
| RESEARCH ARTICLE

The Importance of Maintaining the Vote of Millennials for Political Parliaments Pass the Parliamentary Threshold in 2024 Election

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| ABSTRACT

Based on data from the General Elections Commission (KPU), the number of millennial voters reached 70 million–80 million out of 193 million voters. This means that around 35–40 percent have a major influence on the election results and determine which political parties pass the future Parliamentary Threshold (PT). The general activity carried out by the millennial generation is 88.5% on social media; therefore, for parpors who want to pass PT must master the voice of the millennial generation on social media. While the PT itself is regulated in Law Number 7 of 2017 concerning Elections, Article 414 paragraph (1): "Political Parties Contesting in the Election must meet the threshold for obtaining votes of at least 4% (four percent) of the total number of valid votes nationally to be included in the election determining the acquisition of seats for members of the DPR. Ahead of the 2024 election, February 14, 2024, political parties that want to pass the PT must work hard to campaign nationally on social media because the competition for political parties is getting tougher, the number of political parties from the 2019 election that registered with the KPU is 27 political parties, which have been verified by the KPU, there are 14 political parties. Meanwhile, only 9 political parties passed (PDIP: 12.57%, P.Golkar: 12.31%, PKB: 9.69%, NASDEM: 9.08%, PKS: 8.21%, P.Democrat 7, 77%, PAN: 6.84%, PPP: 4.54%), plus the emergence of 10 (ten) new political parties, namely: 1. Prosperous People's Party (Prima), 2. People's Wave Party (Gelora), 3. Ummat, 4. Masyumi Party or the Indonesian Muslim Shura Council Party, 5. The Golden Prosperous Community Era Party, 6. Small and Medium Enterprises Party, 7. The Bright Indonesia Party abbreviated as Pinter, 8. The Indonesian Sovereign State Party is often abbreviated as Pandai, 9. Nusantara Party, 10. Indonesian Peace Party (PID). So that all political parties must have a strategy to control millennial voices: Political parties do not only sell imagery, political parties must show concrete programs for the public interest; what millennials like is how good ideas of life are, how are all their interests, aspirations, about the future of Indonesia, can live side by side with diversity and good tolerance that is safe and prosperous. So far, politics has been presented with issues of money politics, bribery, KKN, etc. Politics must be able to realize justice and welfare for the people, that must be educated for the millennial generation.

| KEYWORDS

Millennial Votes, Parliamentary Threshold, Political Parties, 2024 General Election

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1. Introduction

Millennials are the generation born between 1980 and 2000 when technology was advancing rapidly. Judging from the age group, the millennial generation is now aged 15–34 years. According to the study in the Hits.com article, there are various types of millennial characters. It means :

1. Millennials believe in user-generated content (UGC) over one-way information.
2. Millennials prefer mobile. Telephone calls via TV,
3. Millennials need to have social media,
4. Millennials hate traditional reading,
5. Millennials are dishonest but tend to work effectively,

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6. Millennials are aiming to carry out non-cash transactions,
7. Millennials tend to be more tech-savvy than their parents,
8. Millennials receive information and technology,
9. Millennials tend to be lazy and shop-free.

This is based on a 2011 study conducted by the University of California, Berkeley and the Boston Consulting Group (BCG). The following study outlines America's millennial generation: the Enigma generation. Last year, the Pew Research Center (2010) published a research paper entitled "Millennials: A Portrait of the Next Generation." Rahayu Aditya has compiled User Generated Content (UGC) literature into a Hipwee article. It's time for the millennial generation to believe in promotional items and big companies. It can be argued that they no longer believe in one-way information dissemination. Millennials rely more on User Generated Content (UGC), as well as content and information obtained from individuals. For example, if you want to buy a product, you don't make a purchase right away because you see traditional *ads*. But actually, they know first the reviews and other individual reviews on the internet. Also, feel free to share both good and bad experiences with the brand so other individuals can get the information. The following user-generated content (UGC) method is being used by business people, especially those affected by online business, as a product marketing strategy for today's consumers, especially millennials.

