SMART POLITICAL MOVEMENT: BUILDING POLITICAL LITERACY WITH Z GENERATION PARTICIPATION IN THE 2024 ELECTIONS

GERAKAN POLITIK CERDAS: MEMBANGUN LITERASI POLITIK DENGAN PARTISIPASI GENERASI Z DALAM PEMILU 2024

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ABSTRAK

Penelitian ini menganalisis partisipasi politik Generasi Z dalam membangun literasi politik pada Pemilu 2024. Metode penelitian menggunakan penelitian kualitatif dengan pendekatan studi kasus. Pengumpulan data menggunakan metode wawancara, observasi, dan dokumentasi. Penelitian ini melibatkan 20 informan, termasuk Komisi Pemilihan Umum (KPU), Badan Pengawas Pemilu (Bawaslu), dan mahasiswa Generasi Z. Data dianalisis melalui reduksi data, penyajian data, dan analisis data. Keabsahan data mengacu pada triangulasi sumber data dari berbagai informan untuk memberikan bukti yang kuat dan valid. Hasil penelitian menunjukkan bahwa partisipasi politik Generasi Z dalam meningkatkan literasi politik melalui media sosial dapat menghasilkan pemilu yang berintegritas dan berkualitas. Tingkat inisiatif mahasiswa dengan pola pikir kritis dan melek teknologi menjadi modal dalam meningkatkan literasi politik dan menangkis isu-isu negatif yang beredar. Intensitas Gen Z dalam berpolitik melalui media sosial sebagai wadah mendorong kebebasan berpendapat dan berkreasi.

***Kata kunci**: Pemilihan Umum, Generasi Z, Partisipasi Politik, Media Sosial, Literasi Politik*

ABSTRACT

This research analyzes Generation Z's political participation in building political literacy in the 2024 elections. The research method uses qualitative research with a case study approach. Data collection used interviews, observation, and documentation methods. This research involved 20 informants, including the General Election Commission (KPU), the Election Supervisory Agency (Bawaslu), and Generation Z students. Data were analyzed through data reduction, data presentation, and data analysis. Data validity refers to the triangulation of data sources from various informants to provide strong and valid evidence. The results showed that Generation Z's political participation in improving political literacy through social media can produce elections with integrity and quality. The initiative level of students with a critical mindset and technological literacy is an asset in improving political literacy and deflecting negative issues circulating. Gen Z's intensity in politics through social media as a forum encourages freedom of opinion and creativity.

Keywords: General Election, Generation Z, Political Participation, Social Media, Political Literacy

INTRODUCTION

The younger generation has emerged as a key player in politics and government policy formulation. Generation Z has a significant role as an agent of social change in society. This generation, born between 1995 and 2010, is known to have unique characteristics, including openness to technology and high creativity, which enable them to contribute to various aspects of social change (Ayu Aprilia et al., 2023). In this context, students not only function as individuals who learn, but also as facilitators who encourage positive change in their environment. The extent to which citizens participate in politics determines how long democracy will last. People can actively participate in politics during elections. A leader chosen in a general election automatically needs strong legitimacy, and a general election with citizen participation would indicate good political performance. Therefore, engagement is the basis of legitimacy that allows a person in power to manage the wheels of government successfully and efficiently (Bakti et al., 2017).

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With today's technological advancements, news about elections can be shared quickly on social media. The average Generation Z member almost always expects to have internet access. As many as 93.9 percent of them, also known as the "mobile generation," rely heavily on the Internet (Kominfo, 2021). As members of Generation Z, students have rapidly embraced technology to maximize their potential and expand their access to knowledge. Students have an important role in driving constructive change and development. The dominance of the younger generation in the 2024 elections proves that they will continue to contribute to Indonesia's future growth. A Permanent Voters List (DPT) of 204,807,222 voters has been established by the General Elections Commission (KPU) for the 2024 elections. In the 2024 elections, millennials and Generation Z will make up many voters. "Generation Z" refers to those born between 1995 and 2010. 46,800,161 voters, or 22.85% of the total D.P.T. for the 2024 elections, are members of Generation Z (Katadata.co.id, 2024). The election of presidential and vice-presidential candidates in 2024 and 2029, as well as legislative elections to elect members of the DPR, DPD, Provincial DPRD, and Regency or City DPRD, is one of the major tasks on the agenda of the 2024 Election.

