UTILIZATION OF NARASI AND PINTERPOLITIK CHANNELS IN IMPROVING GENERATION Z'S POLITICAL UNDERSTANDING IN THE 2024 PRESIDENTIAL ELECTION

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Abstract. *The internet is a modern technology that plays an important role, especially in the flow of digital information for the community. Online media such as Youtube and Social Media such as Instagram are media that are widely used by generation Z (Gen Z) to access information. The two channels used by Gen Z to get political information about the 2024 presidential election are Narasi Channel and PinterPolitik. The purpose of this study is to analyze the benefits of Narasi and PinterPolitik channels in improving Gen Z's political understanding and analyzing Gen Z's political understanding in the 2024 presidential election. The paradigm used is constructivism with qualitative research methods and case study research design. Data collection techniques through in-depth interviews and literature studies. The informant recruitment technique used is purposive sampling with open, axial, and selective coding as data analysis techniques. The results of the study show that the Narasi and PinterPolitik Channels can provide benefits in information and can increase Gen Z's political understanding in the 2024 presidential election. In addition, Gen Z already understands the 2024 presidential election. so that their participation is relatively high in the 2024 presidential election, especially in exercising their voting rights.*

Keywords: *Generation Z, Narasi Channel, Pinterpolitik, Political Understanding*

1. INTRODUCTION

In the 21st century, science and technology are increasingly developing and interconnected. The internet's ease of access has increased information technology efficiency and flexibility in fulfilling human needs in terms of accessing information according to what is needed (Javaid et al., 2022). So the results of these conditions create a new environment where humans evolve into homo noticia conquisitor (human information seekers). So, the variety of information technology, especially the ease of accessing the internet, has resulted in many people searching endlessly for the information links they need (HADI, 2022).

In the current era of globalization, internet media is a contemporary technology that has a crucial role in human life throughout the world, and the internet is also an unlimited medium because it has an extensive network and has developed rapidly (Ainiyah, 2018; Yu, 2021). Internet media, which is currently developing rapidly and has various forms, such as social media and online information media, has become a flow that cannot be stopped by many people, especially Generation Z. According to the results of research conducted by We Are Social Hootsuite as of January by 2024, it is known that the total data for internet users in Indonesia will reach 66.5%, or around 185.3 million people from a total population of 278.7 million, where 49.9% or around 139.0 million people are recorded as actively using social media (Kemp, 2024).
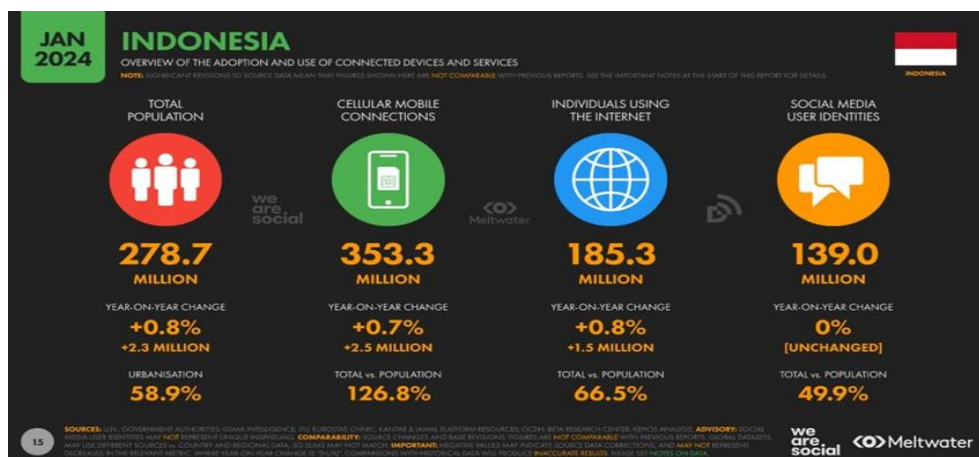
Figure 1. Internet Users In Indonesia
(Source: We Are Social and Meltwater)

