

Parental Mentoring on Gen Z's Social Media Information Access Ahead of the 2024 Kendari Mayoral Election

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Abstract

Kendari City as one of the areas carrying out Pilkada in 2024 where many participants from generation Z as novice voters get information, especially what they usually access is through the use of Media Social in the form of Facebook, Instagram, Twitter, YouTube, TikTok, Whatsapp, Telegram and other social media. Parental assistance is needed so that in receiving information, Gen Z can always be directed and shown about good and correct information. From good information, political awareness is expected to arise, including later exercising their rights and obligations as citizens ahead of the democratic party for the 2024 Kendari Mayor and Deputy Mayor elections. This research uses a Qualitative approach with descriptive methods to find out about Gen Z's social media information access in increasing political awareness. Informants in this study were determined by purposive sampling and analysed using interactive analysis techniques. From the results of the research conducted, it was found that the assistance provided by parents to Gen Z on social media access ahead of the election of the Mayor and Deputy Mayor of Kendari 2024 obtained the type of assistance that exists, namely active assistance carried out by parents with awareness of the importance of information obtained by their children on the discourse of selecting leaders and the second is the type of less active assistance carried out due to busy work and earning daily family livelihoods so that they rarely pay attention to children in accessing information on social media in the election of the Mayor and Deputy Mayor of Kendari 2024. Gen Z gets a variety of information from social media in order to choose leaders who can bring prosperity to the people in Kendari City.

Keywords: Parental Assistance, Information Access, Social Media, Gen Z

Introduction

In the 2024 democratic party, the role of novice voters is very large, this is because the number of novice voters is quite significant. The General Election Commission on (17/05) through its official Instagram Social Media page @kpu_ri, as many as 205,853,518. This number is dominated by voters from Generation Y (Millennial) and Generation Z reaching 53.39% of the total number of voters (Gen Y; 69,061,943 = 33.55% and Gen Z; 47,020,295 = 22.84%) and Generation X which reached 57,748,353 (28.05%). The large number of Gen Y and Z voters, which reaches 116 million voters, is a big challenge for election organisers and election participants to be able to encourage them to channel their voting rights in the General Election. This large number of voters is in line with the conditions of Indonesia, which is experiencing a Demographic Bonus explosion today, where the number of productive populations is far greater than the non-productive population. (Sitorus & Sitorus, 2023).

Gen Z is currently an interesting generation to study in Indonesia. The Permanent Voter List (DPT) released by the General Election Commission of the Republic of Indonesia states that

22.85 per cent of the total DPT for the 2024 General Election is Gen Z. The Central Bureau of Statistics (BPS) in 2020 stated that Generation Z is the largest generation in Indonesia, at 27.94 per cent (Agustin Pratama Sihotang et al., 2024). The use of social media by Generation Z brings the impact of various parties who want to make good use of it. As well as political figures who are competing to win the votes of Generation Z as the most votes in the upcoming 2024 elections. Through campaigns on the internet, political figures make every effort to build public opinion in a humanist and persuasive way in the midst of Generation Z.

Social media as a new media in political communication is the right choice at this time. Platforms such as YouTube, Twitter, TikTok, Instagram and so on can easily disseminate political information and news so as to maximise the role of Generation Z in the political dynamics of this country. Therefore, social media is very popular and even used daily by the general public, especially Generation Z. Social media is online media that uses internet network-based technology to support social interaction, and turns communication into a reciprocal interactive dialogue (Nur, 2020, p. 120) in (Fitriani et al., 2022). Intense daily use of digital technology and strong relationships impact their behaviours and attitudes, including shorter attention spans, quicker gratification-seeking, and a preference for interactive and visual content (Twenge, 2018) in (Kurniawan et al., 2023).

In the age of digitalisation, social media has become an integral part of everyday life, especially for the younger generation. For first-time voters, those who will be exercising their right to vote in an election for the first time, social media offers a variety of information that can influence their decision. However, unwise use of social media can lead to the spread of misinformation, hoaxes and manipulation of public opinion. (I Made Sudiksa et al., 2024). As first-time voters, they are always assumed to have no previous voting experience as first-time voters. In fact, first-time voters are an important indicator of the current and future health of democracy. Novice voters are also faced with considerable obstacles, one of which is the development of information and communication technology that has almost penetrated into various fields such as business, industry, government, and politics (Wijaya, 2023). Information obtained through social media must be analysed and seen carefully so that Gen Z does not receive content that cannot be accounted for or Hoax content (Sihotang et al., 2024).