In the current era of technology, the following behavior of Gen Y is very dependent on technology. They rely on the Internet to find various information, enter into information gathering before deciding to buy a product or use a service. Millennials have a more positive view of how technology and information affect their lives than previous youths, given the ease and convenience of navigating technology and information. According to Djoyohadikusumo (1994), technology is understood as a field that is closely related to science and engineering as well as *engineering*. Basically, there are 2 aspects of technology: technical and scientific. In accordance with Cushing (1974), a book on accounting information systems and business organizations, Barry E. Cushing said the information is the output of the data manipulation process. The results of the data processing are structured and useful for the recipient. Millennials actually use technology and information due to advances in technology and information, and millennials can use the latest information to carry out activities easily and instantly.

The online lifestyle seems to be part of the millennial soul—no wonder the millennial generation is familiar with all ads for products and services on several media platforms. Shopping invitations echo when people wake up, so they go home and start their activities. Not surprisingly, they are consumptive. Millennials spend more on the meaning they are more likely to spend money on purchasing products and using the services provided. Millennials are consumers who dominate the market today. No wonder it becomes a business opportunity for pebinsis, especially online business. Millennial Generation is a term for parties or groups who like everything that is available, in the sense that they do not want to burden themselves from time to time to receive the intended direction. This is a possibility for business people, especially those who are in online business. Everything is explained in detail in the online system so as not to give consumers a new perspective when ordering. All this fun without confusion, of course, all parties should be absorbed in the technology offered. With all these conveniences, individuals become individuals who do not try to get results (Hidayatullah, Waris, and Devianti 2018). Furthermore, the following will be research conducted on preferences (choices, tendencies, interests or preferences) regarding the politics of the millennial generation that has been carried out by (App 2015); the results reveal that the millennial generation views politics as power (26.875 %), corruption (24.808 %), gross (21.07 %), government (15.05%) and parties (11.37%). The political apathy of this generation is very high, reaching 62.63 % who do not want to follow the development of the latest political issues. The results of Jak Pat's research are not much different from the results of this study, where political apathy among the younger generation is still quite high because their views equate politics with corruption and are dirty.

However, the results of other studies show that the millennial generation is not too interested in participating politically. However, there is an interesting thing to note that the encounter of the millennial generation with digital media presents a communication pattern that no longer uses conventional patterns. Therefore, it is necessary to use social media to approach this generation. Sandforth and Haworth (2002) assert that through their participation in politics, millennials not only want change but also hope to become agents of change in their own way.

Moreover, the millennial generation is an agent of national change. Their participation in politics is expected to bring about changes in democracy. On the other hand, the millennial generation who are apathetic and don't care about politics and various government policies will prevent democracy from developing because youth participation is needed to make a developed country. Sandford and Haworth (2002) state that amid increasing apathy towards the political climate, it is forcing millennials to turn away from politics. However, the millennial generation now believes that this attitude must be changed, one of which is in the form of volunteer movements or becoming activists with a focus on efforts to advance people's lives.

The position of the millennial generation is very calculated in this political year. They are part of the determinants of the progress and success of democracy, both at the regional and national levels. Based on data from the General Elections Commission (KPU), the

number of millennial voters reached 70 million–80 million out of 193 million voters. This means that around 35–40 percent have a major influence on the election results and determine which political parties pass the future *Parliamentary Threshold*. One of the important things that often happens in the implementation of elections is the question of power struggles that can give birth to brotherhood or even hostility. Both are very easy to happen. In a democracy, there are political friends and foes, and this also applies to the supporters of each candidate. Even though in politics there are no permanent friends or enemies, all of these things can happen, depending on the game of time and interests.

Many politicians who were originally opponents become political friends and vice versa. In this case, the political participation of the millennial generation is certainly very substantial because, from the percentage of the number of voters, the millennial generation contributed quite a lot of votes in the continuation of the 2019 election. The millennial generation is an easy target for politicians who want to apply as members of the council because of the idealistic conditions of youth who are easily influenced by taking sides. With the role of the millennial generation as voters who have contributed significantly to the vote of the election results, the position of the millennial generation has become very strategic to become the object of voting targets.

