

**POLITICAL PARTICIPATION BEHAVIOR: YOUNG PEOPLE'S
ENTHUSIASM FOR THE 2024 PRESIDENTIAL AND VICE-
PRESIDENTIAL ELECTIONS**

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Political Participation Behavior: Young People's Enthusiasm for the 2024 Presidential and Vice-presidential Elections

Abstract: The enthusiasm of the younger generation for presidential and vice-presidential elections has a significant impact on the political dynamics of a country. This study aims to explore the factors that influence the level of enthusiasm of the younger generation in the process of electing the head of state. The research method used is descriptive analysis using primary and secondary data. The findings show that factors such as political education, social media, participation in political activities, and the aspirations of the younger generation play an important role in shaping their level of enthusiasm for the presidential and vice-presidential elections. The results of this analysis provide valuable insights for policymakers, political stakeholders and educational institutions to design more effective strategies to strengthen young people's engagement in the democratic process, as well as to sustain their political participation in the future.

Keywords: Enthusiasm; Election; President and vice president; Young Generation.

1. Introduction

According to Article 1 Paragraph 2 of the 1945 Constitution of the Republic of Indonesia, sovereignty is vested in the people. Popular sovereignty is regulated and can be implemented in accordance with the 1945 Constitution. Popular sovereignty means that the people have the right, responsibility and obligation to democratically elect leaders who will form a government to manage and serve all levels of the younger generation, as well as elect representatives to oversee the course of government. Elections are also a means to elect members of the House of Representatives, members of the Regional Representatives Council, including the President and Vice President.

The election of Indonesia's president and vice president is one of the key events in the country's democratic journey. Indonesians have the opportunity to elect the country's leaders once every five years. Young Indonesians are increasingly involved in the presidential and vice-presidential elections in 2024, which will be a pivotal moment in Indonesia's political history.

A democracy, Indonesia has enacted Law No. 40/2009 on Youth, which shows how important youth are to the country's development. Young Indonesians between the ages of 18 and 35 are gaining strength in Indonesian politics. Young people are agents of change who have the passion and power to change the political and social path of the nation.

Young people have many platforms to voice their opinions and influence public opinion amidst technological advancements and easier access to information. The younger generation also has a more futuristic mindset, taking action when someone is hostile and thinking of ways to prevent disagreements during elections. This can be achieved through the implementation of additional campaigns for *jurdil* (honest

and fair) and LUBER (direct, general, free and secret) elections (Taun, Nia Amelia Kartika, Noer Nilam Sari, Oktaviano Mangaraja Sihotang, Putri Aulia Azhar, Rafly Oktavairuz, Septi Amelia 2023).

It is clear that the younger generation is highly engaged in the 2024 presidential and vice-presidential elections. Young people show great interest in the political process, from participating in public debates to volunteering for campaigns, to spreading information about competing candidates. This is reflected in the large turnout of young voters in previous presidential and vice-presidential elections, as well as the increasing involvement of young people in various local and national political activities.

Studies also show that millennials and Gen Z are very concerned with issues such as corruption, welfare and the environment. While experience is crucial for assessing presidential candidates, a candidate's oratory skills are more important. Some young people are particularly excited because the 2024 presidential election will be the first election of the younger generation. One of the young generation's desires is to join the Voting Organization Group of the General Election Committee (KPPS) in 2024 and utilize digital platforms to disseminate information, voice opinions, and increase voter participation, as well as being active on social media (Fauziah 2023).

With a percentage of around 53 to 55 percent, millennial voters will be the largest in the 2024 elections. The percentage of young voters in Indonesia has increased since the 2014 elections, according to a survey conducted by the Center for Strategic and International Studies (CSIS). In the 2019 election, youth voter participation reached 81%, a 10% increase compared to the 2014 election, which reached 70%. Youth participation also reached around 91.3%, an increase of 5.4% compared to the 2014 election, which reached 85.9% (Setiawan and Djafar 2023).

The victory of the president and vice president is influenced by the behavior of young voters. This is due to the fact that the young voter group, which consists of individuals aged between 17 and 40, will be the majority and will most likely win in the 2024 election. A survey conducted by the Research and Analytics team of Kompas Gramedia Media and Kompas Research and Development showed that millennials (born 1981-1996) and Generation Z (born 1997-2012) are very enthusiastic about participating in the 2024 elections. A total of 86.7 percent of people stated that they were willing to take part in the election, while 10.7 percent were still considering, and another 2.6 percent refused to go.

From January 5 to February 9, 2022, a telephone survey was conducted among 3,224 people aged between 17 and 40 spread across 80 electoral districts. Random sampling was used to collect the sample (Kurnia Yunita Rahayu 2022).

Highlighting the important role of the younger generation in the democratic process, especially in the presidential and vice-presidential elections, it is proof that the

younger generation is a very important supporting generation of the nation, the enthusiasm and votes of the younger generation are the spirit for the advancement of a country.

This journal aims to increase understanding of the role of the younger generation in the democratic process, especially in the presidential and vice-presidential elections, see the amount of enthusiasm of the younger generation in the presidential and vice-presidential elections and find out the factors that support the enthusiasm of the younger generation in the presidential and vice-presidential elections. This can include assessing the political participation of the younger generation, the level of concern of the younger generation for political issues, and how the involvement of the younger generation in influencing the governance of the country by electing a government that fits the criteria to move the country forward.

2. Literature review

The enthusiasm of the younger generation towards presidential and vice-presidential elections is a phenomenon that has an important impact on the political process of a country. Here are some explanations of the factors that influence the younger generation's enthusiasm for presidential and vice-presidential elections:

- **The Importance of the Young Generation's Role in Democracy:** The younger generation is often the driving force for change in society. In the context of presidential and vice-presidential elections, the enthusiasm of the younger generation can strengthen the democratic process by casting their votes to elect leaders who they believe will represent their interests and aspirations.
- **Influence of Social and Cultural Environment:** The social and cultural environment around young people can influence their level of enthusiasm for presidential and vice-presidential elections. For example, family, peers, educational institutions and mass media can be factors that strengthen or dampen young people's political enthusiasm.
- **Participation in the Political Process:** The level of active participation of young people in the political process, such as conducting campaigns, obtaining political education, or even becoming candidates in elections, can increase their enthusiasm for presidential and vice-presidential elections. This participation provides a greater sense of engagement and empowers young people in the political process.
- **Technology and Social Media:** The development of technology and social media has changed the way young people engage in politics. Social media allows young people to interact, share information and organize political actions more easily. Therefore, social media can be a powerful tool to increase their enthusiasm for presidential and vice-presidential elections.

