

MENGANALISIS PRILAKU GENERASI Z PADA PEMILU 2024
(Analyzing Generation Z Behavior in the 2024 Election)

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ABSTRACK

This study aims to analyze the political behavior of Generation Z in the context of the 2024 General Election (Pemilu) around the State Islamic University (UIN) Raden Fatah Palembang. Generation Z, generally born between 1997 and 2012, represents the age group that has begun to actively participate in formal political processes and became the largest segment of voters in the 2024 election. This phenomenon is particularly interesting to examine because the political behavior of this generation differs significantly from that of previous generations. With their high exposure to technology, fast access to information, and intense use of social media, Generation Z's political attitudes and decisions are often influenced by digital dynamics, social identity, and a growing critical awareness of political, economic, and social issues. This research employs a qualitative descriptive approach, using methods such as observation, in-depth interviews, and documentation. The research informants consist of active UIN Raden Fatah Palembang students categorized as Generation Z who participated in the 2024 election. Data were collected using purposive sampling, considering variations in social backgrounds, organizational involvement, and levels of political understanding. Data analysis was conducted through data reduction, data display, and conclusion drawing to identify behavioral patterns and political tendencies among the respondents. The findings reveal that the political behavior of Generation Z around UIN Raden Fatah Palembang is characterized by rational and pragmatic orientations, yet still influenced by emotional and digital identity factors. Most respondents demonstrate interest in national political issues; however, their participation tends to occur more in the realm of digital politics through social media platforms such as Instagram, TikTok, and X (Twitter). This generation tends not to be bound to specific ideologies or political parties; instead, they evaluate candidates based on personal image, track record, and media representation. On the other hand, their involvement in direct political activities—such as attending campaigns or volunteering for political parties—remains relatively low due to apathy toward practical politics and a lack of trust in political elites. Moreover, this study finds that political education within the university environment plays a crucial role in shaping Generation Z's critical awareness. Classroom discussions, student organizations, and academic activities serve as potential spaces for enhancing political literacy. However, the low intensity of

constructive political dialogue and the scarcity of exemplary public leadership limit the development of substantive political participation. Despite these challenges, there is a positive trend showing that Generation Z is increasingly inclined to become agents of change through social actions and digital advocacy, representing a form of non-conventional political participation. Overall, the political behavior of Generation Z around UIN Raden Fatah Palembang during the 2024 election reflects a transformation of political orientation from conventional models toward more participatory and digital-based forms. This generation holds great potential to become a critical, creative, and adaptive political force—provided that they receive continuous political education, ethical digital literacy, and are supported by a transparent political system. Therefore, this study contributes to a broader understanding of the dynamics of youth political behavior in the digital era and emphasizes the importance of educational institutions in cultivating democratic political character among Indonesia's younger generation.

Keywords: Generation Z, political behavior, 2024 election, UIN Raden Fatah Palembang, political participation, social media, political education.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis perilaku politik Generasi Z dalam konteks Pemilihan Umum (Pemilu) 2024 di sekitaran Universitas Islam Negeri (UIN) Raden Fatah Palembang. Generasi Z, yang umumnya lahir antara tahun 1997–2012, merupakan kelompok usia yang mulai aktif berpartisipasi dalam proses politik formal dan menjadi segmen pemilih terbesar pada Pemilu 2024. Fenomena ini menjadi menarik untuk dikaji karena perilaku politik generasi ini memiliki karakteristik yang berbeda dibandingkan generasi sebelumnya. Dengan perkembangan teknologi, akses informasi yang cepat, serta penggunaan media sosial yang tinggi, perilaku politik Generasi Z sering kali dipengaruhi oleh dinamika digital, identitas sosial, dan kesadaran kritis terhadap isu-isu politik, ekonomi, dan sosial. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan metode observasi, wawancara mendalam, dan dokumentasi. Informan penelitian terdiri atas mahasiswa aktif UIN Raden Fatah Palembang yang termasuk dalam kategori Generasi Z dan telah berpartisipasi pada Pemilu 2024. Pengumpulan data dilakukan secara purposive sampling dengan mempertimbangkan variasi latar belakang sosial, organisasi, dan tingkat pemahaman politik. Analisis data dilakukan dengan tahapan reduksi data, penyajian data, dan penarikan kesimpulan untuk menemukan pola perilaku dan kecenderungan politik generasi ini. Hasil penelitian menunjukkan bahwa perilaku politik Generasi Z di sekitaran UIN Raden Fatah Palembang ditandai oleh orientasi rasional dan pragmatis, tetapi tetap dipengaruhi oleh faktor emosional dan identitas digital. Sebagian besar responden menunjukkan minat terhadap isu-isu politik nasional, namun partisipasi politik mereka lebih banyak berlangsung dalam ranah politik digital melalui media sosial seperti Instagram, TikTok, dan X (Twitter). Generasi

