

The Role of Subdistrict Election Committees in Increasing Electoral Participation Among Generation Zillennials

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ABSTRACT

The Zillennial generation faces multifaceted challenges in electoral participation, including political apathy, skepticism toward governance systems, and misinformation spread via social media. This study examines the role of the Subdistrict Election Committee (PPK) in Lakbok Subdistrict, Ciamis Regency, Indonesia, in addressing these barriers and enhancing voter engagement among Zillennials during the 2024 General Election. Employing a quantitative-descriptive approach, the research conducted interviews with 27 purposively sampled informants, including election officials, academics, party volunteers, and generational representatives. Data were analyzed using categorical identification based on ideal average value (Mi) and ideal standard deviation (SDi) to evaluate the effectiveness of PPK strategies. Findings reveal four critical roles of the PPK: (1) conducting technical guidance sessions from the General Election Commission (KPU) to district-level committees, emphasizing voter education and digital communication strategies; (2) improving accessibility and transparency through open data dissemination and inclusive outreach programs; (3) leveraging social media platforms like Instagram and TikTok to deliver engaging, visual electoral content tailored to Zillennial preferences; and (4) organizing offline voter education initiatives, such as workshops and community dialogues, to foster direct engagement. The study highlights that these roles significantly boosted Zillennial participation by addressing their unique needs for tech-savvy, transparent, and interactive communication. Notably, technical guidance sessions for PPK members (e.g., 25 sessions on voter education) correlated with increased youth turnout, while social media campaigns achieved high engagement rates through infographics and short videos. Recommendations include top-down optimization of PPK programs, structural integration of digital tools, and collaborative efforts with Zillennial communities to sustain democratic participation. This research contributes to electoral studies by demonstrating the importance of localized, adaptive strategies in bridging generational gaps in political engagement, particularly in Indonesia's evolving democratic landscape.

Keyword: Policy, Voter, Zilennials



INTRODUCTION

The message of Law of the Republic of Indonesia Number 7 of 2017 on General Elections, Article 448, states that elections are conducted based on public participation. Specifically, public participation includes, among others, election socialization; political

education for voters; surveys or polling on elections, and quick counts of election results (UU No. 7 Tahun 2017). The General Elections Commission (KPU), as an institution responsible for increasing participation in general elections, plays a key role in ensuring the hallmark of a democratic state, which is the regular conduct of elections (Kholikin & Holivil, 2024). To assist the General Elections Commission (KPU) in carrying out its duties at the subdistrict level, the KPU is mandated to establish an ad hoc body known as the Subdistrict Election Committee (PPK) (Aprilianto & Kholifah, 2024).

The Subdistrict Election Committee (PPK) plays a vital role in encouraging voter participation among Zillennial voters. Generation Z is recognized as a group born between the mid-1990s and early 2010s, growing up in a digital and globalized environment as highly connected digital natives. They demonstrate a strong awareness of social and environmental issues, tend to take an independent approach to education and careers, are open about mental health, and are selective in consumer behavior, supporting brands with ethical and sustainable values (Seemiller & Grace, 2019).

In this context, the Subdistrict Election Committee (PPK) of Lakbok Subdistrict, Ciamis Regency, utilizes social media and various digital platforms to provide informative content related to elections and current trends as part of its efforts to encourage voter participation among Generation Z. With the slogan 'serving,' the Subdistrict Election Committee (PPK) of Lakbok Subdistrict, Ciamis Regency, recorded a total of 43,077 voters, consisting of 21,530 male voters and 21,547 female voters, as shown in the image below.