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• **Relevant Issues:** Issues relevant to young people's lives, such as education, employment, the environment, human rights and technology, can also influence their enthusiasm for presidential and vice-presidential elections. Candidates who are able to articulate solutions to these issues are likely to gain greater support from the younger generation.

By understanding these factors, political stakeholders can design more effective strategies to strengthen young people's enthusiasm for the presidential and vice-presidential election process and encourage their active participation in democracy. Based on Pancasila and the 1945 Constitution, Indonesia is a unitary state. In its administration, it implements politics based on the Pancasila democratic system, which differs from other systems in that it incorporates elements of the people's customs.

3. Methodology

The research method taken is a quantitative method and brings the topic of the Enthusiasm of the Young Generation in the Presidential and Vice-presidential Elections in Indonesia.

3.1 Literature Study

The first step is to conduct a literature study to gather relevant theories and legal views related to general elections, especially presidential and vice-presidential elections. Sources of literature that can be used include books, journals, papers, laws, and relevant regulations.

3.2 Analysis of Legislation and Legal Documents

The researcher needs to analyze Article 1 Paragraph 2 of the 1945 Constitution of the Republic of Indonesia, Law No. 40 of 2009, as well as other legal documents relevant to the election of the president and vice president in a democratic state of law. This analysis helps in understanding the legal basis and relevant legal framework.

3.3 Identifying the Enthusiasm of the Young Generation

The researcher needs to identify and define the concept of the younger generation's enthusiasm for presidential and vice-presidential elections. This involves understanding politics in the context of a democratic rule of law as well as the principles that influence young voter participation. This identification will help formulate the research questions and analytical framework.

3.4 Theoretical Framework

Based on the previous analysis, the researcher developed a theoretical framework that describes the factors that influence young people's enthusiasm for presidential and vice-presidential elections in Indonesia. This theoretical framework helps in organizing research findings and formulating conclusions.

3.5 Quantitative Method

Quantitative methods were used to collect data on the young generation's enthusiasm for the presidential and vice-presidential elections. This data was obtained through a survey or questionnaire that explored the opinions and attitudes of the younger generation regarding the election process. This method was carried out by filling out questions distributed through Google form, with a total of 81 respondents, and 100 co-respondents.

3.6 Data Analysis

The collected data was analyzed using statistical methods to identify patterns and trends in the younger generation's enthusiasm for the presidential and vice-presidential elections.

3.7 Inference

Based on the data analysis, the researcher drew conclusions regarding the level of enthusiasm of the younger generation in the presidential and vice-presidential elections in 2024. This conclusion is based on empirical findings and is in accordance with the theoretical framework that has been compiled.

3.8 Recommendations

The researcher provides recommendations based on the research results to increase the participation and enthusiasm of the younger generation in the presidential and vice-presidential election process in the future. In using the juridical-empirical approach and quantitative methods, researchers need to ensure that the data used is objective and based on relevant legal sources as well as the statements of representative young people. This will ensure that the research is based on a strong legal foundation and can provide an in-depth understanding of the topic under study.

4. Results and Discussion

4.1. Young Generation's Enthusiasm for Presidential and Vice-presidential Elections

One of the pillars of Indonesia's revival is the younger generation. History shows that the younger generation plays a big role in building this nation. One of them, we must continue the struggle of the previous youth. Participate in the election of government officials. Elections, a form of democracy held every five years, are a means through which the people can choose their own leaders. The success of this election is influenced by the level of public participation. Over time, the role of social media has grown in shaping and directing the political aspirations of the younger generation. The younger generation has more connections with the outside world. They pick up knowledge about development around the world and at the same time consider the shortcomings in their local environment. Because of this difference,

they are more critical of everyday political issues (Firjatun, Atha N Lilles Adjani, Btari DH Goretty, Rismaduma P Julaiha, Siti Zakiyah 2024).

The simultaneous presidential and vice-presidential elections were held in 2024. All young people throughout Indonesia use their voting rights to elect the president and vice president who will lead the Indonesian state for the next 5 years, besides that 38 provinces will participate in this simultaneous election. In this election, a lot of young people participated and many first-time voters were able to fulfill their right to elect the president and vice president this year.

In Law No. 10 of 2008 concerning general elections, it is stated that first-time voters are citizens who are registered by the election organizers in the voters list, and have just participated in the election (voting) for the first time since the elections held in Indonesia with an age range of 17 years as evidenced by a valid ID card. As first-time voters, the younger generation is always considered to have no voting experience in previous elections. However, the lack of experience does not necessarily reflect the limitations of channeling political aspirations (Telaumbanua, Dalinama Yunus Laia, Mohamad Laia, Restu Damai Wau 2023).

The right to vote or can be called a voter, is the right of Indonesian citizens regulated by Law No. 17 of 2017 concerning general elections. Article 198 paragraph 1 of Law No. 17 of 2017 states: (Indonesia Patent No. LEMBARAN NEGARA REPUBLIK INDONESIA NOMOR 6109, 2017), (Almuntasor, Moh. Elman Sidni Abdurahman Faqih, Muhammad Irfan SM, Achmad Shohibul Hasyim Wahyudi 2022)

- 1) Indonesian citizens who on the day of voting have reached the age of 17 (seventeen) years or more, have married, or have been married have the right to vote,
- 2) Indonesian citizens as referred to in paragraph (1) are registered 1 (one) time by the Election Organizer in the Voters list, and
- 3) Indonesian citizens who have been deprived of their political rights by the court do not have the right to vote (Almuntasor, Moh. Elman Sidni Abdurahman Faqih, Muhammad Irfan SM, Achmad Shohibul Hasyim Wahyudi 2022).

This voting right is given to elect leaders in a democratic party at both the regional and municipal levels. The right to vote is a right guaranteed by the constitution as stated in the decision of the Constitutional Court Number 011-017/PUU-I/2003 which states "that the constitutional right of citizens to elect and be elected is a right guaranteed by the constitution (Muhtar, Saepudin Pratidina, Ginung Sugiawan Putri, Yunita Novando, Novando Azhara, Sarah Ivnan Saepullah, Panji Ardika, Mohamad Ramadhan, Aditya Siti Dwi Julia and Sartika, Ika Syarifa Rifda Rahani, Harapsati Maulinda 2023).

The participation of the younger generation either as novice voters or experienced voters is indispensable in the political process, in political rights, as well as in the preparation of a politically aware younger generation. Because at this time, the

younger generation is growing and developing, becoming an important component in the 2024 presidential and vice-presidential elections. A generation born in the digital age, has unique characteristics, goals and world perspectives. Not only do they represent a large portion of the young population, but they will also influence Indonesia's policies and future in the coming decades.