Bojonegoro Regency lists novice voters consisting of 1,033,836 voters spread across 28 sub-districts (514,403 male and 519,433 female voters) (Diansyah, 2023). According to information obtained from Bawaslu.go.id (2019), the percentage of people who used their voting rights in Bojonegoro Regency in the 2019 Election is as follows: 82.89% for Presidential and Vice-Presidential Elections, 82.85% for DPD Elections, 82.83% for DPR Elections, 82.83% for Provincial DPRD Elections, and 82.80% for Regency DPRD Elections from a total of 4,572 polling stations spread across 28 sub-districts and 430 villages.

Many people in democratic elections are first-time voters from Generation Z. As elections approach, this largely disenfranchised generation will significantly impact the democratic process. Politicians need to understand voter resistance to coercion and harmful transactional influences. The phenomenon of money politics and hoax news has become a tradition that is difficult to stop, thus impacting the participation of novice voters in the 2024 General Election (Darmawan et al., 2024). Social media needs to be used wisely to spread political literacy. Smart political literacy will produce beginner voters who understand their place and function. Novice voters can play one of two roles in adopting digital culture. Students with political literacy are more likely to educate others about hoaxes, misinformation, and disinformation. They are also more likely to report harmful content and refrain from using social media to spread it (Universitas Gadjah Mada, 2023). Because social media presents the political agenda freshly and engagingly, it is a valuable communication tool for campaigns that prioritize the interests of the people over those of the elites. Information on social media is powerful because it goes viral. As a result, social media works better when used to create social networks that share opinions and encourage the spread of desired behaviors across groups. Given that people can engage in democracy and emotionally influence voting behavior, social media messages are effective tools for persuasion (Olaniran & Williams, 2020).
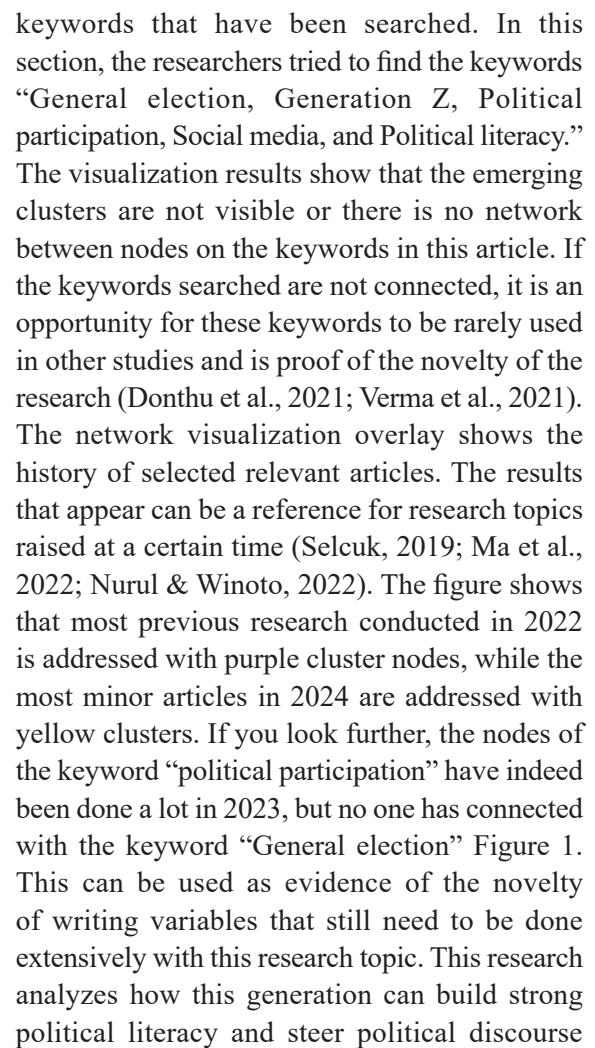
Social media plays an important role in increasing political participation, especially among youth. (Skoric & Kwan, 2011), found that membership in politically orientated Facebook groups increased the likelihood of individuals engaging in other forms of online participation, such as signing online petitions. Research by (Hong & Lin, 2017) supports these findings by showing that the use of Internet media can promote political participation among youth, who may not have previously engaged in politics. In addition, (Al-Homssi et al., 2022), showed that political marketing through social media can influence political participation by increasing individuals' political efficacy and political interest. According to Andriyendi et al., (2023), the Adjust R Square value for the influence of social media variables on the political participation of novice voters is 0.306. This shows that the social media variable has an influence of 31% on the political participation of novice voters. Social media has a considerable impact on the political involvement of novice voters in the Tanjung Jabung Timur