ini cenderung tidak terikat pada ideologi atau partai politik tertentu, melainkan menilai kandidat berdasarkan figur, rekam jejak, dan citra di media. Di sisi lain, tingkat partisipasi politik langsung seperti menghadiri kampanye atau menjadi relawan politik masih tergolong rendah karena sikap apatis terhadap politik praktis dan kurangnya kepercayaan terhadap elite politik. Selain itu, penelitian ini menemukan bahwa pendidikan politik di lingkungan kampus berperan penting dalam membentuk kesadaran kritis Generasi Z. Diskusi kelas, organisasi mahasiswa, dan kegiatan akademik menjadi ruang yang potensial untuk meningkatkan literasi politik. Namun, rendahnya intensitas dialog politik yang sehat dan kurangnya contoh teladan dari pemimpin publik menjadi faktor penghambat tumbuhnya partisipasi politik yang substantif.

Kata kunci: Generasi Z, perilaku politik, Pemilu 2024, UIN Raden Fatah Palembang, partisipasi politik, media sosial, pendidikan politik.

PENDAHULUAN

Pemilihan Umum (Pemilu) 2024 menjadi tonggak penting yang menandai meningkatnya keterlibatan Generasi Z dalam proses demokrasi Indonesia. Generasi yang lahir antara tahun 1997 hingga 2012 ini kini menempati porsi dominan dalam struktur pemilih nasional, dengan total lebih dari separuh jumlah pemilih berasal dari kelompok milenial dan Gen Z. Karakter Gen Z yang dinamis, kritis, serta sangat bergantung pada teknologi digital menjadikan mereka sebagai faktor strategis dalam menentukan arah politik dan kebijakan publik di masa mendatang.

Urgensi penelitian ini didasari oleh kenyataan bahwa Gen Z memainkan peran signifikan dalam kontestasi politik, namun masih menghadapi problem literasi politik yang rendah, tingkat apatisme yang cukup tinggi, serta paparan terhadap informasi politik yang bias di media

sosial. Situasi ini menimbulkan pertanyaan tentang sejauh mana partisipasi politik Gen Z dapat benar-benar memperkuat kualitas demokrasi di Indonesia.

Dari sisi akademik, gap penelitian masih terlihat dalam kajian mengenai perilaku politik Gen Z, khususnya terkait transformasi dari partisipasi politik tradisional menuju bentuk partisipasi digital yang lebih interaktif. Sebagian besar studi terdahulu masih berfokus pada kelompok milenial atau pada aspek teknis media sosial, tanpa mengulas secara mendalam hubungan antara penggunaan media digital, persepsi politik, dan pengambilan keputusan elektoral Gen Z.