According to BPS data or the Central Statistics Agency, in 2020, the total millennial generation in Indonesia is 25.7%, with a total of 69.38 million people in Indonesia. However, Generation Z with 27.94%, with a total of 74.93 million people in Indonesia. The strategic role of each generation has an important role in the development of the Indonesian nation. In "practical politics" or "ethical politics", several generations in Indonesia bring up their active participation, namely the millennial and post-millennial generations. In accordance with the existing theory, political participation is the process of individuals or several parties actively participating in politics, such as participating in elections such as the president, or also by carrying out direct and indirect activities in accordance with government regulations in Indonesia.

The millennial generation actively participates in politics in this era of the industrial revolution by being part of a society that responds to political issues and carries out political activities using social media. Currently, the use of social media uses the internet with a total achievement of 88.5%. Persistence in social media is crucial and is commonly used every day and consumes the millennial generation's time. The millennial generation usually participates in politics, choosing positions that are beyond the control that usually occurs in humans. Usually, students will choose politics ethically and in accordance with political morals. This is very necessary because it can be a weapon in controlling power in this country.

However, it is not wrong if the millennial generation is starting to understand political activity by implementing homeland politics. Usually, politics is discussed as something that is not good by generations, such as the millennial generation. "According to research conducted by Litbang Media Indonesia, there are several reasons the millennial generation is not interested in politics, including:

1. Thinking of politics as boring
2. Political actors are more selfish
3. There are many hoaxes circulating

This opinion cannot only be justified and blamed because people usually see it according to the cases and issues that have been discussed so far. Thus, the youth must implement changes to the attitude of society regarding politics that are not good. The following are the parties from the *founding fathers*; the *founding fathers* are the parties who gave their sacrifices to Indonesia. *First*, they still have different colors but still think about the common good with a pluralistic mindset and really maintain the unity of Indonesia. *Second*, they are parties who actively contribute to FKMP. Can maintain the unity of Indonesia. *Third*, they are people who are active in politics at a very young age.

2. Literature Review

The existence of political parties is a reflection of the implementation of democratic values, which are currently widely adopted in various countries. Political parties as a vehicle are also a tool for the state to carry out the functions of its power in order to achieve the goals of the state, as well as being a forum for educating the public in the political field. The problem that has arisen recently is the existence of a discourse stating that the government has a plan to restrict political parties by enacting the parliamentary threshold. This issue has also drawn a lot of reactions in the community. The existence of the multiparty concept in Indonesia reaps pros and cons in society. On the one hand, the multiparty concept applied in Indonesia has a negative impact on the stability of the presidential government system in Indonesia. The presence of new parties is considered only as a form of participating in enlivening the democratic party so that the presidential government system becomes ineffective and tends to be neglected because it is considered no longer to accommodate the interests of the community.

Many countries claim that their country is a democratic country with various self-defined terminology, and even some countries that clearly do not apply the principles of democracy are still trying to make a system that seems democratic. The basic

characteristic of a country that implements democracy is the existence of political parties and periodic general elections (Adelia, 2018).

The provisions relating to Parliamentary Threshold can change dynamically depending on the conditions of the community and the agreement at the parliamentary level. Parliamentary Threshold or the parliamentary threshold is the number of valid votes for political parties to send their representatives to parliament. The enactment of the Parliamentary Threshold is a legal policy that is made to realize a simple multi-party system. A simple multiparty system will provide effective performance for people's representatives working in parliament.

3. Methodology

The method used in this study is a descriptive method with qualitative research used to discuss the importance of mastering the millennial vote so that political parties participating in the election can pass the parliamentary threshold in the 2024 election. Furthermore, the type of data used is secondary data consisting of primary legal materials, namely, regulations related to research conducted, secondary legal materials in the form of processed opinions or thoughts of experts or experts studying a particular field, in the form of books, papers and scientific journals related to the object of research.

