

ABSTRAK

Pratama Lyrene Widia, 2019 *Faktor Yang Mempengaruhi Peningkatan Suara Pemilih Milenial Pada Pemilihan Umum 2019*. Skripsi, Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Muhammadiyah Jember, Pembimbing : Ir. H.M. Thamrin, M.Si.

Pemilih milenial adalah mereka yang terdiri dari generasi milenial dengan rentang usia 18 sampai 37 tahun. Penelitian ini dilakukan di Kecamatan Ambulu Kabupaten Jember dengan menggunakan tipe penelitian deskriptif kualitatif. Dalam penelitian ini peneliti mengemukakan beberapa masalah berkaitan dengan faktor apapaja yang dapat mempengaruhi peningkatan suara pemilih milenial, media sosial apa yang digunakan, dan efektifitas edukasi politik secara langsung. Faktor pertama yang dapat berpengaruh dalam peningkatan partisipasi suara pemilih milenial antara lain, lingkungan milenial, tingkat pendidikan, kondisi ekonomi, dan peran orang tua. Faktor kedua adalah media sosial, beberapa media sosial yang digunakan generasi milenial dan memiliki pengaruh untuk dapat meningkatkan partisipasi suara adalah facebook, twitter, instagram, dan youtube. Kemudian, efektifitas edukasi politik secara langsung yang dilakukan baik oleh pemerintah maupun masyarakat dapat menjadi penyeimbang kemajuan teknologi informasi. Sasaran dalam penelitian ini tentu saja adalah generasi milenial, sumber data primer dalam penelitian ini diperoleh dari wawancara terstruktur dengan menggunakan pedoman wawancara peneliti dan data sekundernya diperoleh dari beberapa dokumen lembaga pemerintah yang terkait. Dalam penelitian ini telah dikaji apakah generasi milenial merupakan generasi dengan partisipasi politik yang rendah dan faktor apapaja yang signifikan dalam mempengaruhi pemilih milenial untuk memberikan hak suaranya.

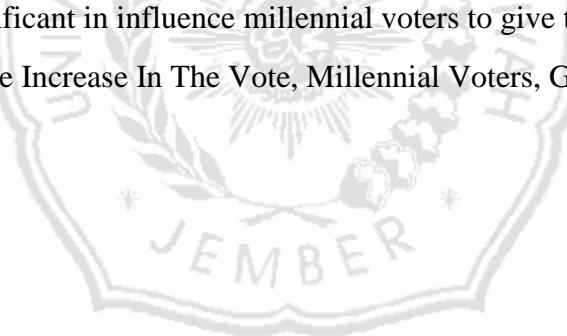
Kata Kunci : Peningkatan Suara, Pemilih Milenial, Pemilihan Umum.

ABSTRACT

Pratama Lyrene Widia, 2019 *factor that influence the increase in the vote of millennial voters in the 2019*. Essay, Communication Science Study Program, Faculty Of Social Science and Political Science, Muhammadiyah University Jember. Mentor : Ir. H.M. Thamrin, M.Si.

Millennial voters are those consisting of millennials with ages ranging from 18 to 37 years. This research was conducted in the Ambulu District of Jember District using the type of qualitative descriptive research. In this study the researchers suggested several problems related to any factors that could affect the increase in the votes of millennial voters, what social media is used, and effectiveness of direct political education. The first factor that can influence the increasing participation of the millennial voters is among others, millennial environment, level of education, economic condition, and the role of parents. The second factor is social media, some social media are used by millennials and have the influence to be able to increase participation in voting is facebook, twitter, instagram, and youtube. Then, the effectiveness of direct political education carried out by the government and society can be a balancer to the advancement of information technology. The target of this research is of course the millennial generation, the primary data sources in this research were obtained from interviews by using interview guidelines and the secondary data obtained from several relevant government agency documents. In this research it has been examined whether the millennial generation is a generation with low political participation and what factors are significant in influence millennial voters to give their voting rights.

Keywords : The Increase In The Vote, Millennial Voters, General Election.



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