The younger generation also has high enthusiasm, although some of the younger generation before the presidential and vice-presidential elections did not have a unanimous choice decision, but the younger generation at this time is certainly very wise and easy to get information about presidential and vice-presidential candidates. This can make a wise behavior in the prudence of the younger generation in choosing the nation's leaders so that they are not wrong in choosing. The political choices of the younger generation are usually not influenced by the motivation of the environment in which the younger generation lives and are more driven by the ideological context. But it does not rule out the possibility of the younger generation, especially novice voters, being influenced by the younger generation's social environment, especially by the closest people such as family members, from parents to relatives and friends.

In addition, the mass media also influences the loading of information on the vision and mission as well as activities regarding the president and vice president that can be taken into consideration by the younger generation in the election of the president and vice president. This can be in the form of news on television, banners, brochures, posters, social media and others. The participation of the younger generation must be built from year to year even though it has passed the election years because the voice of the younger generation is a form of responsibility for the process of sustainability of the state and nation (Iswardhana, Muhammad Ridha Zakinah and Maharani, Gita Ardyta Tayan, Widia Grace Nuraini 2023).

Based on the results of the Publicness Forum discussion, shows that the younger generation really needs information on track records and issues of concern to election participants. The Bijak Memilih website, an election information channel sought by the youth community, directly collects information about election participants and presents information that is easy to understand, relevant and accurate to help voters choose. Through the website, interventions and information gathering are conducted, encouraging voters to read and understand strategic topics that engage the attention of potential voters, providing complete profiles or track records of political parties, and providing information about the track records and work programs of presidential and vice-presidential candidates (Asfar, Ali Firdaus, Zuchruf Kasidi, David Yustika, Siska Malang 2024).

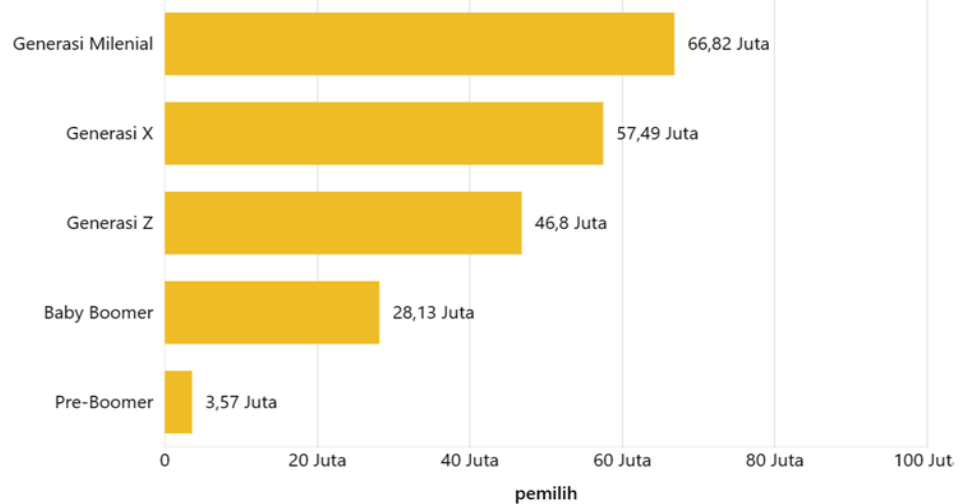


Figure 1 The General Election Commission (KPU) has determined the permanent election list (DPT) for general elections including the presidential and vice-presidential elections in 2024.

Source: Indonesian General Election Commission

The results show that the incoming data is dominated by the millennial generation (the generation born in 1980-1995) with a total of 66.82 million and Generation Z (the generation born in 1996-2012) (Muhamad 2023).

Then there is a survey that has been carried out with profiles and opinions of the young generation to know the enthusiasm for the election of president and vice president, which has been shared online on social media. Co-respondents have been contacted a total of 100 people and there are 81 respondents received in the research that has already been done.

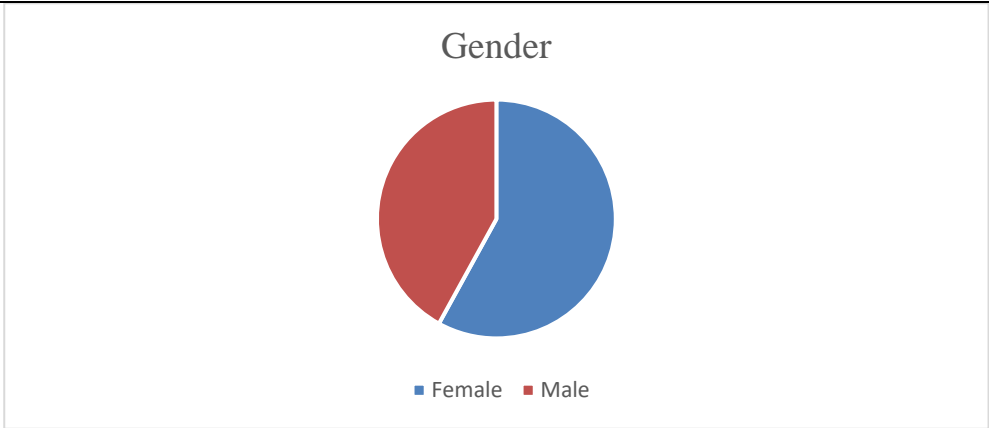


Figure 2 Gender

Source: Research conducted personally through Google form with 81 respondents

There were 81 respondents from the survey with different genders, 58% female and 42% male.