Regency. Andriyendi et al., (2023), describes a comprehensive framework for political literacy concerning understanding and awareness of politics and involvement in political campaigns as part of political literacy. which is equipped with effective communication skills.Public understanding of political issues, including the judicious use of social media platforms to counteract misinformation, still needs to be improved (Brin, 2022). According to Athahirah (2022), novice voters in Purwakarta continue to engage in latent political activities, resulting in low levels of political literacy. Although they participate in elections, there must be more interest in political issues beyond the debates. Lack of political literacy can lead to vulnerability to propaganda, engagement in harmful political activities, and a tendency to separate politics from social issues (Karim et al., 2014). The use of social media by individuals with low literacy triggers the spread of misinformation, including deliberate disinformation, resulting in social problems such as the spread of false information and incitement (Azwar et al., 2022). This phenomenon is triggered by the "post-truth" era that threatens democracy by obscuring facts in opinion formation (Amilin, 2019). Political education for the younger generation is essential to help them distinguish false information and participate in politics wisely, including using social media. Social media such as Twitter, Facebook, Instagram, WhatsApp, and others are contemporary outcomes of communication and information technology advances (Djumadin, 2021). Although only a small proportion of social media users are engaged, research shows a significant positive impact on the political engagement of social media users in the 2014 presidential election in Indonesia (Kholid et al., 2015).

Experience and political literacy are critical factors in increasing political engagement, especially among Generation Z in the 2024 elections. Experience gives individuals access to information, allowing them to develop critical skills in analyzing and verifying facts and crafting accurate narratives through various media (Ridha & Riwanda, 2020). In this context, political literacy is crucial to ensure that Generation Z can

effectively safeguard democracy. The importance of political understanding lies in the ability to follow political dynamics and its influence on political participation. Political understanding allows people to make more informed and democratic decisions when choosing responsible and competent leaders, which can bring society prosperity (Katarudin & Putri, 2020). Political knowledge, as one component of political literacy, directly and positively impacts political participation. However, it is essential to note that political awareness influences political knowledge. This suggests that political engagement is driven by political awareness and significantly influenced by the level of political knowledge that individuals possess (Zetra et al., 2022). Strong political literacy enables individuals not only to be passive participants in the democratic process but also active and critical actors who can better navigate political complexities, avoid information manipulation, and contribute constructively to the development of democracy.

Maintaining morality and integrity through political engagement, especially by the younger generation, is an essential indicator of a democratic system. This research uses the theoretical framework developed by Efriza to evaluate the quality of political participation with four primary indicators: 1) the level of initiative in voluntary involvement without coercion, 2) the level of tolerance for different viewpoints, 3) the level of cooperation in conflict resolution, and 4) the positive outcomes resulting from the participation process (Efriza, 2012). Quality political participation involves physical presence in the political process and broader moral and ethical aspects. Initiative in political engagement without coercion reflects individual freedom of choice to participate, which is the foundation of democracy. When young people, such as Generation Z, engage in politics voluntarily, they not only demonstrate a commitment to the democratic process but also reinforce the authenticity of their participation, which is free from external pressure or manipulation. Tolerance of different viewpoints is another critical aspect demonstrating political and social maturity. Social media plays a vital role in facilitating tolerance of different viewpoints. Generation Z,

often exposed to multiple perspectives through social media, has a greater chance of developing a broader understanding and accepting different opinions. In the context of the post-truth era, where information is often manipulated for specific purposes, the ability to receive and consider different views becomes even more critical. This tolerance improves the quality of political discussions and prevents polarization that can undermine social cohesion.

Cooperation in conflict resolution is also an important indicator of healthy political participation. Conflict is a natural part of the political process. Still, the ability to cooperate in resolving issues shows that people are engaging in politics to win arguments and achieve constructive outcomes for all parties involved. This is a sign of a mature democracy, where differences of opinion are tolerated and integrated into an inclusive decision-making process. The positive outcomes of political participation show that it is symbolic and practical in bringing about real change. With its active and conscious engagement, Generation Z has excellent potential to be an agent of change in the 2024 elections.

Based on Figure 1, the clustering results in the network visualization show the relationship between interconnected nodes based on the keywords that have been searched. In this section, the researchers tried to find the keywords "General election, Generation Z, Political participation, Social media, and Political literacy." The visualization results show that the emerging clusters are not visible or there is no network between nodes on the keywords in this article. If the keywords searched are not connected, it is an opportunity for these keywords to be rarely used in other studies and is proof of the novelty of the research (Donthu et al., 2021; Verma et al., 2021). The network visualization overlay shows the history of selected relevant articles. The results that appear can be a reference for research topics raised at a certain time (Selcuk, 2019; Ma et al., 2022; Nurul & Winoto, 2022). The figure shows that most previous research conducted in 2022 is addressed with purple cluster nodes, while the most minor articles in 2024 are addressed with yellow clusters. If you look further, the nodes of the keyword "political participation" have indeed been done a lot in 2023, but no one has connected with the keyword "General election" Figure 1. This can be used as evidence of the novelty of writing variables that still need to be done extensively with this research topic. This research analyzes how this generation can build strong political literacy and steer political discourse

Figure 1. Overlay Visualization Network
Source: Vos Viewer, 2024

more constructively amidst the controversial issues circulating. Through the Smart Political Movement (GPC), the younger generation can become role models in the 2024 elections, showing that quality political participation based on morality, integrity, and high political literacy is the key to maintaining and strengthening democracy in Indonesia.