Online media such as YouTube and Instagram are widely used media channels. Based on results from the DataIndonesia.id website taken from We Are Social and Meltwater sources, active YouTube users in the world as of April 2024 reached 2.5 billion, and Indonesia is the country in fourth place for YouTube users with 139 million users. Meanwhile, Instagram, based on data sources from We Are Social and Meltwater, Indonesia, is in fourth place with 102.15 million active Instagram users (Rizaty, 2024a, 2024b).
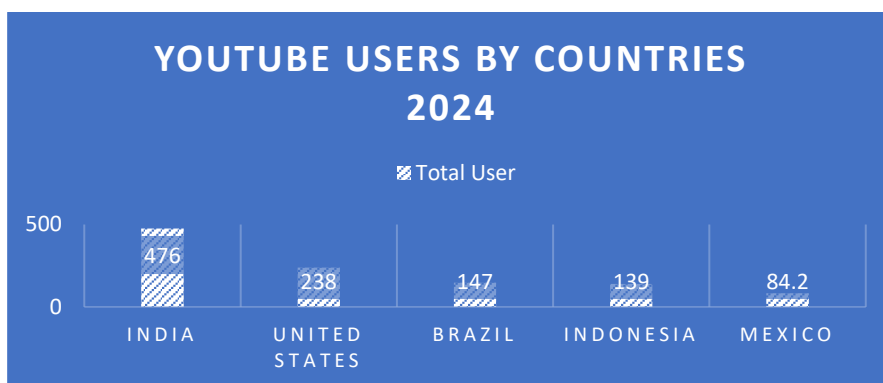

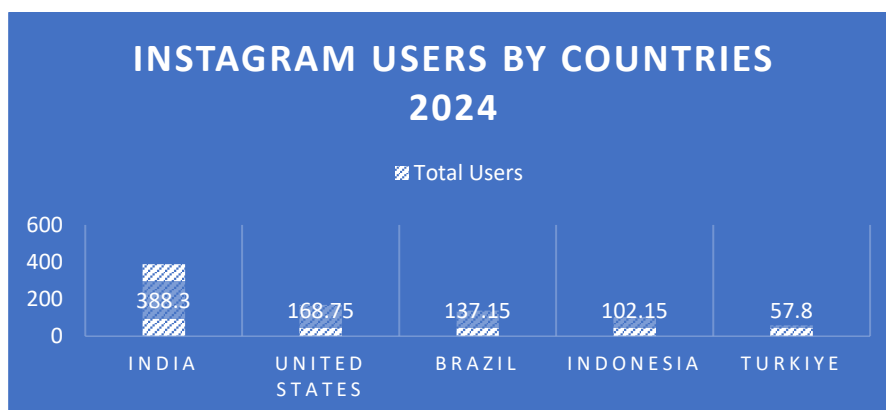Figure 2. Top Five Countries Of Youtube Users
(Source: DataIndonesia.id)

Figure 3. Top Five Countries of Instagram Users
(Source: DataIndonesia.id)

With a large number of users, internet media such as YouTube and Instagram channels have become a need for information, especially for Generation Z. Apart from that, Generation Z uses these media not only for social needs but also for political communication needs. According to a survey conducted by the Indonesian Institute of Sciences (LIPI) in 2019, 60.6% of Generation Z accessed political news and presidential elections via internet media pages (Amru et al., 2021).

Information about politics, including information about developments in regime change or elections, is always interesting to study in various approaches, especially in terms of national leaders, where in the context of leadership, there are things that are fragmented and complex in perspective, culture, concepts, and theories (Irwansyah, 2021; Peters et al., 2022). The Presidential General Election (PILPRES), which will take place in 2024, has become the news of political developments, which are often discussed on various online media platforms.

The upcoming elections in 2024 will be the second time Indonesia has held elections simultaneously, where the 2024 elections will combine the general election for president and vice president as executive bodies and elections to elect legislative members. Of course, if you look at the election participants, in the upcoming 2024 presidential election, there will be many beginner election participants who will take part in casting their vote, in the 2024 presidential election, with the average first-time voter taking part in the 2024 presidential election being 17 years old or having been born in around 2003 to 2007 (Akmaluddin & Wempie, 2022).