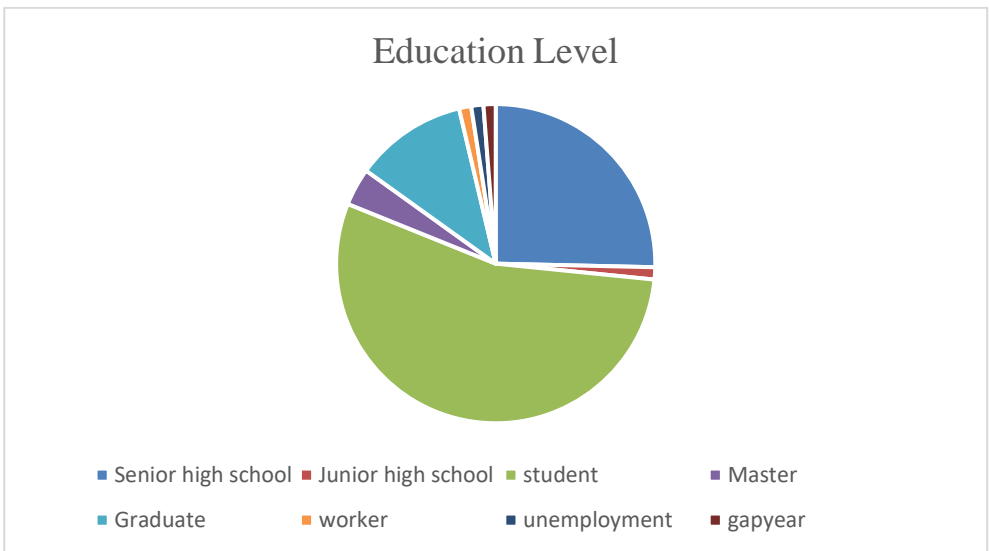


Figure 3 Education level

Source: Research conducted personally through Google form with 81 respondents

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With the education of respondents still diverse, namely, the educational status of students with a total of 53.1%, high school (students) with a total of 24.7%, bachelor 11.1%, master 3.7%, vocational school 1.2%, worker 1.2%, unemployed 1.2%, junior high school 1.2%, and gap year 1.2%.

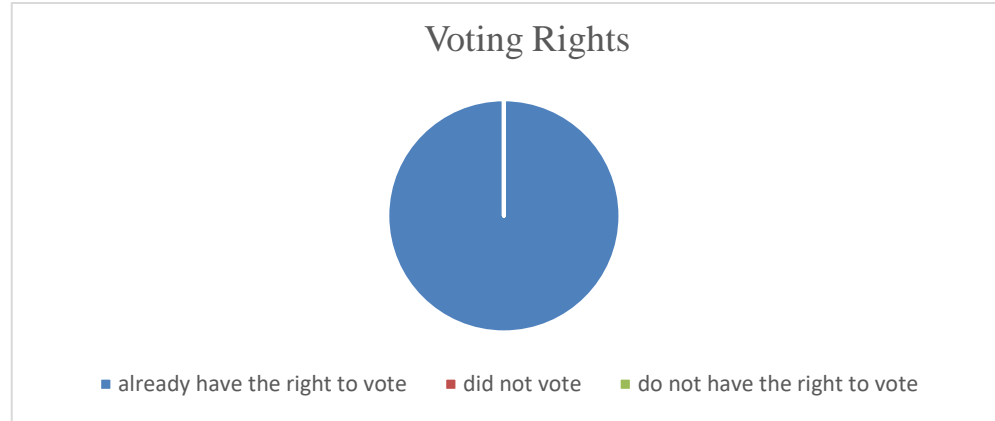


Figure 4 Voting rights

Source: Research conducted personally through Google form with 81 respondents

Information from 81 respondents already have the right to elect the president and vice president with a total of 100%.

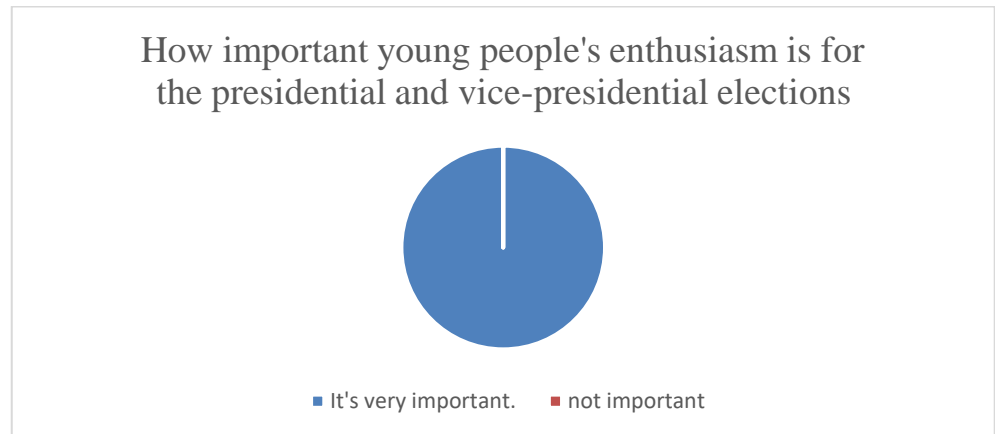


Figure 5 How important young people's enthusiasm is for the presidential and vice-presidential elections

Source: Research conducted personally through Google form with 81 respondents

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Political Participation Behavior: Young People's Enthusiasm for the 2024 Presidential and Vice-presidential Elections

81 Respondents answered that it is very important for respondents and the younger generation to participate in the presidential and vice-presidential elections by 100%. It can be seen that it is true that the younger generation plays an important role in all elections including the election of the president and vice president.

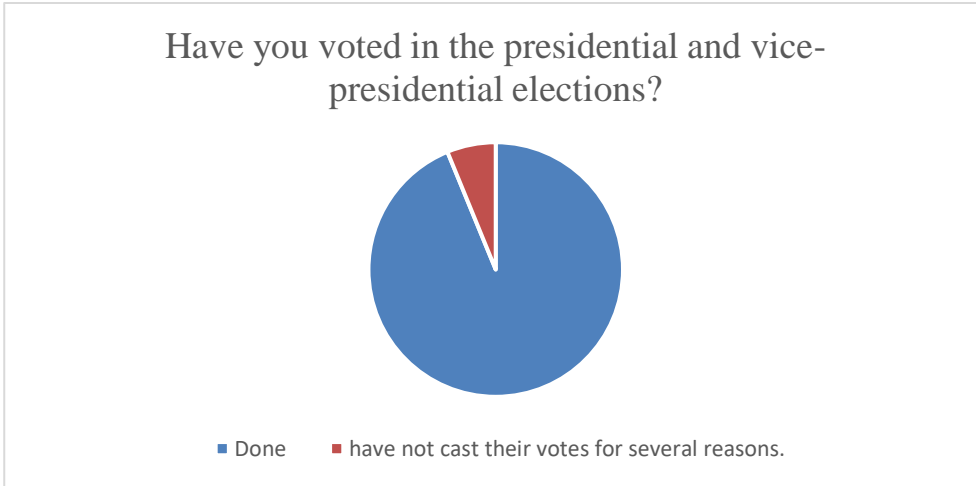


Figure 6 Have you voted in the presidential and vice-presidential elections?

Source: Research conducted personally through Google form with 81 respondents

93.8% of respondents have cast their votes in the 2024 presidential and vice-presidential elections, and 6.2% have not cast their votes for several reasons.