RESEARCH METHODS

The method used in this study is qualitative. Qualitative research seeks to analyze a symptom or phenomenon in a focused, natural, and holistic manner in the form of concepts, characteristics, symptoms, symbols, and descriptions and presents data in a narrative manner (Creswell, 2016; Sugiyono, 2018). This study uses a qualitative research method with the type of case study. The reason for choosing a qualitative research method with a case study type is based on the fact that case study research can explain the process of collecting data and information in depth, detail, intention, holistic, and systematic about people, events, social settings, or groups by using various methods and techniques as well as many sources of information to effectively understand how people, events, and natural settings operate or function accordingly with the context (Sugiyono, 2018). In this study, the researcher conducted a case study on phenomena related to the political participation of generation Z in the development of their political literacy in the 2024 election.

The determination of informants in this study uses the purposive sampling technique. Purposive sampling is a sampling technique that points directly to respondents who are considered to have in-depth knowledge or experience in the research topic (Chun Tie et al., 2019; Sugiyono, 2018). The requirements for inclusion of informants in this research are:

1. Informans are members of the General Election Commission (KPU).
2. Informans are members of the Election Supervisory Agency (BAWASLU).
3. The informans are active students who are included in the category of generation Z (Born in 1995-2010).

Based on these conditions, the informants in this study consist of 20 informants, including the following:

Table 1. List of Research Informants

No	Informants	Person
1.	General Election Commission (KPU) of Bojonegoro Regency	1 Person
2.	Bojonegoro Regency Election Supervisory Agency	1 Person
3.	Students of the Faculty of Social and Political Sciences	10 Person
4.	Students of the Faculty of Law	2 Person
5.	Students of the Faculty of Science and Engineering	2 Person
6.	Students of the Faculty of Economics	2 Person
7.	Students of the Faculty of Agriculture	2 Person
	Total Overall Informants	20 Person

Source: Data processed by researchers, 2024

Furthermore, the results of the research will be analyzed with interactive analysis, namely by reducing data, displaying data, and drawing conclusions (Matthew B. Miles, 2014). Data validity is carried out by the data source triangulation method. The reason why researchers use the data source triangulation method refers to the process of taking multiple data sources, or taking data from several different respondents so that it will provide strong evidence of validity (Sugiyono, 2018; Wardhani & Andika, 2021).

RESULTS

The level of initiative in voluntary involvement without coercion

Digital initiatives aim to improve Indonesian democracy; there has been an increase in internet usage (Juniarto, 2016). As a symbol of the younger generation, students should be agents of change who actively defend Indonesia's democratic party and bring constructive improvements. "Bawaslu tabulates the number of new voters to obtain the right to vote who are included in the special voter list" (AN, 32 years old, Bawaslu). Under the auspices of political authority, general elections provide a platform for the people to exercise popular sovereignty and determine how the country will develop. Improving political literacy in general elections relies heavily on the political participation of the younger generation. The ability to think critically about circulating information is called political literacy. This relates to the ability to understand general elections using social media.

"This year's politics has slightly reduced mass mobilization and utilized existing information technology and is often used by generation Z, such as TikTok, Instagram and Twitter to produce campaigns with integrity. However, the political culture of 2024 is quite influential on identity politics, which has the potential to divide the nation and hinder the development of democracy" (SA, 21 years old, Student).

Social media provides a platform to share information quickly. Generation Z's initiative to increase the use of social media to communicate. A high political engagement means only one party can influence political decisions. Several findings from other studies on the impact of social media on Generation Z during general elections corroborate the research results. Firstly, these interactions shape Generation Z's political literacy, despite their initial tendency to steer clear of political discussions. However, after a socialization process that heightens their political awareness, they demonstrate an increasing capacity to participate politically on this platform (Lailiyah et al., 2020). This shift suggests that social media can serve as a channel for political education, allowing Generation Z to develop an informed political perspective and articulate their views more confidently (Orhan, 2023). Moreover, the credibility of social media as a source of political information plays an important role in driving engagement, as Generation Z tends to trust these platforms for political discourse (Ronald Alfred & Ping Wong, 2022).