With the large number of first-time voters in the upcoming 2024 presidential election, of course, the potential for giving the right to vote has great potential and will be very decisive for the votes obtained for future presidential candidates. Therefore, the group of beginner voters from Generation Z is likely to be contested by potential partners in the upcoming 2024 presidential election. This is based on the fact that the voter group from Generation Z and millennials dominates the overall number of prospective voter registrants. According to data released by BPS (Central Statistics Agency), the number of young people reached 37.7%, plus 12.7% were classified as beginner voters. In other words, young voters from these combined results account for half of the total number of voters. In fact, this trend is predicted to increase in the 2024 presidential election. Therefore, the opportunity to win votes from this group of voters is an opportunity that cannot be ignored by prospective contestants in 2024 (Qudsi & Syamtar, 2020).

However, to obtain votes from the group of novice voters for future contestants, the prospective contestants must try to gain the sympathy of novice voters. Because, in giving their voting rights, of course, first-time voters, the majority of whom come from Generation Z, will consider their support by looking at the facts of the performance and capacity of the presidential candidates in 2024. One of the things that are a benchmark for Generation Z in knowing this is increasing their political understanding and information through online media, especially channels that discuss politics. Online media, such as social media and information, have become an important means for Generation Z to obtain political information because, for Generation Z, information and technology have become an important part of their life needs. This is because, according (Putra, 2017), generation Z was born in an era where access to information, especially the internet, has become a global trend and is a characteristic of globalization. This has an impact on their values, goals, and outlook on life (Patimah & Herlambang, 2021).

Of course, because generation Z has lived in an era where access to the internet is widely available, in terms of fulfilling information needs to increase political understanding, generation Z looks for sources of information through online media, one of which is through channel platforms on YouTube or Instagram (Seemiller & Grace, 2017). This is because these two platforms have become the majority of information sources for Generation Z in obtaining information about political developments. These two platforms provide their users with a choice of information content that can fulfill their

information needs. Apart from that, on this platform, each type of content presented has certain uniqueness and characteristics on each channel; this is because there are content references, so both platforms provide more channel and content options that suit their users (Ocktova, 2022).

The Narasi and Pinterpolitik channels are examples of channels that are relatively new and provide a natural color in providing information about matters related to politics that are popular with Generation Z (Kustiawan et al., 2022). Apart from that, the content contained in the channels is also neatly arranged and well structured so that it is easy for consumers to immediately find the content. Politics, especially regarding the presidential election they are seeking (Ocktova, 2022; Syafira, 2021).

Apart from the Narasi channel, another channel that is often used by Generation Z to increase their political understanding, especially to increase their political understanding in the 2024 presidential election, is the Pinterpolitik channel. Although there are discussions of information about politics, the PinterPolitik channel packages the content provided with a critical and anti-mainstream point of view, so that PinterPolitik channel users, especially Generation Z, are brought into critical thinking to increase their insight into political thinking (Perdana, 2021; Zahirah & Sumartias, 2022).

This research uses previous research studies, where based on the results of the journal " Dampak Mengakses Instagram @Pinterpolitik Terhadap Perilaku Politik Generasi Z Pada Pemilu 2019" research results show that the political behavior of Generation Z in the city of Banda Aceh is dominated by the critical voter type, apart from that the political attitudes of generation Z still has a focus on voting behavior based on prioritizing the ideological ties of a party or candidate, and the information consumed also has an impact on decision making in elections when accessing the @pinterpolitik account on the behavior of generation Z in the city of Banda Aceh in the elections 2019 (Amru et al., 2021).

Based on the results of the journal "Instagram Dan Komunikasi Politik Generasi Z Dalam Pemilihan Presiden 2019," research results show that the majority of Generation Z has a great interest in following developments in issues and topics regarding the political contestation of the 2019 Presidential Election via Instagram. However, the majority of Generation Z tends to avoid political debates in virtual spaces because it is rational enough to consider it as political polarization and as something in vain to avoid the pressure of political sentiment and the digital traces left behind so that in the end political communication is carried out in a complementary way, through direct discussions with friends or family (Qudsi & Syamtar, 2020).