Along with the times, information about the president and vice president is very easy to access, as evidenced by the answers of 91.4% of respondents and 8.6% of respondents with delayed information about presidential and vice-presidential candidates.

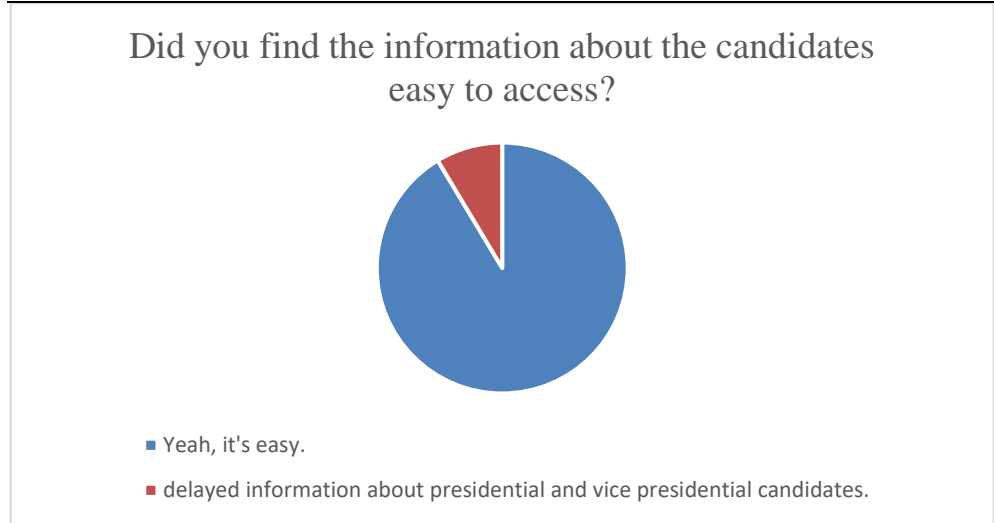


Figure 7 Did you find the information about the candidates easy to access?
Source: Research conducted personally through Google form with 81 respondents

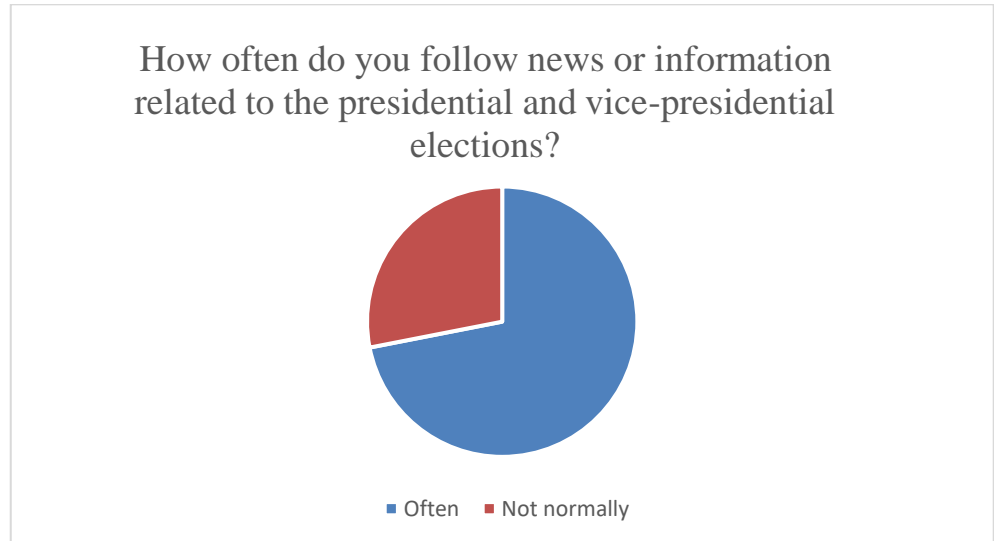


Figure 8 How often do you follow news or information related to the presidential and vice-presidential elections?

Source: Research conducted personally through Google form with 81 respondents

69.1% of respondents answered that respondents often follow news or information related to the presidential and vice-presidential elections and 30.9% of respondents did not too often follow news or information related to the presidential and vice-presidential elections.

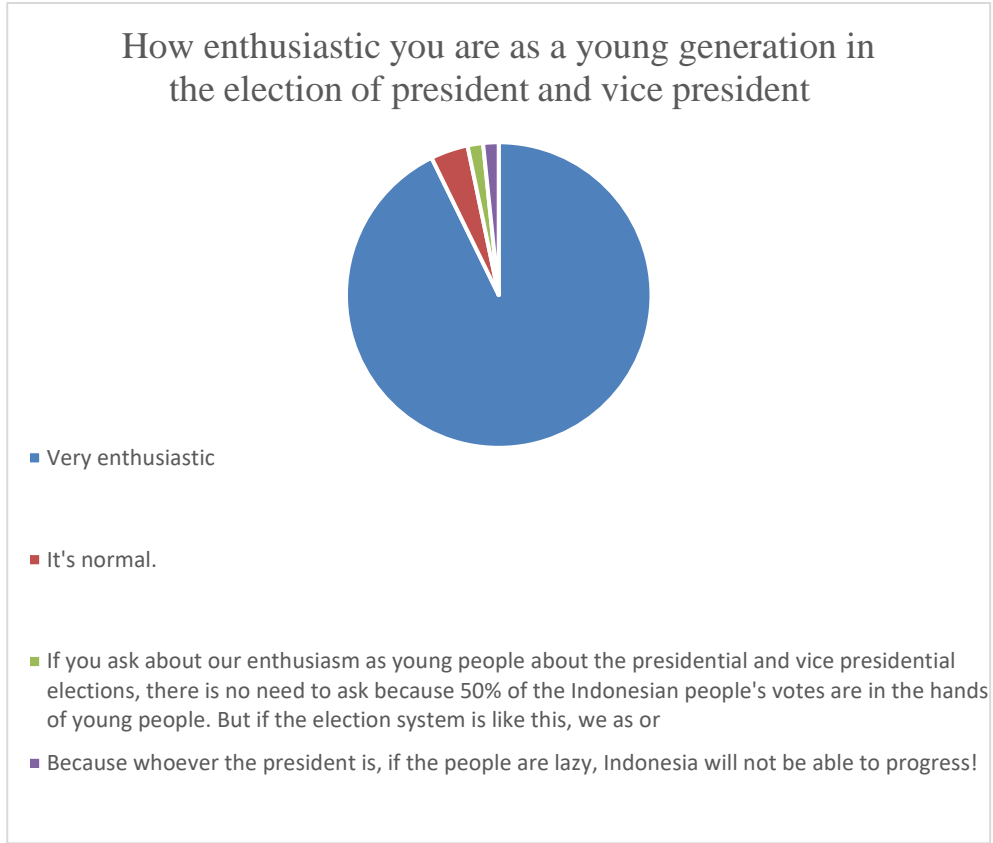


Figure 9 How enthusiastic you are as a young generation in the election of president and vice president