4. Results and Discussion

4.1 Millennial Vote Map

The Coordinator of the LIPI Political Research Center, Sarah Nuraini Siregar, stated that based on the results of her agency's survey, there was about 35 percent to 40 percent of voters in the 2019 election dominated by the millennial generation. "Or the number is around 80 million out of 185 million voters," said Sarah when met at the LIPI Building, South Jakarta, on Tuesday (11/12/2018). According to Sarah, the large number of millennials is an important asset for politicians in the 2019 election. "The impact of their participation will be an important asset for anyone with interest in the election," she said. "Because they will come to the voting booth and vote," said Sarah. This, according to Sarah, is suspected of the characteristics of the millennial generation. "The tendency of millennial voters is rational and consciously willing to participate (in the 2019 elections)," he said. Sarah's findings are based on National Priority research conducted by the Center for Political Research LIPI in 34 provinces with public survey activities involving 2,100 respondents. Meanwhile, the expert survey conducted in 11 provinces involved 145 experts. Meanwhile, it is also supported by qualitative and quantitative research conducted in 7 provinces in 2018. Based on the Alvara Research Center survey held in October 2018, the political choices of Indonesian Muslim millennials are split in two. Nationalist-oriented Muslim millennials tend to choose Jokowi-Ma'ruf, while religiously-oriented Muslim millennials tend to choose Prabowo-Sandiaga. Director of the Alvara Research Center Hasanuddin Ali said that as many as 55.56 percent of Muslim millennials with nationalist orientation chose Jokowi-Ma'ruf. Meanwhile, Muslim millennials in the same category voted for Prabowo-Sandiaga, only 33.92 percent. This means that Jokowi-Ma'ruf is superior among nationalist Muslim millennial voters (Abdi Putra 2018).

4.2 Requirements for Political Participations Passing the Parliamentary Threshold

In holding the general election, the term *Parliamentary Threshold* is known. According to Sofian Siregar who stated: *The parliamentary Threshold* is the threshold for political parties to gain seats in the DPR. *Parliamentary Threshold* is one of the simplification patterns of political parties through legislation. The ideal philosophy is that by limiting political parties, the vision, mission, and programs promoted by political parties will be clearer, more transparent, and can be translated into real terms so that they are beneficial to the people. In addition, with a limited number of parties, ideally 5-7 political parties, it will be easier for the people to recognize political parties so that people are not confused when making their choice. Another thing related to the simplification of political parties is the examination to take part in the election. This means, if, in an election, a political party gets a significant number of votes (according to the provisions of the Election Law), then that political party is indeed eligible to participate in the general election (Sofian Siregar 2022).

Parliamentary Threshold itself is regulated in Law Number 7 of 2017 concerning Elections, Article 414 paragraph (1): "Political Parties Contesting in the Election must meet the threshold for obtaining votes of at least 4% (four percent) of the number of valid votes nationally to be included in the election. determining the acquisition of seats for members of the DPR", furthermore for political parties that do not reach the specified threshold, they cannot be included in the vote count, as stated in Article 415 paragraph (1), where: "Election Contesting Political Parties that do not meet the threshold of vote acquisition as stipulated in referred to in Article 414 paragraph (1) shall not be included in the calculation of the acquisition of DPR seats in each electoral district".

1. Parties that registered with the general election commission (KPU) in the 2019 simultaneous elections include:

- 1) Indonesian Unity Party (Perindo)
- 2) Indonesian Solidarity Party (PSI),
- 3) Indonesian Democratic Party of Struggle (PDI-P)
- 4) People's Conscience Party (Hanura)

- 5) Nasdem Party
- 6) Labor Party
- 7) Republican Party
- 8) National Mandate Party (PAN)
- 9) Prosperous Justice Party (PKS)
- 10) Greater Indonesia Movement Party (Gerindra)
- 11) United Development Party (PPP)
- 12) Golkar Party
- 13) Indonesian Change Movement Party (Garuda)
- 14) Indonesian Bhinneka Party
- 15) National Awakening Party (PKB)
- 16) People's Party
- 17) Democratic party
- 18) National Unity Party
- 19) Peaceful Islamic Party (Idaman)
- 20) The Indonesian Justice and Unity Party (PKPI)
- 21) Indonesian Working Party (PIKA)
- 22) Star Moon Party (UN)
- 23) Indonesian Employers and Workers Party (PPPI)
- 24) Indonesian People's Voice Party (Parsindo)
- 25) PNI Marhaenis
- 26) Reform Party
- 27) Archipelago Party (Republican)