Based on the results of the journal " Motif Dan Kepuasan Subscriber Menonton Program Mata Najwa Di Youtube Channel Narasi TV," research results show that the highest motive for subscribers watching is seeking information, followed by entertainment and relaxation, followed by friendship and personal relationships, whereby watching the Mata Najwa program on the Narasi TV Channel makes respondents aware of what is happening currently, one of which is regarding the 2019 Election which is discussed in depth in the program (Diwangsa et al., 2019).

Based on several research reviews above, the majority only discuss communication, motives, and behavior of Generation Z in politics in the presidential election, and the research results also only focus on studies on one channel, namely the Narasi Channel or PinterPolitik. So, this research focuses on the political understanding of Generation Z for the 2024 presidential election through the Narasi and PinterPolitik channels. So this research aims 1) to analyze the benefits of the Narasi and PinterPolitik channels in increasing Generation Z's political understanding and 2) to analyze Generation Z's political understanding in the upcoming 2024 presidential election. Meanwhile, it is hoped that this research can contribute to providing information regarding the extent to which Generation Z can understand politics surrounding the presidential election in 2024 and contribute to providing a reference in paying attention to how important internet media or digital media such as Narasi and Pinterpolitik are in building and

increasing generation Z's political understanding. so this could be an opportunity to gain votes and support from generation Z.

2. LITERATURE REVIEW

2.1 Politics

Understanding Politics, or the definition and meaning of politics in general, is a stage for forming or building a position of power in society, which is useful as a decision-maker related to societal conditions. Politics is the formation and distribution of power in society, which takes the form of a decision-making process, especially in the state (Kurniasari, 2019). The meaning of politics is studied in terms of the interests of its users, where the meaning of politics can be divided into two, namely, based on the meaning of politics in the sense of public interest and the understanding of politics in the sense of policy.

The definition of politics in the sense of public interest is all efforts to achieve a public interest, whether under state or regional authority. The simple definition of politics is a theory, method, or technique for influencing civilians or individuals. Politics is the level at which a group or individual discusses things that occur in society or the country. Someone who carries out or carries out political activities is called a "politician" (Budiardjo, 2007).

2.2 Generation Z

Generation Z is a generation that has been exposed to technology and the internet as early as possible, a generation that is hungry for technology. The new technology is fresh water that must be sipped immediately to feel the benefits. Generation Z, better known as the digital generation, grows and develops dependent on technology and various technological tools (Putra, 2017). Generation Z and technology are two things that have become part of life. This is because Generation Z was born where access to information, especially the internet, has become a global culture, thus influencing values, views, and life goals. The emergence of Generation Z has also raised new challenges to management processes and practices in organizations, especially in terms of human resource management practices. (Pratiwi et al., 2022).

Based on McLuhan's thoughts, social media, which Generation Z often uses, can influence their political behavior. This theory is called technological determination. The connection in this case is that when Generation Z sees information on social media, especially Instagram, they think and feel something. Then, they will take action, in this case, deciding to vote or not to vote, choosing candidate 1 or 2 for certain reasons after they receive information (Zuhri et al., 2020).

2.3 General Election

General elections are a process of selecting people who will sit in government seats. General elections are carried out as a form of realization of a country that adheres to a democratic political system and a real implementation of the process of implementing democracy itself (Jurdi, 2018). Morrisan (2005:17) stated that general elections are a way to determine the people's wishes regarding the country's direction and policies. It can also be said that holding elections is a form of implementation of a real democratic implementation system (Berlyn & Taufik, 2022).

In elections, some principles are used as a reference for implementing elections. Matters regarding election principles are contained in Article 22 E paragraph (1) of the 1945 Constitution of the Republic of Indonesia (Warjiyati, 2020). These principles are as follows:
1. Direct means that people as voters have the right to vote directly in general elections according to their wishes without any intermediaries.
2. General, meaning that the general election applies to all citizens who meet the requirements, regardless of religion, ethnicity, race, gender, class, occupation,

regionalism, and other social status.
3. Free, meaning that all citizens who meet the requirements as voters in general elections are free to determine who will be voted on to convey their aspirations without any pressure or coercion from anyone.
4. Confidential and brave in making their choice, voters are guaranteed the confidentiality of their choice. The voter casts his or her vote on the ballot paper without being able to be known by anyone else to whom the vote is given.
5. Honesty means that all parties involved in the election must act and behave honestly by applicable laws and regulations.
6. Fair means that in carrying out elections, every voter and general election participant receives equal treatment and is free from fraud by any party.

