

CHAPTER I

INTRODUCTION

1.1 Background

Given that the Election Supervisory Board itself has predicted that there will be an increase in first time voters and that this has drawn researchers to conduct this research, the goal of this thesis is to examine the enthusiasm and the factors that can influences first time voters in Semarang City in participating in the upcoming 2024 Presidential Election. It is intended that the 2024 Presidential Election would demonstrate how political engagement of first time voters utilizes their right to vote to win the presidential election in the city of Semarang. As we all know, the task of organizing the 2024 presidential election, which will take place in the following year, is shared by all Indonesian citizens, including the astute and cynical millennial generation, who hope for trustworthy leaders who can guide Indonesia's progress. The development and destiny of the Indonesian Nation are discussed when discussing the 2024 Presidential Election. Of course, in reality, the millennial generation, who are first time voters, shouldn't merely watch and do nothing with their right to vote. The younger generation of the millennial generation should be able to spread positive energy and spread good values, especially in terms of implementing participatory elections.

Compared to the elder generation, first time voters participate in politics at a relatively low rate in many nations today. In addition, Indonesia, which will hold a presidential election in 2024, is anticipated to undergo a number of significant political upheavals in the next years. According to cases that have happened in Indonesia, for instance, Sodikin (2013) noted that the percentage of

non-voters, also known as the "white group" or "golput" which is primarily made up of young people, has been rising from election to election. It was 10.21% in the 1999 election, increased to 23.34% in the 2004 election, and then reached 39.10% in the 2009 election. There are first time voters who use their right to vote to participate through democratic parties, but there are also first time voters who take the path of not voting because for them personally, their destiny is in their hands and not the government. This is evident from the level of awareness of the first time voters in the election. It demonstrates differences based on lack of experience and understanding of learning politics. Because, in their views, they still haven't gotten acclimated to it due to influences from their surroundings and friendships, they still don't. In this situation, the president and vice president typically engage in forced or persuaded money politics.

First time voters in the political sphere refer to individuals or groups who are using their voting rights for the first time. First time voter's political preferences are constantly fluid and subject to change depending on the environment and other influences. Beyond that, however, the participation of first time voters in general election campaigns is unquestionably encouraging as a way to gain the strategic advantage that any politician seeking office seeks to attain. Students, college students, or voters between the ages of 17 and 21 who are first time voters are a genuinely distinctive demographic that frequently surprises and is undoubtedly promising in terms of numbers. It is unique because enthusiastic first time voters behave relatively more rationally, are more eager for change, and are less tainted by pragmatism.

First time voters may make up 60 percent of the electorate in the next 2024 elections, according to the Election Supervisory Body. The Semarang General Election Commissions already calculated that 26,031 Semarang City's first time voters will use their right to vote in the 2024 Presidential Elections. They are including Semarang High School students that are currently

enrolled in classes XI, XII, some university students, etc. The country's present political climate can have an impact on political engagement. This is especially true in the weeks leading up to the general election, when there is a lot of news that contains misinformation, incites hostility, and raises SARA concerns that can derail politicians. This political climate is of considerable concern to first time voters in Semarang City who intend to use their right to vote in the 2024 Presidential Election in order to avoid casting a ballot for the incorrect candidate.

Several other studies on political involvement in elections and local elections after armed conflict served as inspiration for this study. At least this can give an overview of their political orientation as first time voters in the 2009 general election, according to research done by the Bali Post Research and Development Team on 4 April 2009 among 150 third grade students at several state high schools in Denpasar who took part in election simulations. In the 2009 election, the majority of first time voters (64%) seemed to be using their right to cast a ballot. However, the shadow of the behavior of "choosing not to vote" (abstentions) still existed, because 26.4% of them said they did not know whether to use their right. vote, and another 7.2% will not use their right to vote.¹

This study still makes sense when applied to first time voters who would be participating in the Semarang City Presidential Election in 2024. Such a predisposition toward political orientation serves as a warning to both the presidential and vice presidential candidates' political parties, which support them, as well as to them personally, urging them to better some of the jobs that have been ignored thus far and are only carried out in the run-up to the election. Redesigning the process for selecting members of political parties as well as candidates for President and Vice

¹ Abdullah. (2011). *Kesadaran dan Partisipasi Politik Pemilih Pemula Dalam Menghadapi Pemilihan Walikota dan Wakil Walikota Kendari Tahun 2012*. 144

President is the first step in ensuring that the leaders put forth are actually competent and skilled. Political parties frequently aim to win votes by recruiting new voters. These first time voters typically lack political education and are ignorant. Political parties first sought to sway citizen's political choices in a variety of ways based on these presumptions. In reality, political parties encourage more young people to vote by running monetary policy-related campaigns. Not only are first time voters more susceptible to political party manipulation, but they are also more likely to abstain from voting. The first time voter group is a more scrutinizing group than the other categories, which gives first time voters several opportunities to abstain due to uncertainty when using their right to vote during elections. To ensure that the candidates who were chosen for the election were more well-liked in the neighborhood and that no more "crazy" candidates appeared, this procedure should have been carried out far in advance of the election. Second, the highschool students and student organizations contain the majority of inexperienced voters. Through political education, such as discussion talks, courses, and other forms of political education, political parties should attempt to "embrace" this group. There won't be any more political parties that have an allergy to visiting campuses or schools to do this duty. The final step is to strengthen the role that political parties play in expressing the varied ambitions and interests of the populace. Political parties and the populace will engage often in such a position, both collectively and individually. Given society's strong opposition to parts of "dirty" politics, which have the potential to undermine efforts to use the 2009 General Election as a springboard for improving the state of the country, caution is still required.