The acquisition of legitimacy and public trust in the government and people's representatives is highly dependent on public involvement in political activities and the use of voting rights. In the 2019 General Election, 81.93% of voters nationwide participated, but in the 2020 Simultaneous Regional Elections, 76.09% of voters participated despite the COVID-19 pandemic. The RPJMN 2020-2024 has set a target public engagement rate of 79.5% for regional and federal elections by 2024. Young voters make up the largest demographic in the 2024 elections, as much as 56 percent of the National DPT; students, as members of civil society, can play a role in increasing their involvement in voting.

In addition to voting, students can actively contribute to creating honest and fair elections (Kemendagri.go.id, 2023).

The community is not directly exposed to the intangible consequences of political literacy initiatives; furthermore, these programs need to be accorded sufficient priority, particularly in formerly underdeveloped regions where the Regional Budget (APBD) is primarily allocated to foster economic expansion and infrastructure development. The potential for social media to enhance individuals' political literacy through the asynchronous dissemination of information has yet to be fully harnessed. This oversight should be remedied immediately and with greater efficiency. Given the low level of public political awareness, direct teaching as a form of political guidance has little effect on the behavior of individuals (Pambayun et al., 2021). By using social media to attract Generation Z votes, aspiring politicians can build strong bonds as a tool for campaigning. In addition, election candidates use social media to increase their popularity by posting updates about their activities, such as job promotions or career paths, on these platforms. The effect of this influence on society is positive. Social media attracts young people to politics. Freedom of speech is included in social media.

"My initiative in developing knowledge related to politics 2024 is by following the storyline of politics 2024 through social media because of the circulating content; I have to learn and follow these developments" (DM, 20 years old, Student).

Social media also encourages effective public and government communication. Therefore, for a strong and vibrant democracy, social media platforms can be used by governments as well as parties. The idea of rapid data dissemination has many political implications. One impact of this influence is the spread of contradictory information within society, including suggestions meant to defame political rivals in a good way. Gaining popularity with social media campaigns is indeed a successful strategy. However, information disseminators must consider several factors, such as providing accurate information

and news or creating political communication for campaigns and other purposes; it must be by the 1945 Constitution, educate the public, and foster a sense of national unity (Rizki & Nurjaman, 2023).

The media is deliberately used to communicate various messages about the social and political climate. Political messages can influence and sustain public perception and the political image of a political party. A party or candidate that fails to utilize social media resources effectively in this era of information flooding will almost certainly fail to gain public support. This argument places significant emphasis on the important function of the media in influencing public opinion and the effectiveness of political messaging, as well as in shaping favorable perceptions of political parties and candidates (Azhari, 2017). Initiatives in voluntary and uncoerced political engagement among Generation Z indicate an increase in authentic and critical participation, significantly ahead of the 2024 elections. In this context, social media is a platform for sharing information and a key channel for shaping political literacy, increasing political engagement, and mobilizing support. External pressures no longer influence their political participation but are driven by political awareness that grows out of widespread access to information in the digital world. This is evidence that young people are increasingly engaging voluntarily and involuntarily in political discussions and campaigns, which is a positive sign for democratic maturity in Indonesia. The initiative is also reflected in the use of social media to expand political literacy, where Generation Z is starting to participate more actively in filtering, discussing, and understanding political issues that were previously avoided. Using social media as a primary source of information helps them develop a critical attitude toward ongoing issues and increase engagement in the democratic process, both in the form of campaigns and elections.

Social media has a very significant role in influencing Generation Z's political participation in the 2024 elections. First, social media allows Generation Z to access and share information in real time and without geographical restrictions, which broadens their understanding of political issues. Platforms such as TikTok, Instagram, and Twitter have become critical tools for Generation Z to express their political views, interact with political candidates, and organize social movements that drive political change. Social media provides a space for young people to engage in political discussions that were previously unreachable through traditional channels. Content relevant to this generation, such as visual media-based campaigns or short, easy-to-understand narratives, accelerates their political socialization process. As a result, they not only participate in elections but also engage in political decision-making and advocacy on issues that are important to them, such as social justice, environment, and human rights.

The level of tolerance for different viewpoints

To keep democracy stable during elections, political engagement correlates with the validity of public support. Every citizen chooses candidates based on their interests and preferences. The democratic process is based on public awareness and political engagement. Political knowledge is necessary to be a good citizen and for the nation's overall health, and there is a direct correlation between political knowledge and voting behavior. A high level of political awareness encourages people to learn more about politics to engage in it. Participating in politics, expressing goals, supporting government initiatives, and participating in policymaking are examples of active citizen engagement (Zetra et al., 2022). Over the next five years, presidential and vice-presidential candidates, legislative members, and the policies and programs in the government's vision and mission will be presented to first-time voters. Voters exercising their right to vote for the first time will greatly benefit from knowing the candidates' qualifications, benefits, and experience. The track record of leaders who have successfully led a city or region will be considered when choosing a president and vice president (Fathia et al., 2021).

