

Reinforcement Political Education for the Young Generation through Podcast-Based Political Literacy to Increase Political Participation in Elections the Digital Era

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Abstract

The young generation plays an important role in determining the political office, because their voting capacity is almost 30% of the total. So far, the political education that is carried out for first-time voters is still not optimal and tends to be done just before the election. Political education is very important for the younger generation so that the quota of votes can be accommodated properly so as to produce quality elect leaders. This paper aims to describe whether the advancement of technology in the digital era, especially the increasingly popular podcasts, can be used as a medium to provide intelligence and at the same time increase the participation of beginners in electoral political contestation as a form of building a democratic life. This research uses literature review from various sources in the form of journals and references that support the research. The results show that political education in Indonesia that has been carried out by political agents or the government towards first-time voters is still classified as not being implemented thoroughly, this is evidenced by the low level of their understanding of elections. The growing digital democracy can be used as a means of utilization to provide understanding for the younger generation in developing podcast media-based political literacy. The use of podcast media is expected to significantly shape people's mindsets and behavior;

Keywords: Political Education; Political Literacy; Podcast; Political Participation; Digital Era.

Introduction

Elections are an important thing in democracy. The involvement of citizens as voters are an important element of elections, because the measure of the success or failure of an election can be seen from the level of their participation in the general election. Election implementation cannot be separated from the involvement of the younger generation as first-time voters. According to Law No. 10 Year 2008 Chapter IV article 19 paragraph 1 and 2 as well as article 20 states that first-time voters are Indonesian citizens who on election or voting day are Indonesian citizens who are 17 years of age and or more or have / have been married who have the right to vote , and previously did not include voters because of the provisions of the Election Law.

The official KPU report states that in the 2019 general election nationally the number of first-time voters were 20% -30% of the total number of voters (Darkam, 2017). This suggests that the percentage of first-time

voters contributed quite a lot to the election. The magnitude of the influence of the votes in determining the victory of the candidates who are brought up in the election also makes political parties pay attention to political education for first-time voters so that the maximum level of political participation can be achieved.

Among the aspects that influence the success of increasing voter participation in elections is the level of community political literacy or commonly known as political literacy (Putri, 2017). The younger generation as first-time voters are an element of citizens who have weak political literacy (Ridha, 2020). For this reason, an effort is needed so that the size of the vote can be accommodated through good political literacy so that it can boost the success rate of participation in elections.

Political education conducted by political parties for novice voters at this time is still not optimal and tends to be done just before the election. The political education program carried out by the government has not been

able to be maximized fully in increasing the participation of the younger generation. Political education from the government still tends to be carried out by means of socialization alone, not being able to take advantage of technological advances by making innovative changes in the form of a digital socialization model (Saud, 2020).

In fact, there have been many efforts from various parties to increase the participation of first-time voters in the election, through various ways, for example, through election, smart homes or utilizing internet-based social media applications for campaign purposes in order to increase the participation of first-time voters. However, there are still many obstacles that cause this effort to be unsuccessful.

Political education should be carried out well in advance of the election so that novice voters have sufficient provisions to make their political choices. Political education must also go through a process that prioritizes independence and integrity while moving away from propagandistic doctrinal models that narrow the critical reasoning power and creativity of first-time voters (Saud, 2020). This is because misperceptions in measuring the success of political education also cause efforts to increase political literacy to be ineffective.

Social media has a big influence on the political choices of the younger generation. According to a survey by the Indonesian Institute of Sciences (LIPI), it shows that 60.6% of generation Z or young people born in 1995-2005 access political news through social media (Nur, 2020). In line with this opinion, the influence of social media can be used as alternative media to provide political education, especially through podcasts which are currently popular.

The results of the study concluded that the emergence of a trend in the dissemination of audio on demand content through podcasts can be a medium that provides insights to open new insights and thoughts (Zellatifanny, 2020). Through podcast media, it is hoped that it can increase election participation so that democracy in the digital era can be realized properly.