Kebaruan penelitian ini terletak pada pendekatan interdisipliner yang menggabungkan analisis perilaku digital, partisipasi politik, dan dinamika demokrasi kontemporer. Penelitian ini

berupaya mengidentifikasi pola khas partisipasi politik Gen Z di era media sosial dan menjelaskan bagaimana pola tersebut mencerminkan perubahan struktur demokrasi di Indonesia menjelang Pemilu 2024. Dengan demikian, penelitian ini diharapkan dapat memberikan pemahaman baru mengenai pergeseran perilaku politik generasi muda sekaligus menjadi dasar bagi strategi peningkatan literasi dan partisipasi politik di kalangan Gen Z.

Introduction

The 2024 General Election marks an important milestone that highlights the increasing involvement of Generation Z in Indonesia's democratic process. This generation, born between 1997 and 2012, now represents a dominant portion of the national voter structure, with more than half of all voters belonging to the Millennial and Gen Z cohorts. The dynamic, critical, and digitally dependent characteristics of Generation Z make them a strategic factor in shaping the direction of politics and public policy in the coming years.

The urgency of this research is based on the reality that Generation Z plays a significant role in political contests, yet continues to face several challenges, including low levels of political literacy, a relatively high degree of apathy, and exposure to biased political information on social media. This situation raises a critical question about the extent to which Gen Z's political participation can genuinely

contribute to strengthening the quality of democracy in Indonesia.

From an academic perspective, there remains a noticeable research gap in studies of Gen Z's political behavior, particularly concerning the transformation from traditional political participation to more interactive forms of digital participation. Most previous studies have tended to focus on the millennial generation or on the technical aspects of social media, without thoroughly exploring the relationship between digital media usage, political perception, and Gen Z's electoral decision-making.

The novelty of this research lies in its interdisciplinary approach, combining the analysis of digital behavior, political participation, and the dynamics of contemporary democracy. This study seeks to identify the distinctive patterns of Gen Z's political participation in the social media era and explain how these patterns reflect broader shifts in Indonesia's democratic structure ahead of the 2024 General Election. Therefore, this research is expected to provide new insights into the evolving political behavior of young generations and serve as a foundation for developing strategies to improve political literacy and participation among Generation Z.

RUMUSAN MASALAH

1. Bagaimana tingkat kesadaran politik Generasi Z di sekitaran UIN Raden Fatah Palembang terhadap Pemilu 2024?
2. Faktor apa saja yang memengaruhi perilaku politik Generasi Z di lingkungan kampus Islam?
3. Bagaimana bentuk partisipasi politik Generasi Z, baik secara digital maupun konvensional?
4. Bagaimana nilai-nilai keislaman dan lingkungan kampus memengaruhi pandangan mereka terhadap politik?

Research Questions

1. *How is the level of political awareness among Generation Z around UIN Raden Fatah Palembang regarding the 2024 General Election?*
2. *What factors influence the political behavior of Generation Z within the Islamic campus environment?*
3. *What forms of political participation are demonstrated by Generation Z, both digitally and conventionally?*
4. *How do Islamic values and the campus environment shape their perspectives toward politics?*

LANDASAN TEORI

Teori Perilaku Politik

Menurut Almond dan Verba (1963), perilaku politik mencakup tiga orientasi utama:

1. Orientasi kognitif - pengetahuan seseorang tentang sistem politik;
2. Orientasi afektif - perasaan atau sikap terhadap lembaga politik;
3. Orientasi evaluatif - penilaian seseorang terhadap kinerja pemerintah dan kebijakan publik.

Teori Partisipasi Politik

Menurut Milbrath dan Goel (1977), partisipasi politik dapat bersifat konvensional (seperti ikut pemilu dan kampanye) maupun non-konvensional (seperti protes, aktivisme media sosial, dan gerakan digital).

Generasi Z dan Media Sosial

Generasi Z dikenal sebagai digital natives generasi yang tumbuh bersama teknologi digital. Media sosial berperan penting dalam membentuk opini dan perilaku politik mereka. Namun, paparan yang terlalu tinggi terhadap konten politik di media sosial dapat menimbulkan information overload atau kejenuhan informasi (Nasrullah, 2018).