3 RESEARCH METHODS

This research uses qualitative methods with a constructivist paradigm and a case study research design. Data collection techniques were carried out using literature studies and in-depth interviews. The technique for obtaining informants was carried out using purposive sampling, with the informants used consisting of 1) commissioner members of the Bekasi City KPU, 2) political academics, and 3) Generation Z students.The analysis techniques used in this research are open coding, axial coding, and selective coding.

4 RESULT AND DISCUSSION

4.1 Narasi and Pinterpolitik Channels Contribute to Increasing Generation Z's Political Understanding

a. Interest in Narasi and Pinterpolitik Channels

The Narasi and PinterPolitik channels are one of several channels on the internet that discuss political topics and developments surrounding the 2024 election. These channels are also known to students from Generation Z, which ultimately makes them interested enough to follow these channels. This is because the Narasi and PinterPolitik channels have quite up-to-date information acceleration on Instagram, which is quite massive. Even though Generation Z is quite interested in the existence of these channels, generations outside of Generation Z say they are not interested in these channels discussing developments in the 2024 presidential election. If there is an assessment with a maximum score of 4, they will answer 3 regarding the channels. This channel discusses the upcoming 2024 presidential election. So, due to a lack of interest in these channels, this channel does not follow its developments every day and only opens the channel when there is a particular moment, such as when a presidential candidate is predicted to appear in the news. Apart from that, another reason for not being interested is that the timing of the presidential election is still long, and it is not too premature to follow developments on these two channels.

b. Quality of Narasi and Pinterpolitik Channels

Channel users can assess the quality of the shows provided by their channel, including the quality of the Narasi and PinterPolitik channels. Based on the research results obtained so far, Generation Z assesses that the quality of these channels, especially the content they present, is quite good and interesting. This is because the Narasi TV and PinterPolitik channels sparked a national issue, and the explosion was quite loud, so it became trending on social media and eventually became a follow-up. This is also supported by generations outside the Z generation, even though they are not interested in this channel. However, they rated it as good, especially in quality, and the content preparation was quite good. However, because these channels have narrative content and prepared content, for example, questions and so on, sometimes they are taken out of context by forcing the questions, which in the end makes the audience not really like watching these channels.

c. Neutrality of Narasi and Pinterpolitik Channels

Channels that discuss politics and developments in the 2024 election must also look at the channel's neutrality in providing information, including the neutrality of the Narasi and PinterPolitik channels. Generation Z perceives these two channels as relatively neutral because both channels are careful when presenting news and are full of consideration. This is also supported by generations outside the Z generation, who say that the neutrality of social media channels that discuss the 2024 presidential election is fifty-fifty, meaning the neutrality of the two channels is 50%, 50%. This is because they believe that creating content also requires capital to invest in financing several contexts on social media, such as inviting various experts, academics, practitioners, party people, and so on to discuss developments in the 2024 presidential election. So, the Narasi and PinterPolitik channels are considered neutral in discussing developments in the 2024 presidential election because creating content can attract many people.

4.2 Generation Z's Political Understanding of The 2024 Presidential Election

a. Generation Z's Political Understanding of The Visionary Vision and Mission of Politicians in The 2024 Presidential Election

Understanding politics, especially in understanding politicians in the 2024 presidential election, of course, cannot be separated from the way a person evaluates all actions and words made by politicians. One of the things that can be used as an assessment is whether a person can and understands to assess politicians, namely through the vision and mission put forward by the politician, whether the vision and mission put forward are visionary or not. One assessment of a politician's visionary vision and mission can be assessed by students from Generation Z or by academics or teachers in politics. Based on the students' views, politicians' visionary vision and mission in the 2024 presidential election are quite clear for presidential candidates who will be held in the presidential election later. Students also added that the existing vision and mission should not be broken up in the middle of the road and should still be implemented even if it is not optimal. The student's statement above contrasts with the statement of academics or lecturers in politics, where politicians, in preparing their vision and mission, are considered not to be at the visionary stage, even though they may have prepared it in a draft. Apart from that, politicians' vision and mission can only be seen explicitly and implicitly if they provide certain political codes because they are predicted to have different colors in how they express themselves to society. So, a politician's vision and mission must also contain ethics in preparing a vision and mission that is visionary and in line with his political goals in the 2024 presidential election.