Research by Lestari & Arumsari (2018) with the title "*Political Participation of Beginner Voters in the Semarang Mayoral Election in Semarang City in 2015*" shows that first time voters do not have maximum readiness to make choices and there is no special preparation. Factors that

influence voters to decide on choices are caused by the vision and mission when elected and the candidate's background.²

Previous studies asserted that the involvement of first time voters was still relatively low because they lacked the political consciousness required to use their right to vote. This was allegedly due to a lack of political education for first time voters. Because they are easily swayed by interests, particularly those closest to them, such as family members ranging from parents to relatives, first time voters still have a low level of voter turnout in elections and tend not to vote in general elections. The first time electorate, which consists of students, college students, or voters between the ages of 17 and 21, is a very distinctive group that is frequently unexpected and undoubtedly quantitatively promising. It is said to as distinctive since the conduct of excited first time voters is generally more logical, change-hungry, and less pragmatist-obsessed. The newcomers are a true swing voter since they are very enthusiastic and there isn't yet a clear winner in the race. Their political preferences are determined by the dynamics of the local political scene rather than by specific ideological motivations. Additionally, the mass media has an impact on voters' first choices. Television news, banners, fliers, posters, and other media are all examples of this. The cultural values of first time voters, particularly teens (17 years old), are flexible, free, and lean toward casual and enjoyable activities, thus anything unpleasant is avoided. A adolescent must have his own group of friends since, aside from seeking happiness, peer groups are the most crucial aspect of his existence. Additionally, first time voters are hesitant to participate in campaign activities because they believe that doing so will take up their time and interfere with their everyday

² Lestari, Arumsari. (2018). *Partisipasi Politik Pemilih Pemula Pada pemilihan Walikota Semarang di Kota Semarang.*, INTEGRALISTIK No.1/Th. XXIX/2018, 66-71.

activities. The opinions of some of the first time voters illustrate the lack of interest from first time voters to take part in campaign activities.

However, recent research has shown significant results. Medyana Endria Novitasari and Suhartono (2020) conducted research on *The Level of Political Participation of First Time Voters in the 2019 Presidential and Vice-presidential Elections in Kendalsewu Village*, which amounted to 112 out of 132 from the final voter list or 84.8%. This percentage is included in the fairly good or high category. According to researchers, this is taking place as a result of science and technology's ongoing advancements, which have improved societal attitude and behavior. The current state of technology has an impact on how first time voters participate in general election activities. Several of the findings Gil de Zuniga and Zheng's (2014) research on the impact of social media on political engagement were presented. Social media is frequently utilized as a major news source, especially in the current digital era. Social media makes it simple for users to find information since it does it fast and in a variety of ways. Today's social media is very easy to make news more interactive, so that it can trigger the political participation of first time voters.

Wisnu Dani Prasetyo, Toni Harsa, and Pujiyana have conducted research in Sumber Village, Banjarsari Kotta District, Surakarta. A questionnaire was presented to 60 responders in all, and once calculations were made, 87.9% of them indicated that they highly agreed. This indicates that a significant portion of the first time voters in the Sumber Village community are already aware of the value of political participation. The political engagement of first time voters associated with the white group (abstentions) is a positive action; 60 respondents were asked to complete a questionnaire, and the results of the calculation showed that 88.3% of them strongly disagreed. We can infer that inexperienced voters are aware that the white group (abstentions) performs poorly because they can influence the outcome of the vote count. From the results of the

research conducted to find out the level of political participation of first time voters in Sumber Sub-District, it can be concluded that first time voters in Sumber Sub-District have political awareness in participating in the 2019 elections to elect presidential and vice-presidential candidates.³

As a result, the researcher can tell from a number of prior research that there has been a rise in the number of first time voters in a number of Indonesian locations. One measure of a voter's political literacy is their awareness of the importance of using their right to vote. Increasing young people's political engagement via increased political awareness. The opinion of this researcher is also reinforced by the recent research conducted by Arya Fernandes, Edber Gani Suryahudaya, and Noory Okthariza (2023) which revealed that the participation of first time election voters in the 2024 election is arguably very high, namely 91.3%.⁴

The researcher chose Semarang as the site of this thesis because it is the administrative and economic hub of Indonesia's Province of Central Java and one of the island of Java's growing towns. In order to save time and money, the study site is also relatively near to the researcher's home. The election vulnerability index for Semarang City, measured on a scale of 0-100, reached 73.26 in 2022, according to the Election Supervisory Body (Bawaslu). According to this IKP statistic, Semarang City is extremely vulnerable to interference with the conduct of elections in Central Java Province, even more so than other cities. Of course, this is a really fascinating subject for investigation.

³ Prasetyo, Harsa, Pujiyana. (2019). *Political Participation of Beginner Voters in General Election 2019 in Kelurahan Sumber Kecamatan Banjarsari Kota Surakarta*. Civics Education and Social Science Journal (CESSJ), Volume 1, Nomor 1.

⁴ Fernandes, Suryahudaya, dan Okthariza. (2023). *Pemilih Muda Dalam Pemilihan Umum 2024: Dinamis, Adaptif dan Responsif*, Departemen Politik dan Perubahan Sosial, CSIS 2023, 12.

