vote. According to Hyman, there are two main foundations in socialization: 1) socialization must be believed to be a process where institutions instill political values rather than just a learning process in which each individual develops his own political orientation; 2) this is because social institutions and their agents change more slowly than individual changes, political socialization is a must as a controller of political change. In other words, the easily influenced nature of children and relatively stable social institutions make political socialization a keeper of political power [16].

The millennial generation in Peusangan Bireuen considered that Facebook is no longer up to date, causing the media to be seen as a change in attitudes towards the media in the eyes of its users. They viewed Facebook was less attractive to novice voters, so this has caused some legislative candidates to prefer direct interaction with these millennial voters, as it is more effective and on target in encouraging millennial voters to vote for them. The strategy used included to install billboards at places where millennial voters gather, such as in cafes and other places, or to directly visited places such as schools or other educational institutions to meet millennial voters in person. These were considered more effective strategies by the legislative candidates to motivate millennial voters.

the behavior of political actors in the past has discouraged millennials to participate in political events. Facebook and other social media must be an alternative solution to attract the attention of the millennial generation to seek information related to the election, thus social media can be optimized well not only by voters, legislative candidates and even election organizers themselves. However, this is not very optimal, as there were millennials who abstain and tend not to use their voting rights, even though it was not too significant.

The lack of understanding of politics is an indicator that the millennial generation was not very active in exercising their rights to politics, thus affected the political participation of the community, especially the millennial generation which tended to decline. Facebook is not a reliable social media so millennials preferred to use other social media applications. However, some legislative candidates used a direct approach through meetings at coffee shops or cafes around Bireuen District. As this was very effectively done by legislative candidates this

has received positive appreciation from novice voters.

Restrictions imposed by parents on the use of social media also contributed on the millennial's lack of interest in voting. The parents restricted the use of social media due to negative contents that can affect the behavior of the millennial generation. Of course, this has an impact on the lack of political participation of novice voters. During the legislative election campaign, many millennial generations did not really care about their political choices so that voting rights at TPS during legislative elections were not optimally used.

This condition caused Facebook to be no longer considered appropriate not only by politicians but also by its users among millennial voters. This is considered reasonable because the millenials used other applications that were considered practical and more updated. Although globally Facebook was still on the top of the list of favorite social media, but this condition did not apply in Peusangan Bireuen, where Facebook was not the main media for millennial voters in getting information, especially the one related to 2019 legislative elections in Bireuen District.

4.2 Factors affecting the political participation of the millennial generation in the 2019 legislative elections in Peusangan SubDistrict, Bireuen District

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The millennial generation viewed social media like Facebook as no longer relevant to use because they are considered outdated from other social media. This has resulted in the millennial generation having started to leave Facebook as the dominant application to access information related to legislative election issues in Bireuen District. Developing an application base that works in the same field has succeeded in attracting the millennial generation to use applications other than Facebook. This has resulted in the alternatives of media used by millenials not only focused on certain applications.

The millennial voters usually did not pay too much attention to the political situation in the region, especially related to legislative elections. It turns out that the problem was that the candidates who competed were not familiar among the millennial voters and novice voters became less enthusiastic. Millennial voters usually relied on the orientation of the majority group's voice in their environment, be it their social environment or the voice in their family environment which is then used as one of the considerations in selecting legislative candidates. This is due to the lack of information obtained by millennial voters regarding the track records of the candidates who then contributed to this phenomenon.

Another factor is the lack of interesting information or posts on Facebook social media made

by the 2019 legislative candidates and government agencies to attract millennial voters. This phenomenon is alleged to have an impact on the level of millennial voter participation in Peusangan Bireuen District or even related to the level of knowledge of millennial voters towards the candidates they voted.

The biggest obstacle is the lack of maximum participation in public politics, which was more influenced by the behavior of political actors who are inconsistent with their political promises. This is what made the millennial generation as novice voters not interested in using their political rights to the fullest. In addition, the factor of parents restricting the use social media was very dominant due to the amount of negative and uneducational content. This made parents more selective in controlling the use of social media by their children. This contributed to political information related to legislative elections not conveyed to novice voters optimally.

Another factor is the condition where parents restricted their children to use social media applications so that they were less active on social media such as Facebook, which then also hindered the flow of information for the millennial generation. Support from parents is very much needed in providing an understanding of the importance of political participation from an early age, but some parents preferred their children to get lessons related to politics for example how to vote right leaders through learning activities in schools.

The process of using political voting rights by novice voters was not very optimal in legislative elections. This encouraged legislative candidates used other communication patterns by using other media applications besides Facebook such as WhatsApp and Instagram which were more popular among the millineals. This was used by politicians in Bireuen District during the campaign.

So it can be understood that the factors that influence the political participation of the millennial generation are other social media applications besides Facebook. Furthermore, the lack of understanding of the political dimension among the novice voters or the millennial generation made it less attractive. Restrictions from parents in the use of social media by their children also a contributing factor. In addition, the influence of political actors who are inconsistent in realizing their political promises affected the political attitudes of the millennial generation, most of whom are novice voters in the Peusangan sub-district, Bireuen District in the 2019 legislative elections.

The millennial generation, who are mostly novice voters, is likened to the wind that can blow in any direction so that it can be said to be politically unstable. This is what political actors in Bireuen Regency need to address so they must have a mature strategy in winning political contestation in the general election. Because novice voters are the largest

political voting right in the democratic process through the means of general elections.

5. CONCLUSION

Based on the findings in the research and discussion, it can be concluded that the role of social media Facebook was considered less effective to influence the political participation of the millennial generation in the 2019 legislative elections in Bireuen District. This is because Facebook has experienced a shift in values in the midst of the millennial generation who viewed Facebook was no longer up to date and they preferred to use other applications. The political participation of the millennial generation was still influenced by other social media even though it is not concentrated on one application in obtaining information such as Instagram and WhatsApp. The political participation of the millennial generation was also more influenced by the social group environment and the family environment where each individual lives. In general, the millennial generation did not really know the candidate they voted.

AUTHORS' CONTRIBUTIONS

All of the authors listed have contribution to this paper.

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