2. The Political Parties Verified by the KPU Become Participants in the 2019 Election

Since the KPU opened the registration of political parties wishing to participate in the 2019 general election, a total of 27 political parties have registered. The KPU then verified administratively and factually until a decision was made on February 17, 2018, that only 14 national political parties were eligible to participate in the 2019 General Election.

- a. National Awakening Party
- b. Greater Indonesia Movement Party
- c. Indonesian Democratic Party of Struggle
- d. Working Group Party
- e. Nasdem Party
- f. Indonesian Change Movement Party
- g. Labor Party
- h. Prosperous Justice Party
- i. the unity of Indonesia
- j. United Development Party
- k. Indonesian Solidarity Party
- l. National Mandate Party
- m. People's Conscience Party
- n. Democratic party

3. Political Parties That Passed To Become Contestants in the 2019 Election (Movanita 2019)

Meanwhile, only 9 political parties passed (PDIP: 12.57%, P.Golkar: 12.31%, PKB: 9.69%, NASDEM: 9.08%, PKS: 8.21%, P.Democrat 7, 77%, PAN: 6.84%, PPP: 4.54%). Plus 10 new political parties that will compete in the 2024 general election, including (Pramesi 2018):

- a. Prosperous People's Party (Prima)
- b. People's Wave Party (Gelora)
- c. Ummah Party
- d. Masyumi Party or the Indonesian Muslim Shura Council Party
- e. Golden Prosperous Society Era Party
- f. Small and Medium Business Party
- g. 7. The Bright Indonesia Party is abbreviated as Pinter
- h. The Indonesian Sovereign State Party is often abbreviated as Smart
- i. Nusantara Party
- j. The Indonesian Peace Party (PID)

4.3 Millennial Voice Trends (Setiawan 2022)

Speaking of millennial generation politics, the most striking momentum was during the 2019 Election. According to the Coordinator of the LIPI Political Research Center, Sarah Suaini Siregar stated, based on the results of her agency's survey, there was about 35 percent to 40 percent of voters in the 2019 election dominated by the millennial generation. Seeing the quite large percentage of voters is a truly charming political scene, not only for election organizers who are proud. However, political parties must also judge this as a wetland that contains precious gems. However, looking at the percentage is quite flashy. We cannot directly assess whether all of the voters from the millennial generation understand politics, especially in the practice of its realization. Based on research by the IDN Research Institute. In a report titled "Indonesian Millennial report 2019", only 23.4 percent liked to follow political news. However, it is not stated that these millennial voters understand politics. Millennials tend to think that politics is only for people who are old-fashioned or the " *old school* " generation. Seeing the characteristics of the millennial generation, most of whom tend to be apathetic towards politics, like it or not; political education should be given so that millennial voters are only political objects.

According to Yudi Cahyana, in a webinar entitled "Millennial Political Directions in the 2024 Election" held by Ruang Democracy on Sunday (12/19/2021). He said there are still political parties that fill their social media content with image content of figures that millennials don't like, For example, the content about the lineage of the political party figures or the content about the lineage of the political party figures. "The social media is still talking about nasab, or they get wangsit, the revelation of the keprabon, they are still descendants of this king, this cleric. In the eyes of millennials, it is not attractive. Now, this is what political parties should record how to attract their (millennials) attention ." He added, as well as parties that claim to be representative parties of the younger generation. According to him, the basic problem of political parties today is that they are still performing political manoeuvres, which in essence is to show how to seize political power. "Meanwhile (for millennials) politics that must be understood is how *good ideas of life can be*, how all interests, their aspirations regarding the future of Indonesia, can coexist with the diversity of religions, beliefs, ethnicities can be properly socialized. So far, millennials are served with scandal issues, *money* politics issues, bribery, corruption. But they have not been educated on how politics should bring about justice and the welfare of the Indonesian people. This is heavy. Even then, the approach is also not just jargon." (Badri 2022).