Nilai-nilai Keislaman dalam Politik

Mahasiswa di kampus Islam seperti UIN Raden Fatah dipengaruhi oleh nilai moral dan etika keagamaan. Prinsip keadilan ('adl), kejujuran (sidq), dan amanah menjadi landasan dalam menilai calon pemimpin. Dengan demikian, religiusitas turut membentuk perilaku politik mahasiswa.

Heoretical Framework

Political Behavior Theory

According to Almond and Verba (1963), political behavior encompasses three main orientations:

1. *Cognitive orientation – an individual's knowledge and understanding of the political system;*
2. *Affective orientation – feelings or attitudes toward political institutions;*
3. *Evaluative orientation – an individual's judgment or assessment of government performance and public policies.*

Political Participation Theory

According to Milbrath and Goel (1977), political participation can take two forms: *conventional participation, such as voting and joining campaigns, and non-conventional participation, such as protests, social media activism, and digital movements.*

Generation Z and Social Media

Generation Z is known as a group of digital natives who have grown up alongside digital technology. Social media plays a crucial role in shaping their opinions and political behavior. However, excessive exposure to political content on social media may lead to information overload or fatigue in processing political information (Nasrullah, 2018).

Islamic Values in Politics

Students in Islamic universities such as UIN Raden Fatah are influenced by religious morals and ethical values. The principles of justice ('adl), honesty (ʃidq), and trustworthiness (amānah) serve as foundations in evaluating political leaders. Thus, religiosity significantly shapes the political attitudes and behaviors of students

METODE PENELITIAN

Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif-analitis. Pendekatan kualitatif dipilih karena memungkinkan peneliti memahami fenomena perilaku politik Generasi Z secara mendalam melalui konteks sosial, ekonomi, dan budaya yang melingkupinya. Fokus utama penelitian ini bukan pada data numerik, melainkan pada makna, persepsi, serta motif yang mendasari tindakan politik individu.

Metode deskriptif-analitis digunakan untuk menggambarkan, menafsirkan, dan menganalisis secara sistematis bentuk partisipasi, tingkat kesadaran, serta preferensi politik Generasi Z dalam Pemilu 2024. Melalui metode ini, peneliti berupaya menelaah bagaimana generasi muda memandang politik, berinteraksi dalam ruang digital, dan mengekspresikan partisipasinya dalam konteks demokrasi Indonesia. Penelitian dilaksanakan di beberapa wilayah dengan populasi Generasi Z yang

signifikan dan partisipasi politik yang tinggi, yakni Jakarta, Yogyakarta, Bandung, dan Surabaya. Pemilihan lokasi tersebut didasarkan pada pertimbangan bahwa kawasan perkotaan merupakan pusat aktivitas sosial dan digital yang berpengaruh terhadap perilaku politik pemilih muda. Pelaksanaan penelitian berlangsung selama Januari hingga Juni 2024, meliputi tahap persiapan, pengumpulan data, dan analisis pasca-Pemilu. Waktu tersebut dipilih agar penelitian mencakup keseluruhan proses politik menjelang, selama, dan sesudah Pemilu 2024.

Populasi penelitian ini adalah seluruh anggota Generasi Z di Indonesia, yakni individu yang lahir antara tahun 1997 hingga 2012 dan telah memenuhi syarat sebagai pemilih pada Pemilu 2024. Peneliti menggunakan teknik purposive sampling, yaitu pemilihan informan berdasarkan pertimbangan tertentu sesuai dengan kebutuhan penelitian. Kriteria informan meliputi:

1. Berusia antara 17–27 tahun pada tahun 2024;
2. Memiliki hak pilih dan telah berpartisipasi dalam kegiatan politik, baik secara langsung maupun melalui media sosial;
3. Berasal dari latar belakang pendidikan dan pekerjaan yang beragam untuk memperoleh variasi perspektif.