It is crucial to conduct this research to learn how first time voters will participate in politics during the presidential and vice presidential elections in Semarang City in 2024. This will allow researchers to gain a general understanding of how politically engaged first time voters are in Semarang City as well as what motivates them to cast ballots in the presidential and vice elections. So that, it can clarify the challenges experienced by first time voters to participate in the general election in 2024. Therefore, the researcher is interested in conducting research by giving the title **"Factors Influencing First Time Voters Participation in 2024 Presidential Election: A Study in Semarang City."**

1.2 Problem Formulation

The formulation of the problem in this study is:

1. How is the enthusiasm of first time voters in Semarang City participating in the 2024 Presidential Election?
2. What are the factors that can influence the interest of Semarang City first time voters's participation in the 2024 Presidential Election?

1.3 Benefits

Based on the research objectives that have been described, the expected benefits of this research include the following:

- a. Theoretical Benefits

It is intended that the research would be able to positively influence reader's discourse on the political engagement of first time voters in election activities and the advancement of knowledge, insight, and understanding in this area. By describing various forms of political participation that can be carried out to reduce abstentions, especially for

first time voters in Semarang city, this research is also anticipated to serve as a guideline or a reference for first time voters to learn about politics through outreach and political education. Not only that, this research is also intended as a reference for other studies that have similar topics.

b. Practical Benefit

Through this research the researcher can find out how enthusiastic and the factors that can influence the participation of first time voters in Semarang City are in the 2024 Presidential Election. Later, it is hoped that the final results of this research will be input for the community, especially in providing political education to first time voters in order to reduce the level of abstentions and become encouragement for all parties to participate more in every presidential election.

1.4 Literature Review

This section of the literature will show an empirical perspective by presenting several studies conducted by previous researchers.

1.4.1 Previous Research

Previous research aims to obtain comparisons and references. In this section, the researcher lists the results of previous research related to the research to be carried out, then makes a summary, both published and unpublished research. Some previous research that is relevant to the problem under study, including:

First, research conducted by Sivamurugan Pandian (2014) in his research entitled "The Importance of Issues for the Youth in Voter Decision Making: A Case Study among University Students in Malaysia" shows that first time voters are no longer worried about criticizing the

Barisan Nasional administration or political parties, but also about expressing their sentiments for the state institution and its system. Many government initiatives, particularly those pertaining to the welfare of the Malaysian populace, have experienced a considerable decline in support. However, a significant influence is first time voters diminished acceptance of and faith in the accuracy of information provided by the mainstream media. Students who are more intellectually sophisticated and have more original thought processes did not respond well to the government's explanations and elaborations about matters of citizen welfare. With the rapid emergence of powerful alternative media sources via the internet, this is an issue that Barisan Nasional should put more emphasis on, especially when social media has recently taken a major role in shaping perceptions of first time voters. When it comes to racial harmony, there is also much to be fixed. Barisan Nasional should begin developing infrastructure and campaigns that are better and more comprehensive in order to deepen understanding of sensitive topics like affirmative action policies, social contracts implied in the Constitution, and other national unity policies like the Malaysia concept. This is due to the fact that first time voters have started to outwardly express their disapproval of the government's attempts to combat corruption. Such issues should be refined in advance in order to learn more about the impressions made and determine whether the degree of effort was sufficient to produce the desired perceptions. One of the primary concerns of first time voters is exemplary leadership character. Their ideal leader is someone who is honest, highly ethical, highly knowledgeable and authoritative.

Looking at the results of the research conducted by Sivamurugan Pandian, researcher have shown that first time voters have challenges with trusting the government, which may contribute to their poor election participation. Trust in the government is frequently examined in relation to political engagement and can influence opinions of certain traits of political leaders. The fact that

such sentiments are not just a result of reactions to institutional unhappiness is encouraging for society's future.

Second, research conducted by Niels Nørgaard Kristensen & Trond Solhaug (2017) on "Party choice and family influence in the age of late modernity" states that in Norway, first time voters voice strong influence, loyalty and political tastes based on their family political background and their family values. Here, it's common to observe young people gravitating toward a certain model based on their parent's political beliefs. Before eventually incorporating their own political experiences and personal ideals, they frequently appear to cling strongly to family political values in the early stages of their political careers. Due to this, regardless of their opinions of political socialization in their homes, the students likewise voted reflexively. In other words, the demand for autonomy is also supported by parental views, student remarks, and reflection. The family's experience is reflected in the political landscape as one of the "milestones" that the party choice represents. Late modernity has led to differentiation, causing the student electorate to become more free from objectively determined structures and, in particular, freed from the symbolic foundations of tradition. Individual life projects have at the very least made reflective processes more necessary among young people. The 'customizing the party to oneself' process makes a key distinction between instrumental and goal-oriented rational decision-making processes in terms of how restricted they become. For students in Norway, it is crucial to keep looking for confirmation of their intended party decisions. This procedure embodies the broad tenet of representative democracy, according to which voters should base their decision on the party or candidate they support on the details of the political platform that has been made public.

The third relevant research is research conducted by Mohd Sufiean Hassan, Siti Nurshahidah Sah Allam, Zuliani Mohd Azni, Mohd Hanapi Khamis (2016) with the title "Social

Media and Political Participation Among Young People". This study offers novel insights into how social media use as a general predictor of political engagement influences young people's acquisition of political knowledge. This is pertinent to the notion of the effectiveness of political information, which has led to a high exposure of young people to the usage of social media to obtain political updates, particularly those involving opposition parties rather than official government news. According to this study's findings, young people are more exposed to bad news on social media than positive news, which has a moderately favorable association with their online political activity. The moderate level leads to non-extreme political participation such as answering political issues posted by others, communicating with political leaders online and joining political discourse on social media. The contribution of this research to knowledge about social media and political participation among young people are;

- 1) Young people use social media to get political updates, especially for the expression of opinions and political expressions,
- 2) Exposure to negative news has a moderate relationship to political participation, although sometimes political participants seek or demand negative stories,
- 3) Greater political knowledge is caused by greater political interests (efforts to seek political updates) on social media.