"By looking at the maneuvers and abilities of these prospective leaders and seeing the flying hours in the political environment. With

good goals for the community, especially young people who will continue the program and relay future developments" (AS, 22 years old, Student).

An important component in the conversation about digital society is digital democracy. Within the framework of Digital Citizenship, scholars seek to delineate the challenges and prospects that the digital world presents for strengthening democracy. Key questions relate to the extent and way political expression through digital media, particularly the Internet, can fulfill the following two objectives. First, how to turn the Internet into a democratic learning environment, especially for those under the influence of the current anti-political neoliberalism. With the freedom to voice beliefs, different viewpoints should not be used to divide society. Being a citizen means having a tolerance-based mindset. By providing programs and policies, ideas provide a platform for public appeal. This allows the younger generation to be interested in electing future leaders expected to bring developmental changes.

In the digital context, digital democracy offers opportunities to broaden people's political understanding, especially young people who are voting for the first time. Digital platforms can shape political learning environments by encouraging more inclusive participation and allowing students to explore different political views. With freedom of expression in digital media, it is essential to ensure that dissent is not used to divide society but to enrich public debate and strengthen democracy. A high level of tolerance for divergent views is also closely linked to increased political literacy. The more people can accept and understand different viewpoints, the higher their political awareness, which in turn increases their engagement in the political process. Voters who tolerate divergent views tend to be more open to critical discussion and analysis, which contributes to selecting qualified candidates based on their performance, vision, and mission rather than being driven by emotional sentiments or identity politics.

The level of cooperation in conflict resolution

A comprehensive understanding of politics enables members of Generation Z to actively monitor the 2024 general election process actively, thereby enhancing their capacity to participate in political contests. Regarding the negative issues surrounding elections, such as hoaxes, disinformation, hate speech, money politics, and acts of intimidation on social media, political literacy can be interpreted as the ability to respond appropriately. As shown by the 2019 Political Statistics data, a total of 380 criminal cases, the majority of which occurred in South Sulawesi Province (41 cases), became the material of Bawaslu's supervision during the implementation of the 2019 Elections, which found several violations. In 69 cases, money politics was the most common element of violations found (BPS, 2019).

Considering instances of negative campaigning, black campaigning, and hate speech in election scenarios, the capacity for critical thinking emerges as the most important factor in preventing such incidents from occurring. By establishing a link between this and the various components that uphold digital literacy- culture, ethics, safety, and the various options accessible through digital skills (Handoko et al., 2023). A dangerous method of spreading fake news within the social networks of family and acquaintances is available through social media. Social media platforms are biased towards sensationalized content, regardless of the message's truth. On social media, nonsensical ideas, hoaxes, and conspiracy theories often spread faster than the truth (Olaniran & Williams, 2020). Educational efforts increase community engagement, understanding, and capacity to reduce disputes. The younger generation can prevent and report harmful content that does not match reality. Generation Z's thought process can enhance positive patterns of cooperation to deflect negative issues that threaten national unity. Any political cheating that is not easily instigated by small things.

"Hoaxes occur because of the lack of definite information and are used to harm other parties. My way of responding to this is to check and recheck and provide information from reliable sources from government accounts and then educate the college environment and the community" (AN, 32 years old, General Election Supervisory Board)

To implement the GPC through social media (WhatsApp et al., and other platforms) and the social life of the community, students who take a political intelligence approach must be able to mobilize the community to guard collectively.

This can be done by ensuring that the community continues to be guided by honesty, justice, straightforwardness, generality, freedom, and confidentiality. Gen Z must have the capacity to convey election-related news accurately. In addition to conflicts, hoaxes, and intimidation, filtering and managing election news information issues that have happened, are happening, or are about to happen. To socialize with the wider community and prioritize the right to opinion in social life, rather than intimidating someone simply because of political differences, we should seek to clarify information that is deemed false or false.