Table 1. Voter Data by District

No.	District name	Total villages	Total polling stations	Male voters	Female voters	Total voters
1	Ciamis	12	309	37,299	38,377	75,676
2	Cikoneng	9	173	21,879	21,094	42,973
3	Cjejunjing	6	117	21,816	21,976	43,792
4	Sadananya	8	121	14,715	14,295	29,010
5	Cidogo	11	149	19,790	19,292	39,082
6	Cihaurbeuti	8	122	16,710	16,638	33,348
7	Panumbangan	6	100	20,333	20,995	41,328
8	Panjal	8	115	17,471	17,458	34,929
9	Kawali	14	132	20,517	20,343	40,860
10	Panawangan	9	111	16,167	16,348	32,515
11	Cipaku	11	109	15,304	15,183	30,487
12	Jatinagara	6	66	8,624	8,994	17,618
13	Rajadesa	10	154	22,234	22,093	44,327
14	Sukadana	8	104	14,901	14,475	29,376
15	Rancah	13	126	22,710	22,303	45,013
16	Tambaksari	10	87	8,594	8,409	17,003
17	Lakbok	10	123	20,409	20,099	40,508
18	Banjarsari	11	175	29,799	29,017	58,816
19	Pamarican	9	140	21,170	21,043	42,213
20	Cimaragas	9	105	16,258	15,636	31,894
21	Cisaga	8	108	16,932	16,282	33,214
22	Sindangkasih	8	119	18,434	18,174	36,608
23	Baregbeg	5	85	13,706	13,774	27,480
24	Sukamantri	5	53	8,302	8,356	16,658
25	Lumbung	9	93	13,276	13,084	26,360
26	Purwadadi	10	123	15,146	15,041	30,187

No.	District name	Total villages	Total polling stations	Male voters	Female voters	Total voters
27	Banjaranyar	9	132	15,846	15,570	31,416
	Total	242	3351	488,342	484,349	972,691

Source: KPU Kabupaten Ciamis, Jawa Barat

General Elections emerge as a platform that provides an opportunity for active participation in democracy (Raisha, 2024). In this context, challenges arise as several political scientists predict that an aging population will lead to a democratic crisis due to the increasing rejection of plans for the future. (Runciman, 2018). Generation Z faces various challenges in electoral participation (Muna et al., 2024). including a lack of political awareness, skepticism toward the political system, and the influence of social media, which often disseminates inaccurate information all of which can reduce their motivation to engage in the electoral process (Wartoyo & Ginting, 2024).

In comprehending this phenomenon, it is crucial to integrate political communication theory, democratic participation theory, and the theory of social media influence. Political communication theory elucidates how political messages are conveyed and received by the public, and how mass media can shape public opinion (Strömbäck & Esser, 2014). Democratic participation theory underscores the importance of active citizen engagement in the political process to maintain governmental legitimacy and accountability (Boulianne, 2015). Concurrently, the theory of social media influence explains how digital platforms can either facilitate or impede political participation, and how information disseminated on social media can affect voter perceptions and behavior (van Dijck, 2013).

The primary focus of this study is to critically examine the role of the District Election Committee (PPK) as an effort to encourage the participation of the Zillennial generation in the 2024 General Election. This research aims to identify and understand the emerging issues, both in principle and practice, particularly the realities of the factors causing the Zillennial generation's skepticism toward casting their votes at polling stations (TPS). This study was conducted during the stages of the 2024 General Election in Lakbok Subdistrict, Ciamis Regency, West Java Province, Indonesia. As one of the major towns located on the border of West Java and Central Java provinces, it offers new scientific insights into electoral studies in Indonesia within the context of an endemic and unique General Election.

Previous research on increasing Zillennial generation participation has been predominantly conducted in western Indonesia, such as studies carried out. These studies often focus on regions with distinct sociopolitical dynamics, leaving gaps in understanding participation trends in other parts of the country. Diazzaki & Mubarak (2024) limited to Agam Regency, West Sumatra Province. Then Sitorus & Sitorus (2023) at SMK Taruna Pekanbaru, Tampan District, Pekanbaru City, Riau Province.

Thus, this study seeks to address this limitation by formulating the problem of how the District Election Committee (PPK) of Lakbok District, Ciamis Regency, plays a role in increasing the participation of the millennial generation, specifically within Ciamis Regency in the local context of East Priangan. The contribution and novelty of this research provide an understanding of how the district election committee plays a role in increasing the participation of the millennial generation, which is important for examining the landscape of democratic practices in Indonesia. This study also offers insights into how local political factors interact and influence the 2024 General Election process.