This research is also supported by research conducted by Gwyneth Howell and Bruce Da Silva (2010) on "New media, first time voters and the 2007 Australian federal election" which reinforces the argument that new media tactics allow political practitioners the opportunity to interact with first time voters, through the media generally associated with a young demographic. Xenos and Foot (2008) assert that online techniques represent the future of political communication. However, a significant finding of this study is that, contrary to expectations prior

to the 2007 Australian federal election, new media had significantly less of an effect on the demographic of first time voters. Whether political campaigns employ new media strategies to specifically court prominent young people is an important factor to take into account. Although theorists concur with this idea, our research demonstrates that, in contrast to US political circles, Australian first time voters continue to be dubious of the sincerity and reliability of internet strategies used to disseminate political policies and information. This study's primary goal—to provide light on first time voter's perceptions and attitudes about new media strategies employed during the 2007 Australian federal election—was accomplished.

Researcher also believe that one benefit of social media is its ability to alter young people's degree of interest in political activism. Social media can motivate young people to vote since it increases their awareness of the political issues at stake. Due to social media, the perception of young people as a population that didn't care about politics has steadily altered. As a result, it's essential to utilize social media to its fullest extent in order to promote youth participation in electoral activities. The ability of social media to combine and integrate data, text, images and sound can provide real images that attract the attention of young people so as to encourage their active participation.

Subsequent research slightly contradicts the research just mentioned because based on research conducted by Eta Yuni Lestari and Nugraheni Arumsari (2018) with the title "Political Participation of Beginner Voters in the Semarang Mayoral Election in Semarang City" shows that the readiness of first time voters in making choices in the mayoral election Semarang does not yet have maximum readiness, this is evidenced by only some voters who make preparations to make choices by finding out the vision and mission, the programs offered by the Semarang mayoral candidates, and there are still voters who do not prepare at all in making choices in the mayoral

election. Semarang. Seeing that not all first time voters use social media causes inequality of political knowledge.

The democratic process is fundamentally based on political involvement and political understanding. The degree of political literacy attained via political engagement serves as a barometer for democratic society quality. Seeing this, Suryanef and Al Rafni (2020) can explain through the research they have done with the title "First Time Voter Education Through the Democracy Volunteer Movement" stating that in Indonesia voter education has also been carried out, even though previously the pattern tended to be doctrinal, formalistic, and top-down, carried out by actors and facilitators from the bureaucracy or government officials. It has not achieved the expected results. On the basis of Circular Letter No. 609/KPU/IX/2013, the General Election Commission (KPU) established the Democracy Volunteer program in an effort to enhance the implementation of voter education. The 2014 Election served as the impetus for starting this program. The Technical Guidelines for the Implementation of the Democracy Volunteer Program, Number 32/PP.08-SD/06/KPU/I/2019, issued 9 February 2019, then modified the rules. As a forerunner of democracy for the people in election administration, this initiative also aims to engage community engagement.

As previously stated, a number of significant findings were drawn from a number of earlier studies carried out by a number of academics that are thought to be relevant to the current research. Many elements, including family, social media, one's degree of faith in the government, and political literacy, can spur first time voters's interest in political engagement, according to some significant results from a number of earlier research. First time voters have other challenges as well, such as political misunderstanding, the tendency of first time voters to cast ballots in large groups, and the fact that many of them still experience lability and emotionality. They are caught

in a whirlpool of political fervor and political indifference in the setting of the election. On the one hand, they are eager to learn about the elections and are eager to do so, particularly through social media. However, this excitement may not always be in line with actual political conduct. Even a small number of first time voters, such as students, decide to abstain from using their right to vote. In other words, young people's political fervor, especially that of first time voters, is more indicative of the phenomena known as political romanticism or sensate democracy. Based on some of the researches conducted above, it can be seen that the research conducted by researchers has almost the same research focus, namely they both discuss interests, enthusiasm, and factors that can influence the participation of first time voters in politics. However, there is a difference, namely the location of the research conducted by researchers, namely in the city of Semarang. Therefore, the researcher is interested in conducting further research related to the Factors Influencing First Time Voters Participation in 2024 Presidential Election: A Study in Semarang City.