Table 2. Gen Z Discourse in the 2024 Elections

No.	Conflicts of Interest	Discourse of Gen Z	Persuasive
1.	Political Identities	The challenge arises in the bias in favor of majority groups over minorities, which creates injustice. Discrimination and marginalization of different identity groups have resulted from the rise of identity sentiments based on religion and ethnicity, as well as instances of violence and intolerance. Political elites often take advantage of this situation, especially in the run-up to elections, to consolidate power by stirring up religious sentiment and nationalism.	Campaign activities in support of a particular candidate are not entirely prohibited, with exceptions for neutral election officials as mandated by law. Conflicts arise when campaign activities go beyond reasonable limits, such as when defamatory comments and racial issues are involved; this threatens the integrity of the nation.
2.	Hoax News	During the election season, buzzers and negligent political parties spread information related to election content with increasing frequency. Generation Z is active in counteracting fake news by educating the public not to easily accept circulating information and conduct checks and balances, as well as using social media more wisely.	Generation Z is an early adopter of educational information dissemination and combats the spread of news that sows discord. To effectively block accounts and track down news disseminators, the government and Generation Z should work together to censor certain features on social media.
3.	Intimidation	Intimidation is carried out directly or indirectly which has an impact on the disruption of voters' sense of comfort and freedom in elections. The forms also vary, such as writing banners with intimidating nuances, and invitations that force to vote or not vote for certain candidate pairs. Different views are a phenomenon that occurs in the election process, so people need to instill the values of Pancasila and respect the political rights of others. Because everyone is also protected and guaranteed political rights.	To maintain peace, the right action is to reject intimidation by prohibiting all forms of political activities without permission and supervision from the authorities. The attitude taken to reconcile with each other and accept defeat, sportsmanship in democracy by being open-minded and supporting the work program of the new government, is far more indicative of a politically intelligent society.

No.	Conflicts of Interest	Discourse of Gen Z	Persuasive
4.	Declining trust in institutions	Declining trust in institutions poses a threat to the government's public image. Election organizers (KPU and BAWASLU) must take more active steps institutionally, to help direct public discourse about elections in Indonesia.	Election supervisors in supervision with 2 two major strategies, namely prevention and prosecution. The openness of the Election Supervisory Agency (Bawaslu) to avoid potential reports, complaints, and information disputes filed by Information Requesters, which can result in disrupting performance, damaging the image, and criminal sanctions.

Source: processed by the author, 2024

The impact of social media on political participation also brings challenges. Identity politics and the proliferation of false information on social media can lead to polarization among young voters. Therefore, strong political literacy is essential to ensure Generation Z can distinguish accurate information from inaccurate ones. Their ability to think critically about the content they consume will determine the extent to which their participation in politics reflects a truly fact-based desire rather than manipulation.

The positive outcomes resulting from the participation process

A minimum level of political literacy is essential for maintaining a strong democracy. Public skepticism and opposition to democratic systems are problems that arise because of the complexity of political systems. Citizens who have a limited understanding of political affairs risk succumbing to the appeal of political propaganda and supporting non-democratic forces. Moreover, inadequate political literacy threatens the fundamental principles of governance and policy formulation, jeopardizing the public interest. Information media is accessible for Gen Z to use in idealistic and critical reasoning. As a generation that is tech-savvy and utilizes social media, Gen Z plays an important role.

"My ability to contribute to people's understanding through public dialog may vary. I prefer to interact with specific people or groups, in an intimate setting. However, I may participate in public discussions or online forums to share my thoughts and listen to others' opinions" (IP, 25 Years old, Student).

Being involved in the policy-making process and participating in the electoral process can have positive outcomes. Students are in an excellent position to gain access to political information and information media, thus strengthening Generation Z's resolve to promote constructive politics. By acquiring political literacy, university students can push the Smart Politics Movement (GPC) forward with idealistic and critical thinking.

"I believe the presence of Gen Z has a positive impact on elections. The variety of information we get from the internet and social media can help us better understand our political leaders. We can also use online platforms to spread important information, encourage voters, and build support for causes we believe in." (AN, 38 years old, General Election Commission)

Encourage political participation to promote elections representing social, political, and cultural issues. Social media sites make an impression on young voters during election campaigns. The dynamic digital media landscape has led to an increase in situational interactions. Sources of political data on young voters' engagement in elections. The modern information environment that aspiring leaders face can significantly influence voting outcomes, thereby shaping public opinion, and strengthening democracy (Ohme, 2019). To improve the policy-making process, political participation is essential in many ways. This is done by utilizing political knowledge and various institutions and methods. The following is a chart of findings from the research results which were then formulated into important elements in conducting effective elections as in Figure 2.
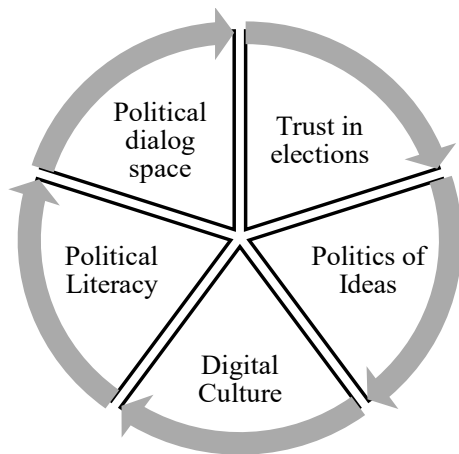
Figure 2. Smart Political Movement
Source: processed by the author, 2024