b. Community Political Participation in 2024

Political understanding certainly cannot be separated from matters regarding political participation, especially community political participation in facing the 2024 presidential election. So far, the level of community political participation in facing the 2024 presidential election, the level of community participation is higher. Because, previously in the presidential elections in 2014 and 2019, the level of public participation was high due to certain militancy. This is actually reversed in the 2024 presidential election, where the high level of public participation is not due to any particular militancy but rather to increasing public awareness and understanding of politics. Although, in 2024, it is possible that there will still be certain inducements made to attract sympathy and votes from the public, such as the existence of money politics, the portion will be lower. So, by looking at this, it is predicted that the level of community participation will be higher in 2024.

In line with the statement above, the KPU, especially the Bekasi City KPU as the

organizing body for the 2024 presidential election, is also optimistic about participation in the 2024 presidential election. Because, based on participation data in the previous 2019 presidential election, the number of political participation from the public is quite high, so for 2024, the KPU, especially the Bekasi City KPU, is optimistic that public political participation in the 2024 presidential election can be maximized with an estimated participation rate of above 75%.

c. Generation Z Political Participation in The 2024 General Election

Public political participation in the 2024 election is predicted to be higher. However, this prediction concerns the participation of society as a whole, without any boundaries between groups in terms of several generations in society. Because in society, there are various generations, and one of them is Generation Z, which in 2024 will take part in the presidential election. Based on the results of interviews conducted with students from Generation Z, it was found that the possibility of Generation Z participation in the 2024 election has decreased. Of course, the predictions made are inversely proportional to the predictions made by the KPU, especially the Bekasi City KPU, which states that Generation Z is classified as a category of beginner voters and that the 2024 election will likely be the first election for Generation Z voters to exercise their right to vote. Making Generation Z better at participating in elections in 2024. Apart from that, the KPU added that Generation Z also has more potential to obtain information because Generation Z is related to the era of digitalization of information. Thus, the KPU feels that Generation Z already knows information about the elections that will be held in 2024, so by seeing this, the KPU is confident and optimistic that Generation Z will provide political participation in the 2024 elections and is optimistic that Generation Z will exercise their right to vote in the 2024 elections later.

4.3 Other Findings in Research

Other findings in the research also showed that Generation Z knows the election requirements. In contrast, informants emphasized that elections must be by election principles, namely overflow and fairness. Apart from that, the requirements for the 2024 election must also be implemented transparent, open, honest, and fair. In line with the first informant, the third informant, also the Bekasi City KPU commissioner, also stated his experience when conducting outreach to educators and novice voters in schools and campuses that Generation Z is a voter with good and sufficient knowledge regarding the requirements. Election 2024. The active Generation Z also wants to seek information, so Generation Z has great potential in terms of political and moral strength and the power to oversee the 2024 election process.

Regarding the views on forced voting in the 2024 election, the informant stated that young people have become more competent in choosing with the openness of information to judge what is appropriate and what is not. Apart from that, the KPU has also provided KPU employees, both at the Bekasi City KPU, sub-districts, sub-districts and at the TPS, that if someone intimidates them or forces them to direct their choice to choose a particular candidate, it is a violation, and the KPU will take reprimanding action. However, if they cannot be reprimanded and continue to intimidate, the KPU will report it to BAWASLU, and BAWASLU must process it. If the process later turns out that they are guilty, they can be punished, imprisoned, and fined money.

Regarding the guarantee of confidentiality of voting rights for Generation Z in the 2024 election, KPU informants stated that confidentiality of voting rights will be maintained. The KPU system can overcome leaks rather than data confidentiality, which was proven in 2019 and 2014. Apart from that, in terms of trust in the KPU as the organizer of the 2024 election, we also found that the KPU must be able to trust the public so that people choose what they should vote for and who was not elected. The KPU must be consistent in supervising the course of this election. Therefore, the Bekasi City KPU always wants to answer accusations with the best work so that in the end,

the Bekasi City KPU can still collaborate with the community, political parties, and regional governments because they still trust them so that Bekasi City today has a political climate and democracy is good.