Source: Research conducted personally through Google form with 81 respondents

Of the 81 respondents, 67.9% of respondents were enthusiastic about the presidential and vice-presidential elections, 29.6% of respondents were mediocre, and 1.2% of respondents thought that "If you ask about our enthusiasm as young people about the presidential and vice-presidential elections, there is no need to ask because 50% of

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Political Participation Behavior: Young People's Enthusiasm for the 2024 Presidential and Vice-presidential Elections

the Indonesian people's votes are in the hands of young people. But if the election system is like this, we as ordinary voters feel fed up with all the drama before the election is held. cheating is too visible and it is as if you are showing your people how dirty this country is!!!", there are other opinions, namely "Because whoever the president is, if the people are lazy, Indonesia will not be able to progress!".

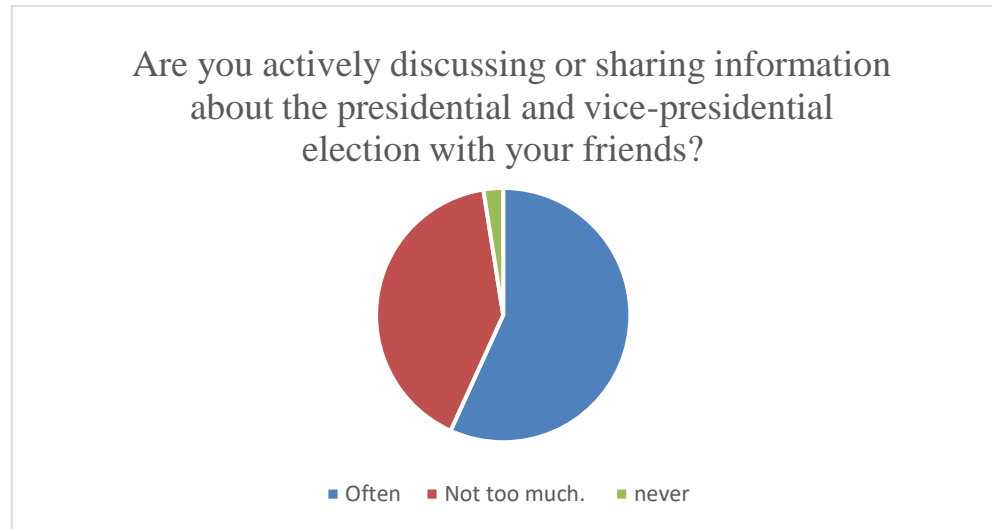


Figure 10 Are you actively discussing or sharing information about the presidential and vice-presidential elections with your friends?

Source: Research conducted personally through Google form with 81 respondents

With the enthusiasm of the respondents, 56.8% of the respondents thought that they were active in discussing or sharing information about the president and vice president with their peers, 40.7% of the respondents thought that they were not very often active in discussing or sharing information and 2.5% of the respondents were never active in discussions.

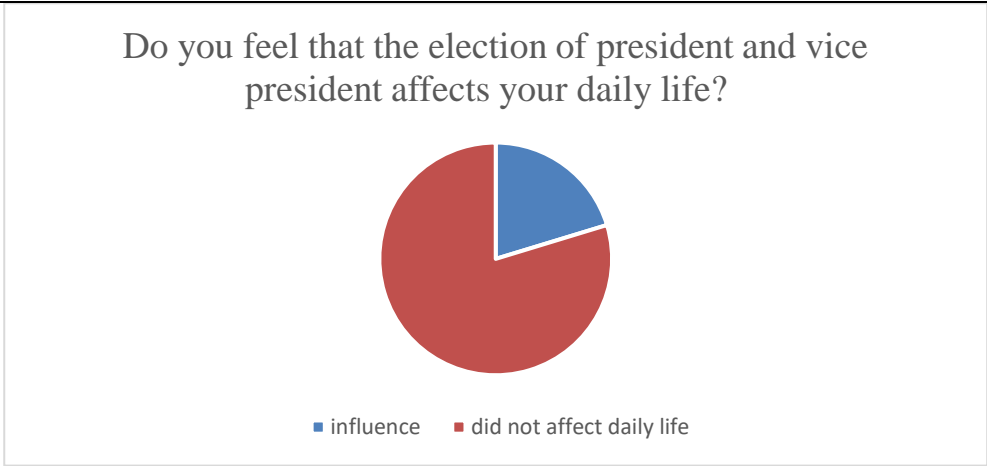


Figure 11 Do you feel that the election of president and vice president affects your daily life?

Source: Research conducted personally through Google form with 81 respondents

81.5% of respondents thought that the presidential and vice-presidential elections greatly affected daily life, including in the social and educational spheres, and 18.5% of respondents thought that the presidential and vice-presidential elections did not affect daily life.

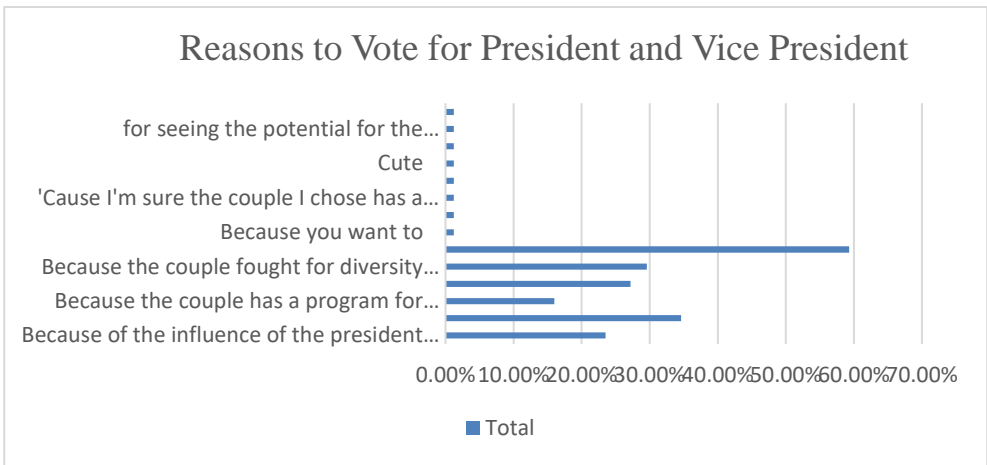


Figure 12 Reasons to Vote for President and Vice President

Source: Research conducted personally through Google form with 81 respondents

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Political Participation Behavior: Young People's Enthusiasm for the 2024 Presidential and Vice-presidential Elections

