

The Role of Political Parties in Providing Political Education Among Gen Z

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ABSTRACT

This study aims to analyze the role played by political parties in providing political education to generation Z (Gen Z), which is the younger generation born between 1996 and 2012. Political education has an important role in forming a comprehensive and critical understanding of political processes, democracy, and the rights and obligations of citizens. This study uses a qualitative research method with a descriptive approach. The results of the study show that the role of political parties in providing political education can be done by building political participation, encouraging critical thinking, mobilizing active participation, providing space for discussion, and building political awareness. The strategies for realizing this role include utilizing digital technology, building online communities, holding educational events, collaborating with youth communities, providing space for representatives of generation Z, and using issue-based campaigns.

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INTRODUCTION

Political parties are a necessity in today's modern democratic system, as an important pillar for the continuity of a government in a democratic country. It is undeniable that political parties are one of the driving forces for formulating various public policies through constitutional mechanisms (Labolo & Ilham, 2015). Without political parties, democracy cannot work properly. Therefore, the life of democracy is very dependent on the life and development of political parties. Political parties are one of the pillars of democracy. With the existence of political parties, the aspirations and desires of the people can be channeled properly (Budiardjo, 1998).

Political parties are the main characteristic of a democratic political system. While one of the functions of political parties is political education, this is a very important matter for political parties to pay attention to considering that there are still many people whose political education is still very minimal or low (Pasaribu, 2017). Political parties don't only pay attention to the public during campaigns or before the democratic party, after that they are forgotten and disbanded without any evaluation process. But this political education activity must also take place continuously (Rosana, 2012).

Law Number 2 of 2011 concerning Political Parties. This means that political parties have full responsibility to the community regarding all processes related to delegation and absorbing all community aspirations as a socio-political contract between the community and political parties. Article 29 explains the obligation of political parties to carry out political recruitment through democratic cadre selection in accordance with the AD/ART by taking into account at least 30% representation of women (Aldi, 2020).

By recruiting young people, of course, political parties have thought far and wide about the future of the party to prepare the baton that will be held by young cadres as the next generation. To attract the younger generation to enter politics, political parties should be able to provide rationalizations for why politics is considered important for the younger generation (Saputro, 2015). This ability will later be captured by young people to be confident in their political choices, even to be able to have a mature career in political parties. The role of youth as a locomotive for change and democracy itself is very high, the question is how the role of political parties in improving the quality of citizen political education, especially among the younger generation, will ultimately affect political resilience in Indonesia (Wanma, 2015).

The younger generation especially Generation Z, which consists of individuals born between 1996 and 2012, are currently experiencing significant social, technological and political changes. As a generation that grew up in the digital era and has easy access to various sources of information, Gen Z has unique characteristics in acquiring knowledge and interacting with the world around them. One aspect that is important to note is political education among Gen Z (Qurniawati & Nurohman, 2019).

Political education is an important component in building a comprehensive and critical understanding of the political process, democracy, and the rights and obligations of citizens. With a good understanding of politics, Gen Z can become politically aware members of society, actively participate in democratic processes, and encourage positive change in society (Juwandi et al, 2019).

In the context of political education, political parties have a crucial role in providing direction, information and understanding to the younger generation. Political parties can play an important role in shaping Gen Z's political views, provide knowledge about relevant political issues, and teach the skills needed to participate actively in the political process (Andriana, 2022).

However, in recent years, there has been debate and questioning about the extent to which political parties can effectively provide political education to Gen Z. Rapid technological developments and cultural shifts have created new challenges in achieving this digitally connected generation. Therefore, more in-depth research is needed to understand the role played by political parties in providing political education to Gen Z.

This study aims to analyze the role of political parties in providing political education among Gen Z. By understanding this role, it can be identified the form of political education provided by political parties to this younger generation. In addition, this research will also identify the strategies needed by political parties to reach Gen Z, as well as provide recommendations for political parties and other stakeholders to improve political education among this generation.

With this research, it is hoped that it can help political parties and related stakeholders in designing effective and relevant strategies in providing political education that suits the needs and characteristics of Gen Z. In addition, this research can also provide valuable insights for the general public about the role of political parties in shaping the political understanding of the younger generation, as well as the importance of active participation in the political process to achieve sustainable development.

METHODS

In this research, the type of research is descriptive using qualitative methods. As stated by Kaelan (2012) that descriptive research aims to describe a phenomenon, characteristic, situation or event in a certain area in a systematic, factual and accurate manner as it should. Thus this descriptive

research aims to obtain a complete picture of a matter according to the view of the human being studied. This descriptive research relates to the ideas, perceptions, opinions and beliefs of the people being studied and all of them cannot be measured by numbers. This study uses primary data sources and secondary data. Primary data is data obtained by researchers through primary sources by conducting interviews. While the secondary data used by researchers in this study are supporting data sources that are not primary data sources, both in the form of interviews, books, archives, journals, and supporting documents provided by informants to support the data in this study. In data analysis techniques, researchers use descriptions, data reduction and drawing conclusions.