Based on various descriptions above, it appears that the quality of political literacy is an important asset that novice voters must have in order to be able to play an active role

effectively as citizens. Therefore, this study intends to describe whether with the advancement of technology in this digital era, especially the increasingly popular podcasts can be used as a medium to provide intelligence and at the same time increase the participation of novice voters in election political contestation as a form of building a democratic life. With the increase in electoral participation from the younger generation coupled with qualified political literacy, it is hoped that it can create a qualified and capable leader of election results.

Method

This research using the literature review method or literature review. It is called a literature review because the data obtained in research are taken from library sources in the form of books, encyclopedias, dictionaries, magazines, documents, journals or proceedings (Harahap, 2015). The results of the leprosy study can then be used as a source for finding solutions to the problems that have been formulated. The research was conducted by describing and analyzing the conditions that occurred in the field in relation to the implementation of political education in the younger generation. The product developed in this study is the reinforcement of political education in the younger generation through podcast-based political literacy to increase participation in elections.

Result and Discussion

Political education is one of the important points in determining the direction of political struggle in the midst of many different conflicts of interest. (Firmansyah et al, 2012) The implementation of systematic and comprehensive political education is absolutely necessary in order to foster quality political participation from the community, especially the younger generation, who in fact, are novice voters. Gabriel Almond explains the notion of political education as part of political socialization which specifically shapes political values regarding the technicalities of how each society can participate politically (Almond, 1963). A similar understanding was also expressed by Gimpel in which he stated that political

education is a process of transmitting political culture to society (Gimpel JG, 2003). In line with this understanding, Kantaprawira also stated that political education is an effort that can be made to increase political knowledge so that it is hoped that the people can participate in politics maximally (Kantaprawira, 2004). In essence, political education also aims to make people more politically literate. (Handoyo & Lestari, 2017). "The implementation of political education is used as a conscious effort to change people's understanding of political values in accordance with the ideal political system expected by the government" (Yusri & Amrizal, 2019). A different opinion was expressed by Yusri, according to him, the application of political education also aims as a conscious and planned effort to change people's understanding to conform to the ideal political values expected by the government. Based on this explanation, political education can be interpreted as an activity carried out by certain parties that aim to form and foster certain political orientation in the younger generation so that they can participate optimally in election political contestation (Victor Wanma, 2015)

The political education process can be carried out by the government, political parties or elements of society itself, consisting of schools, mass media or families (Mardiana, 2018). The implementation of political education in Indonesia currently tends to be ineffective in general, where there are still a few laws and regulations that specifically regulate this matter, in fact, there are only a few laws that specifically regulate political education, one of which is Law of the Republic of Indonesia No. 2 Year 2008 concerning Political Parties. The law states that political education is one of the functions of political parties that must be carried out, for that in this case the government does not interfere too much in these matters.

The implementation of political education programs for novice voters has so far received less serious attention from political parties and the government. (Rafni & Suryanef, 2019) Efforts to increase intelligence for first-time voters carried out by the KPU as election organizer and the government through socialization also still experience time constraints, media and methods, so that outreach activities have less practical impact

on increasing the political literacy of first-time voters (Sutisna, 2017). The socialization activities are still limited to providing an increase in electoral technical knowledge and awareness regarding matters relating to election implementation practices such as when the election is held, who are the candidate pairs in the election, etc. So it can be said that socialization has not yet reached the level of understanding electoral substantive regarding the importance of participation in the election and also the consequences of political choices in the future (Bakti, 2012).

On the other hand, the implementation of political education which is predicted as an effort to increase political literacy for novice voters has not been carried out continuously and intensely, so that their understanding and absorption of knowledge has not yet reached the stage of becoming smart, critical, rational and critical voters. responsible (Sutisna, 2017). This is very unfortunate, even though first-time voters have a significant influence in determining the vote acquisition in the election, because the involvement of first-time voters dominates the percentage of voters in Indonesia. In the 2019 simultaneous election, the number of first-time voters based on the KPU report was in the range of 20-30% of the total voters or if written in numbers of approximately 36 million people (Nurhasim, 2014).