Other findings from research regarding the 2024 election also discuss the prediction of abstention in the 2024 election, where informants from the KPU explained the prediction of the possibility of abstention in the 2024 election if the reference was 76.1%, then 33.9%. The predicted abstention is because voters may still be weak in their understanding of how to channel their political rights in other areas, especially when traveling. However, the informant also explained that it is predicted that abstentions will be small in the 2024 election, so appeals and prevention to minimize the occurrence of abstentions still need to be carried out.

This research has similar results to research conducted by Tampan Hawari Amru, Hamdani M. Syam, and Novi Susilawati in 2021, where the Narasi and PinterPolitik channels have been recognized for their quality and neutrality by Generation Z. Apart from that, these two channels have also attracted the attention of generation Z because the information provided by both channels is entirely up to date and booming. So that with this, Generation Z can understand and be able to provide assessments based on their political understanding in the 2024 presidential election. So, Generation Z's participation in the 2024 presidential election is expected to increase.

However, the results of this research also have differences from research conducted by Mohammad Ichlas El Qudsi and Ilham Ayatullah Syamtar in 2020, where the research found that Generation Z was quite interested in accessing the Narasi and PinterPolitik channel platforms both on Instagram and YouTube, regarding developments regarding the politics of the 2024 presidential election, as well as constantly following developments in information from both channels. In fact, by being interested in this channel, Generation Z can provide their political understanding, such as assessing the hidden vision and mission of political candidates who are predicted to become candidates in the upcoming presidential election. Apart from that, Generation Z is also predicted to participate in the 2024 presidential election.

Another difference between the research results obtained and those of the journals referred to was that the Narasi and PinterPolitik channels provided information about politics. However, the two channels also often provided up-to-date information regarding developments in the 2024 presidential election. Apart from that, the quality and neutrality of the information provided are also good, so the two channels have become a source of information for Generation Z to increase their political understanding regarding the upcoming 2024 presidential election.

CONCLUSION

The Narasi and PinterPolitik channels are one of several channels on the internet that discuss political topics and developments surrounding the 2024 election. These channels are also known to students from Generation Z, which ultimately makes them interested enough to follow these channels. The quality of the shows provided is also quite interesting for Generation Z. Not only according to Generation Z, this is also supported by people outside Generation Z. Even though people outside Generation Z are not interested in the channel, people outside Generation Z admit that the prepared content is good. Approaching the 2024 election, the Narasi and Pinterpolitik channels will intensify issues regarding the 2024 election. This is also what is being questioned about the Narasi and PinterPolitik channels regarding their neutrality, which is felt relatively neutral according to Generation Z. This is also supported by groups outside the Z generation. They assess the neutrality of the narrative channel as fifty-fifty, meaning the neutrality of the two channels is 50%-50%. Generation Z also knows the requirements for elections, where Generation Z emphasizes that elections must follow the principles of the election itself, namely overflow, which means direct.

Understanding politics, especially in understanding politicians in the 2024 presidential election, of course, cannot be separated from the way a person evaluates all actions and words made by politicians. One of the things that can be used as an assessment is whether a person can and understands to assess politicians, namely through the vision and mission put forward by the politician, whether the vision and mission put forward is visionary or not. One assessment of a politician's visionary vision and mission can be assessed by students from Generation Z or by academics or teachers in politics. Based on the students' views, politicians' visionary vision and mission in the 2024 presidential election are quite clear for presidential candidates who will be held in the presidential election later. In the upcoming 2024 presidential election, public participation will also be higher due to increasing public awareness and understanding of politics. According to Generation Z, the 2024 general election will experience a decline. However, this statement is inversely related to the KPU, which stated that Generation Z is classified as a category of beginner voters, and the 2024 election will likely be the first election for Generation Z voters to exercise their right to vote, making Generation Z better at participating in the 2024 election.

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