Gen Z or generation z is the entire generation born from 1996 to 2012. That is, Gen z is the generation after millennials. So, in 2022, children aged 9-26 will belong to gen z. Gen z is also known as iGeneration. The title was inspired by the names of the world's leading technology products, namely Apple. So, iGeneration means that the z generation is the internet generation that utilizes the internet and technology to live their lives (Rosen, 2010).

Generation z has the advantage of being able to do multitasking, alias being able to carry out various activities at one time, for example using a computer, playing social media, and listening to music at the same time. This is because Gen Z has encountered technology since birth so that he is able to apply technology to the fullest (Robins et al, 2022).

According to records from the Central Statistics Agency (BPS) in 2020, there are 74.3 million gen z in Indonesia or around 27 percent of the total population in Indonesia. It is estimated that the current gen z age is in the range of 9-22 years. That is, they have not yet entered the productive age. It is estimated that in the next seven years, Gen Z will enter a productive age. It can be seen in our daily life, lots of elementary, junior high, and high school children already have devices such as sophisticated cell phones. In addition, the way of learning in their schools has also followed existing technological developments (BPS, 2020).

Gen Z has several characteristics that show that they are children of that era. The most visible characteristics of the Z gene include:

- a) Familiar with Technology. Gen Z tends to be able to master newly released technologies quickly because they have been introduced to technology from an early age. This is also because they were born at a time when technological developments were growing rapidly. It can even be said that they are directly confronted with technology
- b) Active in the Virtual World. Gen Z also tends to be more active in communicating through cyberspace, such as using social media applications or messaging applications. This is again inseparable from things that smell of technology.
- c) More Tolerant. Gen Z is said to be more tolerant of differences, such as religion, culture, and society in their environment. That's because Gen Z has been able to accept all differences so that they can respect everyone who is different from them.
- d) Privacy Indulgence. This privacy flaunt can lead to positive things, but it can also have negative impacts. Positive in this case is being able to hone creativity and get the freedom to express opinions. While the negative is that these things have the potential to be used by irresponsible people.
- e) Independent and Ambitious. Because of the many references from cyberspace, gen z is able to make their own decisions without involving the role of other people, even their own parents.

Gen Z also tends to be ambitious because they are never satisfied. This also happens because they feel that they can continue to develop on their own.

- f) Prioritize finances. Financial or finance is prioritized by Gen Z. That's because of technological developments and the times when everything is getting more expensive, they feel that money is something that can fulfill their happiness.

RESULTS AND DISCUSSION

1. Political Education by Political Parties

Political parties act as a means for people to express their aspirations and contribute to the development of a just and prosperous country. In the Indonesian political system, political parties are one of the important pillars in supporting democracy. Its presence in society has political power and carries out various important functions (Kusuma et al, 2020).

One of the functions carried out by political parties is political education for the community. Political education is a process of imparting knowledge to the public regarding state politics, which is ultimately reflected in their participation in general elections. The success of political education carried out by political parties can be seen from the level of public participation in general elections. The lower the number of white groups (abstentions), the more successful political parties are in providing political education to the public. This is because the political education of political parties basically aims to shape and strengthen individual political orientation (Rusadi, 2004).

Article 31 in Law Number 2 of 2011 states that the political education of political parties has the main objective. First, the aim is to increase public awareness of rights and obligations in the life of society, nation and state. Second, the goal is to increase political participation and community initiative in social, national and state life. Third, the goal is to increase independence, maturity, and build a national spirit to maintain national unity. This political education aims to build an ethical and political culture that is in accordance with Pancasila.

Furthermore, Article 34 paragraph (3a) explains that political parties receive financial assistance in carrying out political education. This financial assistance originates from the State Revenue and Expenditure Budget/Regional Revenue and Expenditure Budget and is given proportionally to political parties that have seats in the People's Representative Council or Provincial Regional People's Representative Council. Determination of the amount of financial assistance is based on the number of votes obtained by political parties.

Political education of political parties must be carried out for the community because there are still many people who have a limited understanding of politics. Some people even feel afraid or reluctant to get involved in politics. This is caused by a lack of understanding and awareness of society about politics itself. Some people have a negative view that politics is an activity that is full of conflict and brings each other down. In fact, real politics can create stability both in terms of national security and defense. If politics is used properly, it can have a positive impact on the life of the nation and state. However, this negative paradigm in society makes politics considered a scary thing and few people are interested in understanding politics better (Hajar, 2022).

One of the main functions of political parties in providing political education to the public is to achieve high political participation and active decision making. The level of public participation in politics can be seen in real terms during general elections or other political activities. The higher the level of participation and the lower the level of white groups (abstentions), the more successful

political parties are in carrying out the function of political education for the community (Yuliono, 2013).