4.4 The Strategy of Political Parties In Influencing Millennial Votes in order to pass PT In The 2024 Election

The use of social media must be done creatively and massively. **First**, political parties can create infographics that contain **the vision and mission** of the candidate pairs. This infographic is then shared/viralized massively through various social media. Infographics with a unique and attractive appearance will certainly be more effective than spreading or sticking sheets of pamphlets, brochures, and the like. A cool *infographic* is more efficient than putting up thousands of banners on the streets or nailing posters to tree trunks. **Second**, political parties can use social media to convey their political messages to the millennial generation. Political parties must be able to prove that social media is very effective in campaigning for the superiority of their party; of course, the use of social media must also pay attention to the rules, norms, and polite political culture in Indonesia. The delivery of political messages (content) through social media must be rational and oriented towards fighting programs, not *black campaigns* that attack other political parties. **Third**, when the millennial generation becomes interested, political parties must take advantage of the moment by immediately forming volunteer nodes. Political parties must form communities among the millennial generation. These volunteer and community nodes are then massively mobilized to invite other generations/communities to vote for the political parties they like. This movement can be done using social media or directly in the community through various social activities. What is undeniable in the victory of Jokowi - JK in the 2019 Presidential Election is the success of the volunteer movement. This movement, which is dominated by young people (millennial generation), is so massive in inviting other communities.

These patterns of movement, coupled with the power of social media, are still very relevant to be reused in the upcoming 2024 General Election. Regardless of the strategy of the political parties in winning the battle, the interests of the nation and state must be prioritized. In essence, politics is only a tool to achieve power. That power will be used to achieve the national goal, namely a just and prosperous society. In fact, the political event in the upcoming 2024 election is the right momentum to educate the millennial generation on how to be smart, polite, and civilized in politics. This is the right time to teach young people how to achieve goals in elegant ways, gain votes without insults, achieve victory without insults. Make politics a crater to mature this republic so that it will truly grow into a winning nation in the future. (Ngudi Astuti, 2020)

According to Hasanudin Ali, Founder and CEO of Alvara Research Center, the direction and fate of the Indonesian nation can be determined by the presence of millennials; this refers to the percentage there is 43 percent of voters aged 17 to 30 years, therefore the strategy of political parties in gaining millennial votes This can be done by using 5 (five) precise principles to attract millennial votes, including **First**, pay attention to the language code used in the campaign. This becomes very important because millennials are full of informational needs; secondly, if millennials are more likely to like something authentic in the sense of character appearances that are not allowed to do imaging, the *third* is novelty or renewal. Hasanudin said that something delivered by the candidates must have an element of surprise for millennials, the *fourth* is interactivity, or it must be interactive. He believes that the campaign method must be in a dialogical manner that is not static or monotonous. Because millennials don't like campaigns with a one-way system, and

the *fifth* is *creativity*. This means that the presidential and vice-presidential candidates, as well as the legislative candidates, must have a way of campaigning through "memes" or interesting typography. (Bangun Santoso, 2018)

4.5 The Importance of Mastering the Millennial Voice

Endra K. Pihadhi explained that potential is energy or strength that has not been used optimally. In this case, the potential is defined as a hidden strength which can be in the form of strengths, interests, talents, intelligence, and others that have not been used optimally so that the benefits are still not felt. If we refer to the figure that 35% of Indonesia's population is currently the millennial generation, this generation has very significant potential in gaining support for every political celebration process in Indonesia. With the millennial generation's dominant activity in using technology, it is also very easy for anyone to provide input to this generation through social media or other media. Judging from the interests of this generation, of course, anyone would want to benefit from a large number of millennials, including their respective political interests. The significant millennial potential is certainly not easily obtained; it requires an active, creative approach and, of course, in accordance with their world that is *up to date* with technology.