RESEARCH METHODS

This research on the role of the district election committee in increasing the participation of the millennial generation in Lakbok District, Ciamis Regency, employs a

Descriptive-Quantitative research type. Descriptive-Quantitative research is a type of study that aims to systematically, factually, and accurately describe the facts and characteristics of a specific population, or to depict phenomena in detail (Nurdin & Hartati, 2019).

Descriptive Quantitative research does not fall under the category of associative research; therefore, it is not intended to examine and discover relationships between independent and dependent variables or to compare two variables in an effort to express cause-and-effect relationships. Descriptive-Quantitative research is a systematic and foundational approach to provide answers to problems or to gain deeper and broader information regarding a phenomenon (Nurdin & Hartati, 2019).

The case in this study focuses on the role of the district election committee in increasing millennial generation participation in the 2024 General Election. The selection of Ciamis Regency as the research location is based on the challenges and uniqueness of the program as a melting pot between West Java Province and Central Java Province, with the highest voter registration list (DPT) in Indonesia, which highlights a paradox in participation enhancement programs. This case selection is also based on the availability of relevant data and accessible information.

Tabel 2. Informant Data Summary

Informant Category	Number of Respondents	Information
Election Organizers	3	Meet the requirements
General Election Commission (KPU)	1	Meet the requirements
Lecturers/Academics	1	Meet the requirements
Election Monitors (JPPR)	1	Meet the requirements
Party Volunteers	1	Meet the requirements
Baby Boomer Generation	10	Meet the requirements
Zillennial Generation	10	Meet the requirements

Source: Author, 2025

In selecting informants, this research applies purposive sampling techniques to selectively identify individuals who are experienced or knowledgeable about the paradox in the role of the district election committee in increasing millennial generation participation, which is expected to provide in-depth insights (Campbell et al., 2020).

The criteria for selecting informants include 7 groups: namely, the district election committee, the general election commission, lecturers/academics, election monitors, party volunteers, baby boomer generation, and millennial generation. Each group has its own perspective on the role of the district election committee in enhancing the participation of the millennial voter generation.

The sampling technique in this research uses census or total sampling, with the entire population as the sample subjects being studied or respondents providing information. The primary data types and sources consist of questionnaires, interviews, and observations, while secondary data includes documents, reports, archives, and so on. Finally, informants are selected based on these criteria, with the number of informants determined to meet the data needs and reach the point of information saturation, as shown in the table above.

The data for this research were collected using a questionnaire method, which consists of a written list of questions used to gather information from respondents. This can be distributed via delivery services to be filled out and returned, or it can also be answered under the supervision of the research (Nurdin & Hartati, 2019). In-depth interviews involving key stakeholders and observations will focus on the direct implementation practices of policies, while document analysis will include reports, archives, media, and official publications (Bungin, 2022).

To enhance the validity and reliability of the findings, the assessment and evaluation processes will be strengthened through supplementary statistical analyses. Initially, the questionnaire instrument will undergo validity and reliability testing, employing techniques such as Cronbach's Alpha to measure internal consistency (Tavakol & Dennick, 2011) and the Content Validity Ratio (CVR) to assess content validity.

Furthermore, to evaluate differences between respondent groups (e.g., Generation Z vs. Baby Boomers), inferential statistics will be utilized. Specifically, an independent samples t-test will be conducted if the data meet normality assumptions; otherwise, the non-parametric Mann-Whitney U test will be employed as an alternative (Field, 2018). Analysis of Variance (ANOVA) will also be applied to compare differences among more than two groups, with post hoc tests, such as Bonferroni or Tukey, to identify specific inter-group differences.

In addition, regression analysis will be performed to identify significant predictive factors of voter participation, considering variables such as the level of political awareness, access to information, and social media usage (Anderson, 2010).