Political education can be carried out through various activities, both in formal and non-formal forms. This could include seminars, workshops, training, jamboree and other positive activities. It is important for political parties to provide political education to all levels of society, from the younger generation to the older generation, involving all communities in society. This aims to build a better country and prevent injustice in society. When people have a good understanding of politics, blaming each other can be avoided, and they are more likely to support and respect each other's decisions taken by the government, even though these decisions do not always benefit all parties (Yusril & Amrizal, 2019).

Political parties play an important role as one of the real pillars of democracy, especially in carrying out their functions. One such function is the political education of the people. Political education can be a catalyst for increasing people's participation in direct elections, whether to elect a president, vice president, members of the DPR or regional representatives. The functions of political parties can be carried out effectively through various activities such as seminars, workshops, training and other initiatives. Political parties aim to provide political education in order to increase public understanding and awareness of politics in a country. However, it is ultimately up to the individuals in society to cultivate their own consciousness. Political awareness must be fostered internally, not forced or imposed by external parties, including political parties.

Therefore, political parties are advised to use effective approaches in political education that can reach all levels of society. This approach will help foster a conducive political environment in society. When people understand and respect the law, they tend to respect the government and participate actively in political affairs. Participating in politics means supporting the nation's political landscape. A developed nation is a nation capable of maintaining political stability and national security. Therefore, it would be very beneficial if all members of the community were willing to be involved in various activities organized by political parties as part of their efforts in political education, such as outreach campaigns or educational outreach programs.

2. The Role of Political Parties in Providing Political Education Among Gen Z

Political parties have an important role in providing political education to generation Z. The following are some of the roles that political parties can play in political education of generation Z:

- a) **Building Political Participation:** Political parties can inspire Generation Z to be actively involved in the political process, including elections. They can encourage direct participation, such as providing information about the voter registration process, providing an understanding of the importance of voting rights, and involving generation Z in educative political campaigns.
- b) **Encourage Critical Thinking:** Political parties can help Generation Z in developing critical and analytical thinking skills related to politics. They can provide access to accurate and balanced information, teach research skills, and educate Generation Z about understanding different political perspectives.
- c) **Fostering Active Participation:** Political parties can involve Generation Z in practical political activities, such as volunteering for campaigns, social events, or organizing political events. By being directly involved, Generation Z can learn first-hand about the political process, build leadership skills, and feel the real impact of their participation.

- d) Provide Space for Discussion: Political parties can create safe and inclusive discussion spaces for Generation Z to talk about political issues and express their views. This can be done through online forums, in-person meetings, or mentoring programs that facilitate open dialogue between Generation Z and members of political parties.
- e) Political Education and Awareness: Political parties can provide a platform to raise awareness of Generation Z about politics, government systems, and their rights and obligations in a democratic life. They can hold seminars, discussions and trainings aimed at providing an in-depth understanding of political processes and strengthening Generation Z's sense of belonging to their country.

Through this role, political parties can contribute significantly in providing political education to Generation Z, helping them understand, appreciate and participate in the political process in a responsible and effective way.

Furthermore, in carrying out the role of political parties in providing political education to Gen Z, a special strategy is needed in view of the characteristics of Gen Z which have been discussed above. Following are some strategies that can be used by political parties in providing political education to generation Z:

1. Utilizing Digital Technology: Generation Z is highly connected to digital technology, therefore, political parties can utilize social media platforms, websites, blogs and mobile applications to deliver relevant political information and education. They can use engaging content such as short videos, infographics, and memes that are easy to understand and can quickly grab Generation Z's attention.
2. Building Online Communities: Political parties can create interactive and inclusive online communities for Generation Z. They can host discussion forums, online discussion groups, or live Q&A sessions with political party members to encourage dialogue and exchange of ideas between Generation Z and political parties .
3. Collaboration with Youth Communities: Political parties can collaborate with youth organizations, schools and universities to organize joint political education programs. They can hold lectures, debates, or general election simulations in educational settings to help Generation Z understand and experience the political process first-hand.
4. Present Generation Z Representatives in the Party: Political parties can provide space for generation Z to become party members, be involved in decision-making processes, and contribute to compiling political education programs. By presenting the voices of Generation Z directly, political parties can ensure that the political education they provide is relevant and responsive to the needs and aspirations of Generation Z.
5. Issue-Based Campaigns: Political parties can use political campaigns that focus on issues that are relevant and important to generation Z. Through these campaigns, political parties can convey educational messages and motivate generation Z to be actively involved in politics by fighting for issues issues they care about.

By implementing these strategies, political parties can effectively provide political education to Generation Z, engage them in the political process, and help them develop a deeper understanding and involvement in political life.

CONCLUSION

In the digital era and ongoing social change, the role of political parties in providing political education to Generation Z is very important. Generation Z has different characteristics and preferences in obtaining information and being involved in politics. Therefore, effective strategies must be carried out by political parties, including utilizing digital technology, building online communities, holding educational events, working with youth communities, providing space for representatives of generation Z, and using issue-based campaigns. With the right approach, political parties can increase political awareness, participation, and understanding of Generation Z in building a better political future.

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