1.5 Theoretical Framework

1.5.1 Elections and Democracy in Indonesia

Elections are one of the crucial steps in achieving people's sovereignty, and it may be argued that no democracy offers the option of holding elections in a scheduled and regular manner. Elections are therefore among the most crucial components of a democratic society. (Raden, 2019)

Based on the official selection of individuals who have satisfied the conditions, elections serve as a competitive arena to fill political posts in the government. Political parties are the most

common type of participant in elections, however individuals can also participate. Political parties nominate candidates for the public to vote on. (Pamungkas, 2009)

Elections have a significant role in the modern world because of their many connections. First, the most crucial tool for maintaining representative democracy is elections. Elections are regarded as the most complex system ever created to ensure that the people maintain self-government, the quick growth of civilization, the sizeable population, the wider spread, and the increasingly varied and complicated activities. Due to these circumstances, the community is unable to get together and have an in-depth conversation about the issues they are facing. Eventually representative democracy emerged with elections as the mechanism for electing representatives. (Pamungkas, 2009) Second, a democratic nation must have elections. In actuality, even an authoritarian nation cannot claim to be a democracy if elections are not held. Elections are the most crucial component of a democratic state, according to the Schumpeterian conception of democracy as the "political method," which dominates democratic thought. According to Przeworski and his coworkers, democracy is "merely a regime holding elections to fill government offices" (providing that there is an opposition with a chance of winning office and that the positions of chief executive and legislator are filled through elections). (Diamond, 2003) Meanwhile, Dahl said that two of the six characteristics of a political system needed in a large-scale democracy are related to elections including elected officials and free, fair and regular elections. (Dahl, 2001) Thirdly, it's critical to discuss elections in light of their wider ramifications. Election democratization becomes a strategy to undermine and topple authoritarian regimes in the third wave. (Huntington, 1997) Elections are now referred to by Huntington as both an instrument and a goal of democracy. This argument breaks from the idea that authoritarian rulers lose power

as a result of elections they themselves helped to establish because they do so in an effort to regain credibility.

Therefore, there are a number of reasons why frequent general elections are important. First, opinions and preferences about how to share parts of life in society are fluid and always changing. Most individuals can alter their minds on a country's policy over time. Second, in addition to public opinion, which can fluctuate from time to time, local and international dynamics, as well as internal and external human variables, can all affect how people live in society. Third, when the number of adults grows, it's possible that their preferences and viewpoints may change as well. They don't always share the same opinions and preferences as their parents, especially first time voters. Fourthly, general elections must be held on a regular basis to ensure that both the executive and legislative parts of government are routinely replaced. (Asshiddiqie, 2006) So, still according to Jimly, it can be said that there are 4 (four) objectives of holding elections, namely to:

- (i) Enabling a controlled and peaceful transition of leadership,
- (ii) Enables the substitution of representatives of the people's interests in representative institutions,
- (iii) Applying the principle of popular sovereignty, and
- (iv) Using the idea of human rights in our daily lives as citizens. There are numerous electoral systems since general elections are one means to choose the people's representatives who would sit in representative institutions. Depending on the perspective from which it is seen, these systems are different from one another. Are people viewed from the perspective of the interests of the people as free individuals who may also nominate themselves as candidates for seats in parliament or as people's representatives, or are people only viewed as members of groups who have no right to choose who should represent them in representative

institutions and who are also not permitted to nominate themselves as members of parliament or as people's representatives?

1.5.2 First Time Voters Political Attractiveness

Political participation attractiveness to a first time voter might differ based on personal ideas, values, and priorities. Based on their positions on various problems and their capacity to allay the worries, various political parties and politicians may appeal to them. First time voters's awareness on participating in national politics is evident in the initiatives that are emerging to monitor the 2024 election. But getting more young people throughout the country interested in politics and participating in politics is still difficult. Since most groups do not care, young individuals who are registered as first time voters are frequently seen as having little interest in politics. It is obvious that knowledge or information is a key factor in determining electoral and democratic participation. Younger individuals finished their research more rapidly, came to their judgments earlier than older adults, and were more inclined to base their search strategy on topics as opposed to persons. Citizens have grown accustomed to working quickly and making decision without having all the facts, which can sometimes result in a dependency on heuristics that may be cognitively effective but provide false or misleading information. (Lau, 2000)

Young people's optimism for the future may also be a reflection of their conviction that their generation can and should participate in civic life and affect change in the wake of a 2022 election season in which first time voters in the United States of America played a significant role. However, it seems that there is a disconnect between young people's interest in politics and their perceptions of their readiness and competence. (Booth, 2023) More than three-quarters of young

people say they feel they can become engaged and make their communities better, and the majority of young people consider politics as vital to their sense of self. Some young people are putting this conviction into practice by participating in civic and political activities, and many more say they would if given the chance. But a disproportionate number of young people, frequently those from historically excluded groups, continue to claim they lack the knowledge or credentials necessary to actively engage in political life. While the majority of first time voters have a strong feeling of their ability to effect change and a strong sense of their own political identity, many do not feel knowledgeable or competent to engage in politics.

1.5.3 Trend of Decreasing First Time Voters Interest in Politics

Prior to the 2024 democratic party, early or youthful voters are starting to exhibit a particular personality. Because trust is the foundation that sustains and promotes the legitimacy of the political system the government has created, the presence of trust among citizens is crucial. As a result, poor public trust-building will have a detrimental effect on government and state authority. Uneducated individuals with a positive political culture may be to blame for the fall in public faith in politics and those responsible. (Munaroh, 2022) People's aspirations for honest politics and a reliable government have been dashed by the prevalence of money politics, the electability of politicians who do not satisfy the qualifications, and the justification of using whatever means necessary to gain power. Individual evaluation processes serve as the foundation for impressions that might result in the public losing faith in political leaders. Every day, corruption cases dominate the media coverage. By assisting the public in evaluating each action and move made by political elites, the media actively contribute to the decline in public confidence in political elites. This decline directly affects the confidence of first time voters in politics.