The data obtained will be analyzed thematically to identify, analyze, and report patterns within the data. This analysis helps reveal and understand the paradox in the role of the district election committee in enhancing millennial generation participation. To verify and ensure the reliability of the data, the stages are as follows: editing stage, coding stage, tabulating stage, analyzing stage, data description stage, and conclusion drawing stage. The analyzing stage will be presented as percentages calculated using the formula below

$$P = \frac{f}{N} \times 100\%$$

Description:

- P = Percentage
- f = Frequency (number of respondents' answers)
- N = Number of cases (total number of respondents)

Figure 1. Frequency (f) and Total Cases (N)

Source: processed by the researcher (2025)

The formula is used to calculate the percentage of a specific response given by respondents in a survey or study. In this formula, P represents the percentage, f is the frequency or the number of times a particular response was given, and N is the total number of respondents or cases. By dividing the frequency by the total number of cases and multiplying by 100, this formula provides the proportion of respondents who selected a certain answer, expressed as a percentage. This method is commonly used in data analysis to interpret and present survey results clearly and effectively.

Table 3. Scoring Categorization Using Ideal Mean (Mi) and Ideal Standard Deviation (SDi)

Score	Conversion Formula	Category
1	$X > Mi + 1 (SDi)$	Good
2	$Mi - 1 (SDi) \leq X \leq Mi + 1 (SDi)$	Fairly Good
3	$X < Mi - 1 (SDi)$	Poor

Source: Azwar, 2022

Legend:

- X = Score
- Mi = Mean
- SDi = Standard Deviation

This table presents a scoring classification system based on statistical conversion using the mean (M_i) and standard deviation (SD_i). A score is categorized as "Good" if the value (X) is greater than one standard deviation above the mean ($X > M_i + 1 SD_i$). It is considered "Fairly Good" if the value falls within one standard deviation above or below the mean ($M_i - 1 SD_i \leq X \leq M_i + 1 SD_i$). Finally, a score is classified as "Poor" if it is more than one standard deviation below the mean ($X < M_i - 1 SD_i$). This method helps to interpret and evaluate data distribution in a clear and structured manner.

RESULTS AND DISCUSSION

In carrying out its duties, the General Election Commission (KPU) establishes ad hoc bodies to organize elections, which consist of the District Election Committee (PPK), the Voting Committee (PPS), the Voting Organizing Group (KPPS), and the Voter Data Updating Officers (Pantarlih).

In this case, the District Election Committee (PPK) has the following duties: a) To carry out all stages of election organization at the district level as determined by the KPU, Provincial KPU, and Regency/City KPU; b) To receive and submit the voter list to the Regency/City KPU; c) To conduct and announce the recap of election results for members of the House of Representatives, members of the Regional Representative Council, President and Vice President, members of the Provincial Regional House of Representatives, and members of the Regency/City Regional House of Representatives in the respective district based on the minutes of the vote count at the polling stations, attended by witnesses from the election participants; d) To evaluate and prepare reports for each stage of the election organization in its working area; e) To conduct socialization regarding election organization and/or matters related to the duties and authority of the PPK to the public; f) To carry out other tasks assigned by the KPU, Provincial KPU, and Regency/City KPU in accordance with the provisions of laws and regulations; and g) To perform other tasks in accordance with the provisions of laws and regulations (Peraturan KPU No. 8 Tahun 2022).

In conducting socialization of the election organization to the public, the District Election Committee (PPK) plays a crucial role in increasing voter participation interest. Voter participation is very important as it contributes to the legitimacy of democracy, ensures fair representation of various community groups, and encourages accountability among leaders, especially among the youth who have unique perspectives and needs in the current political context (Putnam, 2000).

The elements of voter participation include: First, political awareness is crucial, as voters need to understand political issues, candidates, and the election process to enhance their motivation. Second, access to clear and accurate information about elections, including how to register and vote, also plays a critical role. Additionally, individual motivation, influenced by personal interests and political values, as well as ease of access to polling places, can enhance participation. Social influences from family, friends, and the community can also affect voters' attitudes, while previous experiences in elections and involvement in community organizations can strengthen the desire to participate (Cecep Husni Mubarak, 2023).