These crucial elements are responsible for conducting effective elections:

1) A space for political dialog and social media's ability to build online communities can give netizens a new tool called democracy. The incredible openness of the political landscape can inspire Generation Z to reach their full potential. Current university students of Generation Z believe that their political space has expanded due to advances in advanced technology (Kartikasari & Fauzi, 2022). Digital communities encourage high levels of interaction in negative political concerns, idea production, public opinion formation, and information transmission. Social media is an efficient and effective method to communicate people's political goals as it provides benefits for information dissemination and wider coverage.

2) Voter trust is critical, as elections are the primary mechanism for citizens to voice their political leanings and influence the government's ideological and partisan landscape. Establishing public trust in politics will eliminate apathy, allowing Generation Z to actively participate in the democratic process through elections, thus significantly influencing the direction of development rather than abstaining from voting.

3) The politics of ideas, not just appearance, fame, or even money politics. Eliminating elements that detract from the beauty and

dignity of the democratic process is necessary to bring idea-based politics into the realm of politics that does not care about public opinion. The politics of ideas has shown its unique movement in bringing together thoughts and concepts that can potentially build the future.

4) Digital culture has given rise to a new type of citizen in the digital realm, facilitating increased public engagement in election monitoring. Cultural exchange among social media consumers. A new public sphere has emerged on social media where anyone can discuss politics. Social media is the most efficient, cheap, and widespread means of communication. As it has evolved, social media has emerged as a significant and impactful instrument in political communication, overcoming the psychological and geographical barriers between aspiring leaders and their constituents. Through its actions, this digital audience can help close the information gap. When it comes to information processing, social media users often exercise discretion by selecting informative news or content.

Social media has become an extraordinary public forum. Because social media is accessible to the public, it is widely used in politics. There is a lot of freedom and opportunity to engage, and influence becomes more widespread and intertwined. In the context of social and political debates, social media has demonstrated its effectiveness as an interactive communication tool. Proper Twitter, Facebook, Instagram, and TikTok communication is critical. The ability of social media to effectively mobilize public opinion in support of political movements and foster positive public impressions has demonstrated its strategic significance in political communication (Azhari, 2017).

Generation Z's political participation through social media has yielded positive results in strengthening democracy and improving political literacy. Generation Z, highly engaged in the digital realm, has extensive access to political information that allows them to think critically and actively contribute to elections. Social media has become an interactive platform that enables

widespread dissemination of political information, increases voter trust, supports idea-based politics, and reduces the influence of money politics or popularity alone. By utilizing technology, Gen Z can become agents of change who promote transparency and integrity in elections. Strong political literacy enables them to understand critical issues, engage in decision-making, and actively build a more mature democratic future.

CONCLUSION

Generation Z significantly strengthens democracy in Indonesia through high political participation, especially in the 2024 elections. Gen Z participation, driven by social media, positively impacts political literacy and political engagement in general. Social media is an interactive platform that enables rapid and widespread dissemination of political information and supports idea-based politics. Generation Z's ability to use social media and technology has helped them become agents of change who promote transparency, integrity, and a healthier democracy. The active political participation of Generation Z through social media shows the positive development of democracy in Indonesia. However, challenges such as the spread of misinformation and political polarization remain a concern that must be addressed through improved political literacy, with proper planning and more robust engagement from the government, political parties, and communities. Indonesia's young generation can be crucial in shaping a more inclusive and sustainable democratic future.

A broader and more efficient digital-based political literacy program is needed to maximize Generation Z's role in politics. Political campaigns through social media need to focus on providing accurate and transparent information, not just popularity. However, the government and society must work together to fight hoaxes, identity politics, and intimidation that can divide young voters. It is only through unity and collaboration that we can ensure fair and transparent elections.

Future research could focus on the long-term effects of Generation Z's political participation on democratic stability and policy formulation. This research could explore how Generation

Z's active engagement through social media continues after the election, especially regarding their contribution to public policy-making and monitoring elected leaders. In addition, it could further investigate the most effective strategies to improve digital political literacy among young voters, highlighting the role of gender in promoting inclusive and sustainable elections and the impact of social-digital interactions on political opinion formation and decision-making.

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