However, the bad news is that this sizable percentage has not been matched by the level of political participation they do. The political participation of first-time voters in the election is still low (Lestari, Eta, 2018). One of the factors that causes the low participation is the daily bustle of novice voters, who incidentally most of them are workers. They consider participating in political activities to take up a lot of time so that they also lack interest in participating in election activities (Sukma & Wardhani, 2018). Most of them also have not received sufficient education about politics, especially matters relating to elections, so the fact that their apathy and indifference to the politics that is going on cannot be denied (Hajad, 2019).

The younger generations who are closely related to first-time voters are often described as unstable voters, have low political understanding, are easily mobilized by certain groups, come to polling stations only to abort

their voting rights, etc. (Rafni & Suryanef, 2019) On the other hand, the generation of young people are also often described as elements of citizens who have weak political literacy (Mada Sukmajati, 2018). One of the causes of low political literacy is the lack of political socialization by political parties, NGOs and the lack of role models from politicians and political elites. This weak political literacy tends to be exploited by unscrupulous people certain for the sake of carrying out his sneaky propaganda act. From this description it can be implicitly interpreted that novice voters are a vulnerable group of people because they still lack political knowledge, therefore it is necessary to get systematic, comprehensive and sustainable education so that they are politically literate or have high quality political literacy so that they can become smart voters. and wise (Hajad, 2019).

Jenni S Bev revealed that political literacy is a skill that people expect to be able to participate in government, which has the main content in the form of political participation & people's critical understanding of the main things about politics (Putri, 2015). A similar formula was also put forward by Karim, political literacy is knowledge and understanding of the political process and political news that allows citizens to carry out their work actively & effectively (Hasyim, 2018). In line with this explanation, political literacy has now become an important aspect of democracy because a person can understand democracy and governance well if they have a good understanding of political issues and political activities.

Seeing this phenomenon, as the rapid flow of technological developments in the digital era has significantly changed the order of life, it turns out that these developments have led to a number of pros and cons that are able to change the perspective, behavior and character of humans today through computers, gadgets or gadgets. The invention of the internet and the development of social media, especially the trend of podcast-based audio dissemination, were able to have a devastating impact on various lines of life. The media is able to play an important role in the flow of information exchange, so it is undeniable that the media today can be used as a means of delivering information and interesting

discussions for the younger generation (Hasyim, 2018).

Podcasts are digital media archives that contain information (audio, video as well as other information) uploaded & downloaded via a website or an exclusive portal to a personal computer or portable device (Fadilah et al., 2017). Podcasts can contain topics or material that many people are talking about. Podcasts have recently become a trend in digital media platforms that contain information in the form of audio as a form of fulfilling the information needs of the general public in the disruptive era (Yubiantara, 2020). Based on the results of research by Faiza, podcasts are considered an effective and efficient medium for discussion (Faiza et al, 2014). It is called effective because podcasts can be used as a medium for learning and varied discussions,

Podcast-based political literacy is important in answering the needs of first-time voters and the public as a modern means of providing education or electoral political intelligence and democratic values in society. The use of these podcasts can be in the form of discussion of the latest political issues, intelligence on the technicalities and substance of the election, introduction to the electability of each candidate for leader, etc. With the existence of podcasts, it is believed to be able to increase the sideInternet interactivity with democracy (Munzir & Zetra, 2019).

Conclusion

The implementation of political education which has not been maximized makes it important to strengthen political education that must be carried out for the young generation, especially first-time voters, in order to realize quality elections and elections that can accommodate a large percentage of the number of young people vote. Political education needs to be done in order to increase political participation in elections, for that we need new ideas so that the delivery of political education can be maximized, one of which is to take advantage of technological advances. What can be done with these technological advances is its use to carry out podcast-based political literacy by holding discussions about political information, the dynamics of democracy, especially elections. From the

implementation of political literacy, it is hoped that it can provide real intelligence to the younger generation so that increased political participation can also be realized.

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