The youth, currently dominated by the Zillennial generation, bring relevant perspectives and issues, such as social justice and climate change, into the political arena. Their involvement in elections can influence the policies adopted by leaders and enhance government accountability and transparency, as well as strengthen the legitimacy of the democratic system (Sitorus & Sitorus, 2023).

The Zillennial generation, consisting of individuals born between 1997 and 2012, is known for its high adaptability to technology, strong social awareness, and desire to contribute to global issues, such as climate change and social justice (Williams, 2020). The characteristics of the Zillennial generation can be seen from their upbringing in an environment with internet access and technology, making them highly tech-savvy and accustomed to using social media

for communication and information seeking. Additionally, Zillennials tend to be more creative and innovative, often getting involved in creative industries such as digital content and social media. They also exhibit an open attitude towards differences, with high tolerance for various cultural backgrounds and identities (Seemiller & Grace, 2019).

1. The Role of Subdistrict Election Committees

Efforts to increase Zillennial voter participation, viewed from the role of the District Election Committee (PPK), are carried out through several methods, as follows: First, technical guidance from the General Election Commission (KPU) to the District Election Committee. Second, increasing accessibility and transparency. Third, utilizing social media. Fourth, organizing voter education. These various roles are crucial in encouraging community involvement, especially among Zillennials, in the democratic process (Asshiddiqie, 2006).

First, regarding technical guidance for the District Election Committee by the General Election Commission (KPU), the training provided by the KPU to the District Election Committee includes instruction on voting procedures, the use of information technology, and effective communication and socialization strategies to reach voters (Zamzami, 2018). In this training, various methods are employed, such as face-to-face training, panel discussions, focus group discussions, workshops, and the use of digital platforms (Cecep Husni Mubarak, 2023). It seems you want to refer to a diagram to illustrate how the District Election Committee is taught to optimize social media for sharing relevant and engaging election information for Zillennial voters. However, I cannot generate or display table.

Table 4. Number of Technical Guidance (Bimtek) for PPK in Lakbok Subdistrict

Division	Number of Bimtek
Finance, General Affairs, and Logistics Division	14
Socialization, Voter Education, Community Participation, and HR Division	25
Legal and Supervision Division	8
Technical Implementation Division	17
Data and Information Division	24

Source: District Election Committee (PPK) Lakbok, 2025

From the figure above, the number of technical guidance sessions for the District Election Committee (PPK) in Lakbok District in the divisions of socialization, voter education, community participation, and human resources has the highest number of sessions, totaling 25. This is followed by the data and information division with 24 sessions, the technical organization division with 17 sessions, the finance, general, and logistics division with 14 sessions, and finally, the legal and supervision division with 8 sessions. The impact of this technical guidance is very significant, as the knowledge and skills acquired allow the district election committee in the divisions of socialization, voter education, community participation, and human resources to increase awareness and involvement of the Zillennial generation in elections, which in turn can boost voter participation among that group.

In an interview with the Head of the Division of Socialization, Voter Education, Community Participation, and Human Resources of PPK Lakbok, Barokah Tuttaqiyah, the following was discussed

"As the data we shared with you earlier shows, my division, which focuses on socialization, voter education, community participation, and human resources, has the highest intensity of technical guidance sessions compared to other divisions. This is a form of commitment from the Election Commission (KPU) to ensure that electoral information reaches the public, especially the Zillennial generation."

In an interview with Dede Febriana Rossad, a representative of the Zillennial generation

"This shows a strong commitment from the committee to engage the community, especially young people, in the electoral process. With the right information and good training, we feel more confident to participate in elections. Understanding the democratic process as a whole, this effort will have a positive impact on voter participation rates among the Zillennial generation, who are often skeptical of political processes. If we feel educated and empowered, we will certainly be more motivated to participate in elections".

Can be concluded that she expressed her views regarding the impact of the technical guidance conducted by the District Election Committee (PPK) of Lakbok. According to her, from the available data, the division of socialization, voter education, community participation, and human resources recorded the highest number of technical guidance sessions with 25 sessions, followed by the data and information division with 24 sessions.