Even the results of the Indonesian Political Indicators survey (2013) are able to provide an illustration that the level of voter distrust of the President reaches 26%, Ministers 36%, DPR 49%, Politicians 57%, and Political Parties 58%. Where this phenomenon can not be separated from the influence of consumption of political news broadcast by the media. So it cannot be denied, the media has contributed to the decline in political participation in Indonesia. (Husna, 2019). According to theory, the younger generation has a better internalization of democratic values since they are more accepting of variety (Catterberg & Moreno, 2005). It would be ideal if this made them more inclined to support democratic institutions. The alienation of the younger generation from political parties, which results in a decrease in the political participation of first time voters, is directly related to an increase in cognitive competence, which fosters a critical attitude towards the political system.

Political trust may become a mediating element for democratic enjoyment and raise individual political involvement as well. High political confidence makes people more likely to accept risks for their decisions, which is to be expected in the political process. Thus, trust acts as a motivating factor for people to be prepared to take on all the dangers associated with political engagement. Political ideologies serve as the primary foundation for both societal cohesion and the legitimacy of the political system that is currently in power. Political engagement is recognized to directly correlate with political trust. Thus, high political confidence will be followed by a high level of participation. However, based on the research findings of Matulesy and Samsul (2013) under certain conditions even low political trust can encourage individuals to participate if low political trust is accompanied by certain value interests. Only protest or demonstration-related events were eligible for this type of participation. This is because protests are viewed as an alternative that might exert social pressure and convey widespread dissatisfaction with the

government's failure to live up to expectations. People with poor political confidence might not necessarily participate in protests if they believe there are no worthwhile goals that can be attained by doing so. Due to the fact that values may increase political trust and confidence and that personal values can increase young interest and desire for participation, the function of values and beliefs combined can complement one another in inspiring people to engage.

Before it is ultimately realized that the lack of a candidate who offers either real change or at least realistic hope renders first time voters hesitant or even more indifferent to engage in political activity. However, they were unaware of how their ignorance deteriorated the political climate in Indonesia. Their indifference allowed the political elite to rule for a very long period and contributed to the gradual disintegration of the Indonesian political system. Because it is only via their political involvement that new political elites may be attracted. As a result, the indifference of first time voters has a detrimental effect on society and the Indonesian political system.

1.5.4 Factors that influence First Time Voter's Interest in Politics

Milbrath provides four causes for a person's political engagement to vary in Sastroatmodjo (1995: 92), which is used to encourage the interest of first time voters in general elections. Political incentives must first be accepted. The degree to which a person is open and sensitive to political stimuli obtained through interpersonal interactions, organizations, and the media, according to Milbrath, will determine their desire to engage in political engagement. If a person is receptive and open to political stimuli from the media, they are more likely to engage in politics actively. If a person actively follows political developments through the mass media, they will have a real appropriate reference to reply and eventually serve as material in their political activity. However,

one's responses to political stimuli unquestionably have an influence on one's knowledge, opinions, attitudes, experiences, and personality. Because of the stimulus provided by the media or online, first time voters are urged to cast ballots in the general election.

Second, Milbrath thinks that one's social traits are a further factor. Social traits including age, gender, race, and religion have an impact on political engagement. First time voters exhibit a variety of social personality qualities, yet because of these variations, many first time voters are concerned about and aware of society's political rights. When they traveled to the TPS from their home, they intended to participate in the election since they had been invited.

Third, it has to do with the political structure and party system that people live in. Someone who lives in a democratic nation is more likely to engage in politics since their political party frequently seeks out popular support and advocates on their behalf. First time voters have various social personality qualities, yet many of them worry about these variations and learn about their political rights and social obligations.

Regional variations serve as the fourth explanation for Milbrath. These geographical variations are environmental factors that affect individual character and behavior variances, which in turn encourages variations in political conduct and engagement. All individuals, even first time voters, may participate in elections since almost every region is safe and welcoming. First time voters participate in elections of their own volition; they get no guidance from other parties or authorities.

The hectic daily schedules of first time voters, who are mostly students, university students, and workers, are the elements that prevent them from participating in politics. For first time voters, whose average age varies from 17 to 21, this is extremely acceptable. Due to this, many are hesitant

to participate in political activities that often require a lot of time. Voters are primarily disinterested in politics due to the responsibilities of both working and attending school. First time voters' extremely complicated role in carrying out their daily tasks has always been a significant barrier to their engagement in general election activities.

This inferiority is typically brought on by low socioeconomic status, a lack of political experience or education, and a low degree of education. According to Mohtar Mas'ood, gender influences a person's active engagement in politics in addition to education and socioeconomic inequalities. People with high social standing are more active than those with low social status, for instance, and men participate more actively than women (Mohtar Mas'ood, 2008: 61). They believe they lack the same political participation rights as people with a high socioeconomic standing and relevant experience. They are aware that the fact of society is that individuals with proper experience and socioeconomic standing have more rights in politics. For some first time voters, the involvement of new voters in politics is something remarkable. Consequently, they believe that only wealthy, educated, or politically seasoned individuals have the right to participate in politics.

Family has a significant role in shaping their lives. Other family member's actions may receive support from the family or even opposition. If someone's family doesn't agree with their choice, that individual will be more dissuaded. (Wardhani, 2018) Also based on the rational choice method, in which a voter use his right to vote by taking into account the benefits and drawbacks that would be experienced. First time voters will also think about whether their choices are consistent with their objectives. Because neophyte voters' objectives are inextricably linked to the norms embodied in their families and communities. First time voters utilize the information and expertise they learn from their family through political conversations with their family as a guide for establishing criteria for political involvement. A person's political engagement may be

influenced by a variety of factors, including family history, the socialization process that happens in a rookie voter, and the experience he accumulates. (Sukmawati Martani, 2022)

1.6 Research Methodology

1.6.1 Type of Research

To reinforce the data, this research will use percentage descriptive quantitative research. Azwar (2001:7) explains that descriptive research is research that aims to systematically and accurately describe facts and characteristics about a particular population or field. This research attempts to describe a situation or event. The data collected is solely descriptive in nature so it is not intended to seek explanations, test hypotheses, make predictions, or study implications. In order to offer clarity and comprehension of the state of the data supplied, frequency tables and graphs are used to display the results of the descriptive research analysis in this study as frequencies and percentages.