Political parties participating in the 2019 legislative elections also provided enough space for the millennial generation in the composition of their legislative candidates; on the other hand, during the presidential election stages, several young figures also emerged and even filled strategic positions in the campaign teams of each presidential candidate. The emergence of these young figures should be able to make changes in Indonesia's political conditions towards healthier, more ethical and wiser conditions so that negative perspectives from the political world among young people can be reduced and have an impact on increasing the participation of the millennial generation to be active in Indonesian politics. The involvement of the millennial generation is very important considering that currently, the influence of the industrial revolution 4.0 cannot be avoided, so it must be faced with the right strategy considering that later Indonesia will experience a demographic bonus in 2030, at which time the number of productive age is much larger than the non-productive age.

With the entry of Indonesia into the industrial revolution 4.0 era, the millennial generation has a very wide space in the political field, the needs of the political world and the world of technology are unavoidable, changes in the character and interests of generations also occur significantly, the use of social media and the internet every year always experiences an increasing trend. significant, whose users are mostly millennials. Of course, this momentum is an opportunity for the millennial generation to actively participate in the political sphere to make changes for the better according to their respective levels of capacity and capability. For example, as legislative candidates, election supervisory members, NGOs, *creative political content creators*, political consultants and other spaces that can be utilized.

It is important to note that this millennial generation should not only be a spectator and tend to be used only in the political dynamics that occur to gain votes, without ever being given a wider space to be creative. Being a millennial generation must be a smart generation so that they can wisely participate in the world of politics (Ngudi Astuti, 2020). for changes for the better for the development of democracy and the welfare of the nation and state.

5. Conclusion

Based on data from the General Elections Commission (KPU), the number of millennial voters reached 70 million–80 million out of 193 million voters. This means that around 35-40 percent have a major influence on the election results and determine which political parties pass the future *Parliamentary Threshold* (PT). The general activity carried out by the millennial generation is 88.5% on social media; therefore, for parpors who want to pass PT must master the voice of the millennial generation on social media. While the PT itself is regulated in Law Number 7 of 2017 concerning Elections, Article 414 paragraph (1): "Political Parties Contesting in the Election must meet the threshold for obtaining votes of at least 4% (four percent) of the total number of valid votes nationally to be included in the election determining the acquisition of seats for members of the DPR. Ahead of the 2024 election, February 14, 2024, political parties that want to pass the PT must work hard to campaign nationally on social media because the competition for political parties is getting tougher, the number of political parties from the 2019 election that registered with the KPU is 27 political parties, which have been verified by the KPU, there are 14 political parties. Meanwhile, only 9 political parties passed (PDIP: 12.57%, P.Golkar: 12.31%, PKB: 9.69%, NASDEM: 9.08%, PKS: 8.21%, P.Democrat 7, 77%, PAN: 6.84%, PPP: 4.54%), plus the emergence of 10 (ten) new political parties, namely: 1. Prosperous People's Party (Prima), 2. People's Wave Party (Gelora), 3. Ummat, 4. Masyumi Party or the Indonesian Muslim Shura Council Party, 5. The Golden Prosperous Community Era Party, 6. Small and Medium Enterprises Party, 7. The Bright Indonesia Party abbreviated as Pinter, 8. The Indonesian Sovereign State Party is often abbreviated as Pandai, 9. Nusantara Party, 10. Indonesian Peace Party (PID). So that all political parties must have a strategy to control millennial voices: Political parties do not only sell imagery, political parties must show concrete programs for the public interest; what millennials like is how *good ideas of life are*, how are all their interests, aspirations, about the future of Indonesia, can live side by side with diversity and good tolerance that is safe and prosperous. So far, politics has been presented with issues of money politics, bribery, KKN, etc. Politics must be able to realize justice and welfare for the people, which must be educated for the millennial generation. The millennial generation must take an

active role in political change, especially in the 2024 election, because the voice of the millennial generation will determine political change for the better as well as the security and welfare of the Indonesian nation.

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