Both accessibility and transparency improvements, in this case by the district election committee, are implemented through the provision of clear and open information regarding the electoral process (Fauza, 2022). Accessibility and transparency of public bodies to the community are one of the pillars of the democratization process (Kholikin & Holivil, 2024), Referring to efforts to ensure that all voters, including marginalized groups, have easy and equal access to electoral information and voting activities at polling places (TPS). Additionally, transparency is realized through the publication of electoral data, activity reports, and voting results that are accessible to the public, aimed at building public trust (Clark, 2024). as shown in the image below:

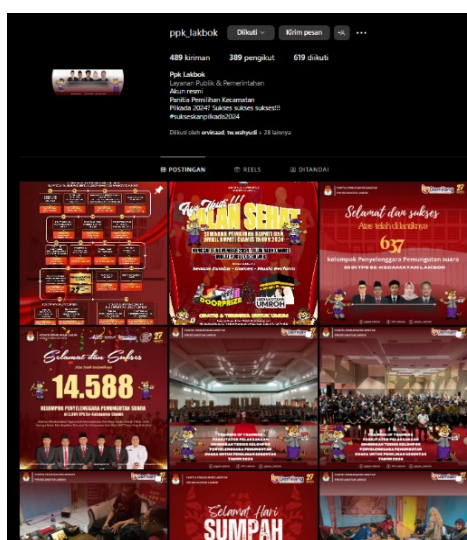


Figure 2. Socialization by the District Election Committee (PPK) of Lakbok through Instagram
Source: District Election Committee (PPK) of Lakbok, 2025

Below is an interview with the Head of the Legal and Supervision Division of PPK Lakbok, Munawar Holil Hasan, as follows:

"Many voters, especially in remote areas or underserved groups, often do not receive adequate information. Therefore, we strive to present information sessions both in person and through social media. With these steps, the District Election Committee is committed to creating an inclusive environment where every voter feels empowered and has equal rights."

Based on the interview conducted, the District Election Committee (PPK) of Lakkok also provides various information channels, social media, and various mobile applications provided by the Central KPU, allowing voters to easily access information related to elections, including schedules, polling locations, and registration procedures (Asy'ari, 2023). In utilizing social media, the District Election Committee (PPK) of Lakkok leverages these platforms to reach Generation Z by disseminating electoral information in an interactive and engaging manner, as well as educating them about the importance of participation in the democratic process through relevant and easily accessible content (Cecep Husni Mubarak, 2023). In the context of political participation and elections, the characteristics of Generation Z are highly digitally connected. Platforms like TikTok, Instagram, and Twitter can be used to creatively and engagingly disseminate electoral information, making it easier for Generation Z to access information about voters, candidates, and relevant issues (Putricia et al., 2024). as seen in this example image:



Figure 3. Digital Pamphlet Inviting to the Polling Station by the PPK of Lakkok
Source: District Election Committee (PPK) of Lakkok, 2025

Interactive campaigns and the use of visual content can enhance their engagement, encourage discussions, and create collective awareness (Clark, 2017). Thus, social media not only serves as a tool but also as an effective platform to promote increased political participation among Generation Z in the democratic process (Edwards, 2019). Several reasons can be introduced from the interview with the Head of the Socialization, Voter Education, Community Participation, and Human Resources Division of PPK Lakkok, Barokah Tuttaqiyah, as follows.

"PPK Lakkok realizes that Generation Z prefers visual and dynamic content, so we strive to present electoral information that is not only informative but also entertaining. For example, we create engaging infographics that explain the electoral process, as well as short videos that answer common questions related to voting."

In addition to conducting voter education online, offline implementation is also carried out through this role (Curbelo, 2023). The organization of voter education by the district election committee is realized through various interactive activities, such as seminars and workshops conducted directly for the community (Wulandari & Kurniawan, 2024). Next, the interview with the Head of the Data and Information Division of PPK Lakkok, Affan Hidayat, S.Hum, is as follows:

"We believe that direct interaction with the community, especially Generation Z, is very effective in conveying electoral information. Therefore, we organize various interactive activities such as seminars and workshops that allow Generation Z to actively participate in discussions. Participants are not only provided with information about the voting procedures but are also invited to engage in dialogue and ask questions directly to the organizers. Such interactions create a more dynamic atmosphere and enable us to understand the needs and concerns of Generation Z regarding elections."