Empirically, hoax content in Indonesia is often found on social media with political themes. Usually, hoaxes grow uncontrollably on social media, especially ahead of political events (Park and Rim, 2018) in (Kartika & Mustika, 2023). The high use of mobile phones among millennial-age youth, especially smartphones, is certainly not only used for the purpose of making calls or answering mobile phone calls, but in it it is very possible to interact and use various social media applications that are trending among youth such as Facebook, Twitter, Instagram, and a number of other applications. This condition allows the need for further observation regarding the impact of information spread on social media which is not necessarily the truth that can be clarified. In fact, it is possible that some of the information is just a hoax that is easily spread massively in the virtual world (Ahmad, 2020).

The digital age has changed the way political information is accessed and utilised, especially in Indonesia. The prevalence of social media platforms such as Facebook, Twitter and Instagram has had a transformative impact on public discourse and the formation of political opinions (Dai et al., 2023; Farid, 2023) in (Judijanto et al., 2023). Kendari City as one of the areas carrying out the Pilkada in 2024 where there are many participants from generation Z as novice voters must get good information, especially what they usually access is Social Media in the form of Facebook, Instagram, Twitter, YouTube, Tiktok, Whatsapp, Telegram and other social media. Parental assistance is needed so that in receiving information, Gen Z can always be directed and shown about good and correct information. from good information, political

awareness is expected, including later exercising their rights and obligations as good citizens in the 2024 democratic party in Kendari City.

Methods

This research uses a qualitative approach with descriptive methods to find out about Gen Z's social media information access in increasing political awareness. The informants in this study were determined by purposive sampling and analysed using interactive analysis techniques developed by Miles & Huberman, namely data reduction, data presentation and conclusion drawing.

Results and Discussion

The regional head elections held in Southeast Sulawesi, including in Kendari City to elect the Mayor and Deputy Mayor in 2024, bring excitement to all circles because they will choose their leaders who can bring the community to a more prosperous for the next five years. The spirit is followed by community involvement in various aspects leading up to the election and it is also felt by the existing novice voters.

Generation Z, which the author focuses on in this study, accesses the internet every day and they get information quickly so that they get a lot of information, including about the Election of the Mayor and Deputy Mayor in 2024 . The information they get through social media is not only obtained just like that but is often asked to their friends or even their parents.

From the results obtained, most informants always have discussions with their children about information about mayoral or deputy mayoral candidates. Most of them focus on the existing figures even though the vision and mission of the candidates become discussions that also arise in this case parents always supervise children in the information they get from social media or even from their friends. Other parents are still found who have not really provided assistance to their children in accessing information on social media related to the election of the Mayor and Deputy Mayor of Kendari due to their busyness in earning a daily living. Children are given the freedom to access existing information about candidates and assume that later when the voting day is approaching, they will be asked about their choices, in this case the parents' choices are sometimes followed by their children who can already participate in the election of the Mayor and Deputy Mayor of Kendari City in 2024.

In terms of political awareness and the increase in political knowledge gained by Gen Z with the assistance provided by their parents in accessing information on social media about politics, they get knowledge not only from one side of the child or parents alone but from discussions held between parents and children to bring new knowledge about politics. Good news accessed through social media raises the enthusiasm to see Kendari City become a city that is increasingly proud and advanced, especially later in the hands of the right people who will lead for the next five years.

Parental assistance brings new wisdom for children in determining their political preferences that politics is not only limited to supporting certain figures but is more shown by the vision and mission of prospective leaders who are in favour of the people. Assistance provided by existing parents is also based on interaction and high concern of parents in supervising children in receiving information on social media and the method used by parents is to invite children to discuss the discourse they hear about the conditions leading up to the democratic party. The factor that makes Gen Z enthusiastic in following the information of the democratic party is because it is still early in participating in the election so that it makes new references and also new experiences for them. The big role of course comes from within the family to always see

their children's access to information in getting access to information related to the election of the Mayor and Deputy Mayor of Kendari in 2024.

Conclusion

From the results of the research conducted, it was found that the assistance provided by parents to Gen Z on social media access ahead of the election of the Mayor and Deputy Mayor of Kendari in 2024 found that the type of assistance that exists is active assistance carried out by parents with awareness of the importance of information obtained by their children on the discourse of selecting leaders and the second is the type of less active assistance carried out due to busy work and earning daily family livelihoods so that they rarely pay attention to children in accessing information on social media in the election of the Mayor and Deputy Mayor of Kendari in 2024. Gen Z gets a variety of information from social media in order to choose leaders who can bring prosperity to the people in Kendari City.

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