1.6.2 Research Objects

The object of research is the thing that becomes the center of attention in this study. With the existence of research objects, it is expected to get answers and solutions to existing problems through these objects. In this study, those who act as objects are first time voters who will use their first rights in the 2024 presidential elections in Semarang City.

1.6.3 Measurement Variables

Variables, in Creswell's view, are traits or qualities that people or organizations possess.⁵ These qualities may be seen and quantified, and they vary depending on the individual or group

⁵ John.w. Creswell. (2016). *Research Design*. Pustaka Pelajar, 335.

being the topic of the study. According to Sugiyono, a research variable is a characteristic, resource, or value of a study object, item, or activity that has certain changes decided by the researcher to be investigated and subsequently inferred. The variables in this study are:

1. Independent Variable

The dependent variable or the dependent variable is affected by independent factors. Sugiyono (2019: 61) states that the independent variables are those that affect, contribute to, or result in the development of the dependent (bound) variable. The study's independent variables are factors that influence the political participation of young voters.

2. Dependent Variable

The dependent variable is frequently referred to as the output variable, criteria, and repercussions, claims Sugiyono (2019: 39). It is frequently referred to as the dependent variable in Indonesian. The variable that is impacted by or is the outcome of the independent factors is known as the dependent variable. First time voter political attractiveness is the study's dependent variable.

1.6.4 Variable Operationalization

The researcher explains the variables employed and their indications while operationalizing variables. To aid study and make these characteristics simple to assess, the researchers outline the variables and their indicators. The variables are those elements that have an impact on both the political participation variable, which is the dependent variable and the independent variable, which is the political involvement of first time voters. With X as the independent variable and Y as the dependent variable.

Table 1.1 Operationalization of Variable Indicators and Measurement of Influence Factors

Variable	Statement Indicators	Measure Scale	Choices Indicators
Influence Factors	Candidate images	Nominal Scale	<ul style="list-style-type: none"> • Firm and authoritative candidate • Distinguished candidate • Honest and trustworthy candidate • The candidate has a cool educational background • Candidate with experience in leadership • Other..
	Prograsms Offered by Candidates		<ul style="list-style-type: none"> • Regional development program • Socio-economic program • International cooperation program • The programs offered are not attractive • Other..
	Environment influences		<ul style="list-style-type: none"> • Friends invite to participate • Family opinions/discussions influence your right to vote • Self encouragement • Other..
	Candidat Political Parties		<ul style="list-style-type: none"> • Not affected by political parties • Voting based on the well-known/strongest political party • Get help from the candidate's political party • Other..
	Media Influences		<ul style="list-style-type: none"> • Often read negative news about elections on various social media

			<ul style="list-style-type: none"> • Using social media as a means of election information • Not affected by the election news circulating • Affected by the election news circulating • Political advertising on social media is quite effective • Other..
	Trust in Government		<ul style="list-style-type: none"> • Already lost believe and disappointed with the performance of the government • They still believe in government but hesitant to use right to vote • Believe in government and interested to use right to vote • Other...

Table 1.2 Operationalization of Variable Indicators and Measurement of First Time

Voters's Political Attractiveness

Variable	Statement Indicators	Measure Scale	Choices Indicators
Yong Voters Political Attractiveness	Personal Ideas	Nominal Scale	<ul style="list-style-type: none"> • Feel obligated (self awareness) to use their right to vote • Have thoughts to succeed the election • Interested in following the election news

	Personal Values		<ul style="list-style-type: none"> • Candidate have great qualities and make you interested to use your right to vote • Have good political knowledge • Interested in seeking political knowledge independently
	Personal Priorities		<ul style="list-style-type: none"> • Have a desire to participate in the campaign • Following the socialization held by KPU • Prioritizing participating in the election first and then doing other activities • Interested in following the candidate's social media

1.6.5 Measurement Scale

A nominal scale, according to Irianto (2015), is the most basic scale that is organized by type (category) or numerical function. To put it another way, a nominal scale is a number without any mathematical significance. The applied numbers are only symbols or signals of the subject under analysis. If the numbers in the measurement scale range simply serve as a name (label) or category substitution for the data and do not represent a quantity, the measurement scale is said to have a nominal scale. The numbers on the nominal scale instead denote categories that stand alone and do not represent a progression along a continuum.

A nominal scale is a unit of measurement that distinguishes between giving names, giving categories, and counting facts. Nominal or discrete data—that is, data derived by classifying, labeling, or calculating facts—are what the nominal scale will create. Nominal scale data have the following features, according to Zulfikar and Budiantara (2004):

1. It merely makes a distinction between which category is higher and which category is lower, not a sort.
2. Has homogenous, mutually exclusive, and exhaustive categories. Mutually exclusive and refers to the requirements that each individual be assigned to a single category and that each category be able to hold all of the data.