The results of the interview further emphasize that Generation Z is the primary focus of education aimed at increasing their knowledge about the electoral process and the urgency of democratic participation. Furthermore, this research maps the results of data analysis using the ideal mean (Mi) and Ideal Standard Deviation (SDi) as guidelines for establishing criteria using the informant distribution criteria scale as follows:

Table 5. Informant Categories

Category	Informant Agency	Amount
Election organizer	PPK Lakhok	3
Election organizer	KPU Ciamis	1
Election Observer	Lecturer	1
Election Observer	JPPR	1
Political Parties	Volunteers	1
Voter	Baby Boomer	10
Voter	Zillennial	10
	Total	27

Source: processed by the researcher, 2025

Assessment from each category of informants regarding the role of the district election committee using a scale of 1-5 with the following results:

1. Election Organizers (3 respondents) : 4, 4, 5
2. KPU (1 respondents) : 4
3. Lectures/Academics (1 respondent) : 3
4. JPPR (1 respondent) : 4
5. Party Volunteers (1 respondent) : 3
6. Baby Boomer Generation (10 respondents) : 4, 4, 4, 5, 4, 4, 5, 4, 4, 5
7. Zillennial Generation (10 respondents) : 5, 4, 5, 4, 5, 4, 5, 4, 5, 4

Total Overall Score = 13 + 4 + 3 + 4 + 3 + 44 + 46 = 117

Calculating Mi

$$\begin{aligned}
 \text{Mi} &= \text{Total Score} : \text{Number of Respondents} \\
 &= 117 : 27 \\
 &= 4.33 \text{ Mi}
 \end{aligned}$$

Calculating SDi

Deviation Scores from Mi

$$\text{Total Squared Deviations} = 0.1089 * 5 + 0.4489 * 6 + 1.7689 * 2 = 0.5445 + 2.6934 + 3.5378 = 6.7757$$

Calculate SDi:

$$\begin{aligned}
 \text{SDi} &= \text{Total Squared Deviations} : \text{Number of Respondents} \\
 &= 6.7757 : 27 \\
 &= 1.31 \text{ SDi}
 \end{aligned}$$

Data Analysis Based on the scores from respondents that have been calculated: The Average Score (Mi = 4.33) falls into the Quite Important category. With the majority of respondents rating between 4 and 5, they can be categorized as Important or Very Important. Given that the total population is 43,077, this indicates that the analysis may need to be

conducted on a larger sample to obtain more representative results. Data Grouping Criteria using the calculated M_i and SD_i , we can establish the grouping criteria as follow

Table 6. Group Criteria

Category	Score Range (Formula)	Description (Numeric Range)
Very Important	$M_i + 1.5 SD_i$	6.0 – 7.0
Important	$M_i + 0.5 SD_i$	5.0 – 6.0
Fairly Important	M_i	3.5 – 5.0
Less Important	$M_i - 0.5 SD_i$	2.5 – 3.5
Not Important	$M_i - 1.5 SD_i$	1.0 – 2.5

Source: processed by the researcher, 2025

From this analysis, we conclude that there is a fairly high understanding of the role of the district election committee in increasing voter participation among the Millennial and Baby Boomer generations. Recommendations include enhancing socialization programs and collaborating with these groups to improve effectiveness. Findings and Practical Implications: The research findings confirm the critical role of the PPK in enhancing voter participation among Generation Z. However, the effectiveness of each strategy varied and was influenced by several key factors:

Technical Guidance Intensive training for PPK personnel, particularly within the divisions of socialization, voter education, and social media utilization, correlated positively with increased awareness and knowledge among young voters. **Practical Implication:** The KPU needs to continuously improve the quality and scope of training, focusing on digital communication skills and message delivery strategies relevant to Generation Z (Theocharis et al, 2016). **Accessibility and Transparency:** The provision of easily accessible information through various channels, including social media and mobile applications, increased voter confidence in the electoral process. **Practical Implication:** The PPK must ensure that all election-related information is available both online and offline, using simple and easily understandable language. Furthermore, the PPK should actively respond to voter inquiries and complaints via social media.