Respondents argued that the reasons for choosing the president and vice president were, 59.3% chose because the couple had a clear vision and work program, 34.6% because the couple had a firm attitude to eradicate corruption, 29.6% because the couple fought for diversity and tolerance, 27.2% because the couple had programs for the younger generation, 23.5% the figures of the presidential and vice-presidential candidates, 16% because of the influence of information through mass media and social media, 1, 2% because the respondents believed that the candidate they chose had a good leadership spirit and also increased the enthusiasm of young people to move forward and work, and because the background of the chosen candidate was good, 1.2% because as young people we vote for the next 5 years and vote according to our hearts, 1.2% because we want to, 1.2% because we are told by our mothers, 1.2% because it is our right, 1.2% because we see the potential for the destruction of the nation so we must choose the right candidate pair, and 1.2% because we were given a dawn attack.

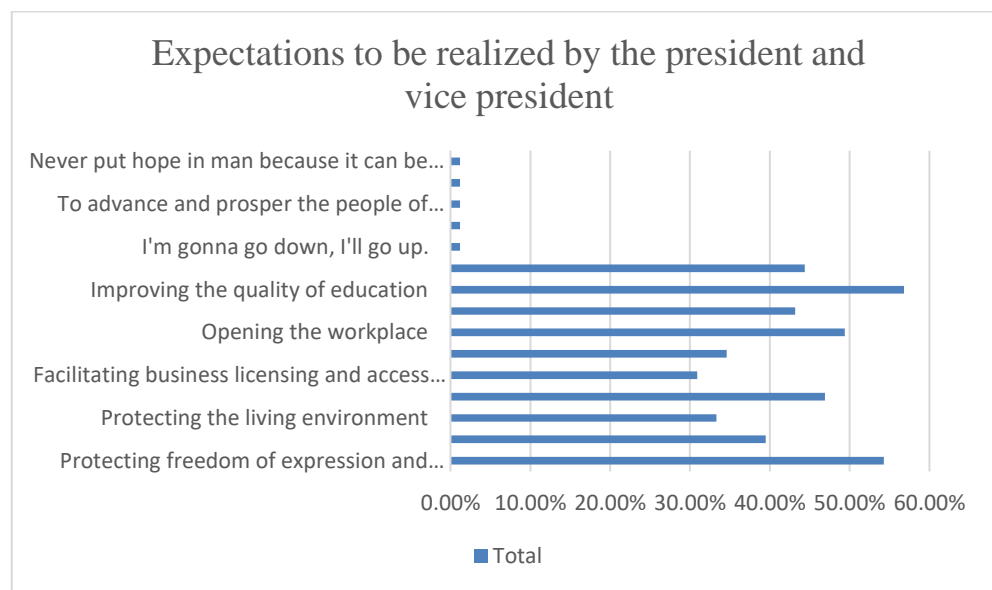


Figure 13 Expectations to be realized by the president and vice president
Source: Research conducted personally through Google form with 81 respondents

Expectations that young generation respondents want to be realized by the president and vice president 56.8% improve the quality of education, 54.3% protect freedom of expression and opinion, 49.4% open wide employment opportunities, 46.9% increase infrastructure development throughout Indonesia, 44.4% control the prices

of basic needs, 43.2% eradicate corruption, 39.5% improve the quality of health services for the younger generation, 34.6% maintain environmental security, 33.3% protect the environment, 30.9% facilitate business licensing and access to capital, 1.2% basic food decreases salary increases, 1.2% advance and prosper the people, 1.2% socialize the younger generation.

Therefore, the participation of the younger generation is very important. The influence of the younger generation's participation in the presidential and vice-presidential elections includes:

- **Voter Turnout:** One of the main ways that the younger generation influences presidential elections is through their turnout; the younger generation has the potential to be the largest electorate in such elections due to their large turnout. They can change the outcome of the election if they unite to support one particular candidate or platform,
- **Political Activism:** This is usually the case with the younger generation. Often, they serve as catalysts for social and political change. This activism can influence candidates' political agendas and presidential election topics. The younger generation often has a more progressive perspective on issues such as climate change, gender equality, and LGBT rights, which can influence their political agenda,
- **Social Media Usage:** The younger generation actively uses social media. They often use platforms like Facebook, Twitter, and Instagram to share political information, talk about candidates and influence other voters. Social media has become a very effective tool to utilize the younger generation to influence presidential elections,
- **Political Education and Awareness:** Younger generations tend to be more educated and have greater access to political information compared to previous generations. They are also often more politically savvy and able to understand relevant issues and candidate positions. Their voting decisions can be influenced by this education and political awareness and
- **Campaign Engagement:** A large number of young people are actively involved in presidential election campaigns. They participate in campaign teams, volunteer, and even run for local or national elections themselves. Due to their involvement, they can directly influence the outcome of elections and set the political agenda (Ashar 2024).

4.2. Factors Affecting the Young Generation's Enthusiasm for the Presidential and Vice-presidential Elections

As is known, the younger generation when choosing a President and Vice President there are several factors that underlie the reasons and how the younger generation

themselves as voters in taking the right to be their decision to elect a leader of the country and nation who is considered to be able to realize and prosper the entire community (Sinuraya; and Fadillah 2023).

The current democratization process in Indonesia can be said to be the latest reform agenda that has shown satisfactory results, because now the President is directly elected by the people in accordance with the provisions in the 1945 Constitution. Several factors are often taken into consideration by the younger generation in choosing a President and Vice President:

- Work programs offered

The younger generation in general will be interested and enthusiastic in choosing a candidate leader (president and vice president) if a candidate for president and vice president offers work programs that are considered up-to-date and eradicate problems that still occur. The programs offered must of course be in accordance with the needs of the people and can provide benefits to the people. The programs offered can be in the form of infrastructure development, environmental programs, education programs, and others in accordance with the vision and mission of the presidential and vice-presidential candidates,

- Candidate's social image

Young people usually look at a candidate's track record in terms of the things the candidate has done, both positive and negative. This social image can influence the way young people perceive a candidate and can have an impact on the support they receive in elections. A candidate who succeeds in building a positive social image can increase young people's trust in him or her, so that young people are more likely to provide support during the election period,

- Candidate background

Indonesia's young generation consists of various cultures, ethnicities, races and religions. Unfortunately, in the presidential and vice-presidential elections, there are still many young people who view a leader based on his background, one of which is religion. Sirojuddin Arif, a researcher at PPIM UIN Jakarta, observed that there is a tendency for identity politics to flourish in Indonesia because of religious considerations in choosing someone. "In the Indonesian context, based on data from the Indonesia Family Live Survey (IFLS), religious identity is the main consideration when choosing a leader. This seemed to strengthen in 2007 and 2014," he added.