Jumlah informan sebanyak 20 hingga 30 orang, yang terdiri atas mahasiswa,

pekerja muda, dan aktivis komunitas digital yang aktif berpartisipasi dalam isu sosial-politik.

Research Methodology

This study employs a qualitative approach using a descriptive-analytical method. The qualitative approach was chosen because it allows the researcher to understand the phenomenon of Generation Z's political behavior in depth, within the social, economic, and cultural contexts that surround it. The main focus of this study is not on numerical data but rather on the meanings, perceptions, and motives underlying individual political actions.

The descriptive-analytical method is used to describe, interpret, and systematically analyze the forms of participation, levels of awareness, and political preferences of Generation Z in the 2024 General Election. Through this method, the researcher aims to explore how young people perceive politics, interact in digital spaces, and express their participation within the broader context of Indonesia's democracy.

The research was conducted in several regions with significant Generation Z populations and high political participation rates, namely Jakarta, Yogyakarta, Bandung, and Surabaya. These urban areas were selected because they serve as centers of social and digital activity that influence the political behavior of young voters. The research was carried out from January to June 2024,

encompassing the stages of preparation, data collection, and post-election analysis. This timeframe was chosen to ensure the study covered the entire political process—before, during, and after the 2024 General Election.

The population of this research consists of all members of Generation Z in Indonesia, defined as individuals born between 1997 and 2012 who were eligible to vote in the 2024 General Election. The study employs a purposive sampling technique, selecting informants based on specific criteria relevant to the research objectives.

The selection criteria for informants are as follows:

- 1. Aged between 17 and 27 years old in 2024;*
- 2. Eligible voters who have participated in political activities, either directly or through social media;*
- 3. Representing diverse educational and occupational backgrounds to ensure a variety of perspectives.*

A total of 20 to 30 informants were selected, consisting of university students, young professionals, and digital community activists actively engaged in social and political issues.

HASIL OBSERVASI DAN WAWANCARA

Kesadaran Politik Generasi Z

Dari hasil observasi dan wawancara, diketahui bahwa sebagian besar mahasiswa UIN Raden Fatah memiliki kesadaran politik cukup tinggi. Mereka mengetahui proses dan jadwal Pemilu 2024, serta memahami pentingnya memilih pemimpin yang berkualitas. Salah satu responden, mahasiswa Fakultas Ekonomi Syariah, mengatakan: "Saya ikut Pemilu 2024 karena ingin tahu siapa yang benar-benar peduli pada rakyat, bukan hanya janji di media sosial." Namun, sebagian lainnya menunjukkan sikap skeptis terhadap politik karena menganggap politik penuh kepentingan dan manipulasi.

Pengaruh Media Sosial Sebagian besar responden memperoleh informasi politik melalui media sosial, terutama Instagram (70%), TikTok (20%), dan Twitter/X (10%). Mahasiswa aktif memantau berita politik, kampanye digital, dan debat calon presiden melalui media ini. Akan tetapi, beberapa mengaku sulit membedakan informasi objektif dan hoaks. Seorang mahasiswa Dakwah menyebut: "Banyak banget informasi politik di Tik Tok, tapi nggak tahu mana yang benar. Kadang malah bingung karena semuanya saling menyalahkan."

Hal ini memperlihatkan bahwa literasi politik digital di kalangan Generasi Z masih perlu diperkuat.

Results of Observation and Interviews

Political Awareness of Generation Z

Based on the results of observations and interviews, it was found that most students at UIN Raden Fatah Palembang possess a relatively high level of political awareness. They are generally well-informed about the process and schedule of the 2024 General Election and understand the importance of electing qualified and responsible leaders. One respondent, a student from the Faculty of Islamic Economics, stated: "I participated in the 2024 election because I want to know who truly cares about the people, not just those who make promises on social media."

However, some respondents expressed skepticism toward politics, perceiving it as an arena dominated by personal interests and manipulation. This indicates that while awareness exists, trust in the political system remains fragile among a portion of Generation Z students.