Social Media Utilization The use of social media to disseminate election information in an interactive and engaging manner proved effective in reaching Generation Z. **Practical Implication:** The PPK needs to develop creative, visual, and relevant social media content that addresses issues of concern to young voters, such as social justice, climate change, and economic well-being. The PPK should also collaborate with social media influencers to expand the reach of their messages. **Voter Education** Direct voter education activities, such as seminars and workshops, provided young voters with opportunities to interact with election officials and obtain more in-depth information. **Practical Implication** The PPK needs to organize interactive and participatory voter education activities, involving young voters as resource persons and facilitators. These activities can be conducted in schools, campuses, or local communities.

Specific Recommendations for Enhancing Socialization and Engagement Strategies for Generation Z: First, personalize messages: The PPK needs to develop socialization messages tailored to the diverse interests and values within Generation Z. This can be achieved by segmenting voters based on demographics, interests, and social media behavior. Second, collaborate with local communities: The PPK should collaborate with youth organizations, arts communities, and other civil society groups to organize more effective and sustainable socialization and voter education activities. Third, utilize new technologies: The PPK should continuously monitor technological developments and leverage new platforms popular among Generation Z, such as podcasts, streaming video, and online games.

CONCLUSION

This article focuses on the analysis of the role of the District Election Committee in increasing voter participation among the Millennial generation in the 2024 elections in Indonesia. With an average score ($M_i = 4.33$) falling into the Quite Important category, and with the majority of respondents rating between 4 and 5, they can be categorized as Important or Very Important. This indicates a fairly high understanding of the role of the district election committee in enhancing voter participation among the Millennial generation.

The outline of the findings in this article consists of four roles of the District Election Committee, namely: First, technical guidance from the General Election Commission to the District Election Committee. Second, enhancing accessibility and transparency. Third, utilizing social media. Fourth, organizing voter education. These various roles are crucial in encouraging community involvement, especially among the Millennial generation, in the democratic process.

The article then recommends two main actions: First, the optimization and follow-up plans for each role should be implemented in a Top-Down manner by the District Election Committee to other ad hoc bodies such as the Voting Committee, the Voting Committee Groups (KPPS), and the Voter Data Updating Officers (Paantarlih) to ensure that the technical guidance materials related to voter socialization can be maximally carried out to increase voter participation, particularly among the Millennial generation. Second, systematically, structurally, and massively maximizing social media to continuously provide informative and engaging content to voters, thereby creating an ideal democratization process as well as enhancing socialization programs and collaboration with Millennial groups to improve effectiveness.

Based on the aforementioned findings and practical implications, the following policy recommendations are offered for consideration by electoral authorities: First, Adequate Budget Allocation: Governments should allocate sufficient budgetary resources to programs aimed at enhancing youth voter participation, encompassing PPK training, social media content development, and the organization of voter education activities. Second, Strategic Partnerships: The KPU should forge strategic partnerships with youth organizations, arts communities, mass media outlets, and the private sector to expand the reach of their messages and enhance the effectiveness of socialization and engagement programs. Third, Curriculum Development: The KPU should develop a PPK training curriculum that is relevant and up-to-date with the latest trends in digital communication and effective message delivery strategies for reaching Generation Z. Fourth, Continuous Evaluation: The KPU should conduct periodic evaluations of the effectiveness of programs designed to enhance youth voter participation, utilizing both quantitative and qualitative data. The results of these evaluations can be used to refine strategies and improve the effectiveness of KPU programs in the future.

A limitation of this article is that it is confined to the implementation of the 2024 elections, without making comparative studies with previous elections to observe differences and historical trends.

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