- Epistemic Issues

Epistemic issues are issues that are in the election because they can spur the curiosity and marketing of the younger generation who vote regarding new things to improve the standard of living that exists in the younger generation so that a just, honest, and dignified nation and state life can be created. So that the younger generation wants to know a lot about new things (Sinuraya; and Fadillah 2023).

In general, the decision of the younger generation as voters to use their voting rights to elect presidential and vice-presidential candidates in the 2024 presidential and vice-presidential elections is influenced by three fundamental factors simultaneously, namely:

- Voter's initial condition,
- Mass media and
- Party or candidate (Meliala 2020).

The level of education is the next factor that can influence the number of votes in the 2024 presidential and vice-presidential elections. It relates to the formal education received by the current generation, and how non-formal education affects people's perceptions of the importance of presidential and vice-presidential elections. The formal education that individuals receive in educational institutions, which is consistently influenced by teachers' teaching methods, can serve as a reference for how to behave towards political activities such as presidential and vice-presidential elections. The influence is not only from formal education but also from non-formal education commonly received from the surrounding environment. Non-formal education still has an influence, although only a small part and not so big, non-formal education can still provide a different perspective to the younger generation.

But if you look closely, the influence of formal education is very influential in the political awareness of the younger generation continues, political awareness will increase along with the level of formal education in the community. Formal education is considered capable of increasing political awareness and maturity if it is delivered on target and generates positive responses. In addition to formal education provided by educational institutions, the current generation also needs special guidance to become individuals who are not apathetic toward politics.

Underlying the formation of the behavior of the younger generation is the role of parents in teaching positive personalities to their children and the most important thing is in the formation of personality. In terms of politics, parental experience affects children's political interests because children imitate what their parents do indirectly.

In addition to parents' encouragement to encourage their children to vote, parents who are active in political activities will also motivate their children to participate directly in political activities, this is one of the positive effects of the role of parents in the political sphere. If parents do not have knowledge or even have no interest in presidential and vice-presidential election activities, then the child also certainly has the consideration not to vote. Although the role of parents is only as an encouragement, their role in fostering interest and enthusiasm for elections in a

person is also very important regardless of how the individual responds and follows up on what their parents have modeled (Pratama 2016).

It found that the younger generation is now more likely to support candidates who are authentic, transparent, and dedicated to fighting social justice and climate change. The younger generation also assesses presidential and vice-presidential candidates in having emotional value and appeal, such as talking about the personal side of the presidential/vice-presidential figures, but also functional value, which is related to ideas and ability to overcome various domestic and foreign problems to realize the vision of a Golden Indonesia 2045.

These factors are reasons for candidates, both presidential/vice-presidential candidates and political parties, to be considered as part of the nation's solution. Therefore, in addition to being able to distinguish between fake news (fake news or hoax) and true news, the phenomenon of unfriending and debates in the media that lead to hate speech and slander in the life of the nation and state is time to stop. Young people can also be influenced by their habits and social environment.

Younger generations may also feel challenged to participate if their peers are actively participating in the presidential and vice-presidential election period. Society thrives in the era of digital technology and pervasive social media, the level of participation can be influenced by the ease of access to political information and interaction through digital platforms. Social media also serves as a venue for political campaigns and discussions on political issues, allowing people to participate in politics.

These so-called media, both traditional and digital, have a large role in shaping the political perceptions of the younger generation, in the way the media presents the narrative of presidential and vice-presidential candidates, both in policy debates, as well as previous political events can also influence the views of the younger generation. This is because young people's judgments are more likely to favor candidates who receive positive media coverage and whose messages resonate with the public.

Rapid technological advances have transformed political communication and engagement. Today's generation is highly skilled in using digital platforms for information dissemination, social interaction, and the spread of political information is as fast as any other. Social media platforms have become an important tool for presidential and vice-presidential candidates to connect with today's generation and convey their messages. It is the effectiveness of this communication strategy that can have a significant impact on election decisions (Setiawan 2023).

5. Conclusions

Indonesia's future depends on the participation of the younger generation, who are expected to play a significant role in the country's development. The younger

Mulyadi, D., Megawati, L., Aulia, S.H., Garnita, C.F., Asriani, F., Mawardi, M.F., Saputra, A.R., Nagara, M.A.D., (2024)

Political Participation Behavior: Young People's Enthusiasm for the 2024 Presidential and Vice-presidential Elections

generation, who are more connected to the global community, has a greater influence on the country's political aspirations. They have a greater understanding of the world and are more critical of societal issues. In 2024, the election of the president and vice president will be held in the country. The younger generation, who are now more involved in the political process, will have the opportunity to vote for the president and vice president. This is a significant step towards a more democratic and inclusive Indonesia. The younger generation, which is more digitally advanced, has a unique perspective on the world and is expected to contribute to the country's development. They are also eager to receive information about the president and vice president, which could lead to a more inclusive and effective government. In conclusion, the younger generation in Indonesia is expected to play a crucial role in the country's development. They will have the opportunity to contribute to the country's development and future. The mass media has an influence on the information load on the vision of the mission and the activities of the president and vice president which can be the subject of consideration of the young generation in the election of president and deputy president. It can be news on television, banners, brochures, posters, social media and so on. The participation of the young generation must continue to be built year after year even after the years of election, because the younger generation's voice is a form of responsibility for the sustainability process of the country and the nation. The General Election Commission (KPU) has established a permanent electoral list (DPT) for the general election including the election of president and vice president in 2024. Eighty-one respondents were included in the research that had been conducted, which was different, different and different and played an important role in any general election including the election of the president and vice president. The main additional value contained in the journal is the field analysis that shows the enthusiasm of the younger generation for the presidential and vice-presidential elections in 2024. The weakness of the research contained in the journal is the short time of research and analysis. The enthusiasm of the younger generation must continue to be built over the years to oversee a democracy, especially in the election of the president and vice president because the younger generation is the next generation of the nation and the most important thing a country has. The idea of the study is to see the enthusiasm of the younger generation towards the presidential and vice-presidential elections in 2024.

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