1.6.5 Population and Sample

Sugiyono (2011: 80) defines population as a generalized region made up of objects/subjects with certain features and characteristics that researchers have chosen to study and then make conclusions from. Residents of Semarang city who just gained their right to vote and who will be utilized in the 2024 Presidential Election make up the population of this research.

The population that the sample can represent is comprised of. Because they have the same traits or features as the population, samples may be used to represent that population. The following are the sample criteria selected by the researcher as follows:

1. Voters are of sufficient age, namely at least 17 years when the elections are held
2. Married, ever married, or not married.
3. Voters registered on the DPT during the 2024 Presidential Election will either use or not use their voting rights.
4. Registered in the Semarang City DPT in 2024.

To determine the number of samples to be used by researchers, researchers use the Slovin formula using a 7% significance level or error value.⁶

$$n = \frac{N}{1 + Ne^2}$$

n: Number of samples

N: Number of first time voters in Semarang City

E: Error value or tolerance for errors or a significance level of 7% or 0.07

Based on the formula above, we determine the number of samples as follows:

$$n = \frac{26.031}{1 + 26.031 \times 0.07^2}$$

$$n = 202,5 \Rightarrow 205 \text{ (after rounding)}$$

The number of samples studied amounted to 205 people. For the sampling, the researcher will use Quota Sampling technique. To ensure that the overall sample has the same distribution of characteristics as the larger population, quota sampling is a non-random sampling approach in which participants are chosen based on specified qualities.

1.6.6 Data sources

In conducting this research, researchers used the following data sources:

1. Primary data is the main data in research obtained from the first source (respondents). This data was obtained through questionnaires distributed online to several places in the city of Semarang.

⁶ Uma Sekaran. (2006). *Metodologi Penelitian untuk Bisnis*, Salemba Empat, 123.

2. Secondary data is supporting data obtained based on the results of interviews, tracing the rules regarding elections, supporting books, journals, documents related to the research focus.

1.6.7 Data collection technique

A questionnaire is employed as the means of data collecting in this quantitative research approach. The questionnaire is a method of gathering data that may be used to examine and evaluate the attitudes, beliefs, actions, and traits of a number of important individuals within the organization, who are often impacted by the proposed system or current systems. In data collecting, there are two different types of questionnaires: closed questionnaires and open questions. The closed questionnaire used in this research consisted of items that respondents were already provided in the form of multiple choices. 205 respondents who were first time voters in Semarang City's 2024 presidential election participated in this questionnaire.

1.6.8 Data Analysis

After collecting the data, the next thing the researcher did was to analyze the data. Data analysis is used as a guide in making final research decisions.

1. Descriptive Analysis

Descriptive analysis is a method of data analysis that avoids generalizations and widely accepted conclusions by explaining and demonstrating the data that has been collected and how it is presented. Descriptive analysis communicates the respondent's name or personal information, their response to a questionnaire that is given out and collected immediately, and it calculates the presentation using percentages.

The formula used is:

$$p = \frac{F}{N} \times 100\%$$

P: Presentation numbers

F: Frequency (Number of respondent's answers)

N: Number of cases

2. Inferential Analysis

a. Validity Test

Validity is a measurement of how accurate or exact an instrument is. Validity is split into item validity and component validity when assessing data gathering tools. By comparing the factor score (number of items in a factor) to the overall factor score (total), one may determine a factor's efficacy. By comparing individual item scores to the sum of all item scores, item efficacy is evaluated. The efficacy of an item is measured by its relevance or level of support for the entire item (total score). When employing multiple factors, it involves comparing the item's score to each factor's score to determine whether the item is legitimate before comparing the item's score to the overall factor score (the sum of all the factors). A correlation coefficient, which is used to gauge an item's level of efficacy and determine if it is practical to use, will be determined based on the findings of the correlation calculation. The effective significance test is often used to determine whether an item matches if it has a substantial link with the overall score. SPSS testing techniques that are commonly used to test validity are using Bivariate Pearson correlation (Pearson Moment Product) and Corrected Item-Total Correlation.⁷

⁷ Dian Ayunita Nugraheni Nurmala Dewi. (2018) *Modul Uji Validitas dan Reabilitas*, 1.

Bivariate Pearson (Pearson's Product Moment Correlation)

Correlating the scores of each item with the overall score allowed for this analysis to be done. The sum of each item results in the final score. The product moment correlation method from Pearsons is used to determine the question items that are strongly connected with the overall score and can help you in revealing what you wish to reveal. The formula:

$$r_{xy} = \frac{N\Sigma XY - \Sigma X \Sigma Y}{\sqrt{(N\Sigma X^2 - (\Sigma X)^2)(N\Sigma Y^2 - (\Sigma Y)^2)}}$$

Information:

r_{xy} = correlation coefficient between X and Y variables

N = number of respondents

ΣX = number of item scores

ΣY = total score of questions

ΣX^2 = sum of the squared scores of the questions

ΣY^2 = total score of the squares of the questions

b. Reliability Test

The reliability test is used to evaluate the consistency of the measuring tool, i.e., if the tool is accurate and repeatable when measurements are taken. Reliability is a technique for producing accurate outcomes since it signifies "to be trusted." A measuring device is categorized if it exhibits continuous measurements and has constant measurements, demonstrating that the device is actually dependable. The Alpha Cronbach methodology is the method that academics use to gauge the dependability of their research tools. The criteria for

a research instrument are said to be reliable by using this technique, if the Cronbach's Alpha value or the reliability coefficient (r_{11}) is > 0.6 .