The Influence of Social Media

Most respondents reported that their primary sources of political information are social media platforms, particularly Instagram (70%), TikTok (20%), and Twitter/X (10%). Students actively follow political news, digital campaigns, and presidential debates through these platforms. Nevertheless, several respondents admitted to having difficulty distinguishing between

objective information and misinformation. A student from the Faculty of Da'wah commented: "There's so much political content on TikTok, but it's hard to tell which one is true. Sometimes it's confusing because everyone seems to blame each other." These findings suggest that digital political literacy among Generation Z remains limited and needs to be strengthened. While social media facilitates political engagement, it also exposes users to misinformation and polarized content, which can distort their political understanding and decision-making.

Kesimpulan

Hasil penelitian mengenai perilaku politik Generasi Z pada Pemilu 2024 menunjukkan bahwa generasi ini memiliki karakter politik yang dinamis, reflektif terhadap perkembangan teknologi digital, dan dipengaruhi oleh perubahan sosial serta nilai-nilai demokrasi yang berkembang di era modern.

Pertama, kesadaran politik Generasi Z berada pada tingkat yang cukup tinggi. Mereka memiliki akses informasi yang luas melalui berbagai platform digital, sehingga mampu mengenali isu-isu politik, sosial, dan lingkungan yang relevan dengan kehidupan mereka. Meskipun demikian, bentuk kesadaran tersebut masih bersifat permukaan dan situasional, karena tidak selalu diikuti oleh keterlibatan aktif atau tindakan politik yang konsisten.

Kedua, partisipasi politik Generasi Z lebih menonjol dalam ranah digital dibandingkan dengan bentuk partisipasi konvensional. Mereka aktif menyuarakan pendapat, berdiskusi, dan berpartisipasi dalam kampanye politik melalui media sosial. Tingkat kehadiran mereka di tempat pemungutan suara cukup tinggi, tetapi sebagian besar keputusan memilih didorong oleh pengaruh lingkungan sosial, figur publik, atau tren digital, bukan oleh pertimbangan ideologis. Hal ini menandakan adanya pergeseran dari partisipasi politik tradisional menuju bentuk partisipasi politik digital yang ekspresif dan berbasis identitas generasi.

Ketiga, preferensi politik Generasi Z dibentuk oleh kombinasi antara rasionalitas dan emosi. Mereka cenderung menilai kandidat berdasarkan isu-isu yang bersentuhan langsung dengan kepentingan mereka, seperti pendidikan, kesempatan kerja, dan transparansi pemerintahan. Namun, aspek emosional seperti gaya komunikasi yang terbuka, kejujuran, dan kedekatan dengan nilai-nilai generasi muda juga menjadi faktor penting dalam menentukan pilihan politik.

Conclusion

The findings of this research on the political behavior of Generation Z in the 2024 General Election reveal that this generation demonstrates a dynamic political character, one that is highly reflective of digital technological

developments and influenced by social change as well as the evolving democratic values of the modern era.

First, the political awareness of Generation Z is relatively high. They have broad access to information through various digital platforms, enabling them to recognize political, social, and environmental issues relevant to their daily lives. However, this awareness often remains surface-level and situational, as it is not always accompanied by consistent engagement or sustained political action.

Second, Generation Z's political participation is more prominent in the digital sphere than in conventional forms. They actively express opinions, engage in discussions, and participate in political campaigns through social media. Although their voter turnout at polling stations is fairly high, many of their voting decisions are influenced by social environments, public figures, or digital trends rather than by deep ideological considerations. This reflects a shift from traditional political participation toward digital, expressive, and identity-based political engagement.

Third, the political preferences of Generation Z are shaped by a combination of rationality and emotion. They tend to evaluate candidates based on issues that directly affect their interests—such as education, employment opportunities, and government transparency. Nevertheless, emotional aspects such

as open communication style, honesty, and resonance with youth values also play a crucial role in shaping their political choices.

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