Strengthening Democracy Through Voter Education for Generation Z: Challenges and Collaborative Solutions

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Abstract. This article aims to describe the form of voter education for generation Z and how the related parties collaborate. This research uses a qualitative design with descriptive methods. The research was conducted in the city of Pekanbaru, specifically on Pekanbaru City KPU commissioners and election and democracy NGO activists. Research data was collected through observation, interviews, FGDs and documentation studies. The data analysis technique uses the Miles and Huberman model which consists of data collection, data verification and reduction, drawing conclusions. The triangulation technique uses data source triangulation. The results of the research found that (1) Voter education for Gen Z through several methods, namely election outreach and education for beginner voters in schools, public invitations to the Election Smart House, election podcasts, as well as via social media Instagram and political discussions facilitated by NGOs,. ; (2) lack of cooperation between election organizers and parties related to the voter segment in conducting voter education, so that it seems partial and not comprehensive. Therefore, there needs to be a collaborative effort between election organizers, electoral NGOs and schools to strengthen generation Z's political literacy.

INTRODUCTION

Voter education is a must in a democratic country, because one of the characteristics of a democratic country is the existence of general elections, where the people elect their leaders directly through a ballot box on a day that has been agreed upon as election day, this aims to produce leaders who are in accordance with the hopes and desires of the people (Hambali et al., 2021). In order for this goal to succeed, the people must have good political literacy, understand the concept of elections and democracy in order to be smart in determining their choices because general elections are a big matter, making a mistake in determining the choice will result in the suffering of the people during one period

of government (5 years). Moreover, Indonesia currently adopts a simultaneous election system where elections to elect the president and vice president, members of the central and regional legislatures and members of regional representatives are carried out simultaneously. This design was born from the Constitutional Court decision Number 14/PUU-XI/2013. This system is intended to strengthen democracy because it seeks to minimize the negative effects of the election process which tends to be full of transactional, manipulative, and high-cost politics (Casmi Arrsa, 2014). If the election is carried out simultaneously, the impact can be reduced, that's the simple logic. In addition, it also saves the state budget in the election process if it is no longer carried out

separately. To prepare a smart society in choosing, Voter education is urgently needed for citizens.

Voter education is an effort to provide an understanding related to the values of elections and democracy to citizens who will soon have the right to vote or who will become voters in the next few years (pre-voters). Voter education has the following objectives: (1) increasing political participation of citizens; (2) increasing political literacy; (3) increasing the volunteer attitude of voters (Manik & Budhiati, 2015). This means that voter education helps citizens to make wise choices so that they do not get caught up in short-term political interests such as accepting envelopes or basic necessities during dawn raids, spreading political hoax messages without first checking their truth or being indirectly led by other people's opinions not to vote with various reasons that are made to seem logical. Election integrity must always be pursued and upheld in order to produce good leaders and systems (Rahmatunnisa, 2017). However, it must also be emphasized here that voter education is not always tied to the implementation of elections so that it must always be carried out when the election process is taking place, all of that is not true, because voter education should continue to be carried out by election organizers and related parties with various methods and innovations to strengthen the democratic system and make citizens have a strong position in relation to the

political and government processes. This means, in order to build a participatory political culture that makes citizens subjects who play a role in the political process such as providing input and influencing government policies, not as objects who only receive and implement government policies (Rozuli & Haboddin, 2018). Based on the results of CSIS research, the proportion of young voters is predicted to approach 60% in the 2024 election, young voters are voters in the age range of 17-39 years. it can be said that they are generation Z and the millennial generation, who are closely related to the digital world (Fernandes et al., 2023).

In this paper, the focus is on generation z voters. This voter classification is based on the results of the 2020 population census (SP) which was conducted face-to-face and online throughout February to September 2020. This BPS data was released in January 2021. The results of the 2020 SP classify the Indonesian population based on the theory of William H Frey, who divides the population into 4 generations, namely generation Z, Millennial Generation, Generation X and the baby boomer generation. This grouping is also useful in analyzing characteristics based on age in general. According to the 2020 Population Census data, Gen Z are those born between 1997 and 2012. The percentage of Gen Z reached 27.94% or around 74.79 million people out of a total population of 270.20 million people as of September 2020. The

Millennial Generation are those born between 1981-1996, their number is around 25.87% or around 69.8 million people out of a total population of 270.20 million people as of September 2020. Meanwhile, Generation X are those born between 1965-1980, around 21.88% of the total population. Finally, the baby boomer generation are those born between 1946-1964, currently their number is 11.56% or around 31 million people out of a total population of 270.20 million people as of September 2020 (BPS, 2021).

More specifically, based on data from the official website of the Pekanbaru City KPU, Gen Z voters (meaning those who are eligible to vote, taken from births between 1997-2009) number 178,569 people or around 23% of the total 771,497 voters. Meanwhile, the millennial generation numbers 289,481 voters or around 38%. Meanwhile, Gen X numbers 215,416 voters or around 28%. For the baby boomer generation, there are 81,719 voters or around 11% and finally the pre-baby boomer generation numbers 6,312 voters or around 1%. The number of voters in Pekanbaru City is 771,497 voters. It can be said that at the time of the 2024 simultaneous elections, Gen Z will be in the age range of 12-27 years. This means that Gen Z includes both first-time voters and voters with one election experience. The election and regional election system which is carried out simultaneously in a 5-year period, causes Generation Z to have the status of first-time voters or new voters in one election experience.

Gen Z is a unique generation because they were born in an era of sophisticated globalization, of course this affects the characteristics and ways to approach this voter segment. The characteristics of Gen Z according to Elizabeth Santosa (2015) are (1) Having great ambitions to succeed; (2) Tend to be practical and behave instantly (speed); (3) Love freedom and have high self-confidence; (4) Tend to like things that are detailed; (5) have a great desire to gain recognition; (6) Digital and information technology. The plus value of Gen Z is that Generation Z's curiosity is very high, when faced with technology and multitasking (AF Magazine, 2015).

However, the problem is that the voter education program provided by the election organizers is still manual, such as face-to-face socialization activities, through banners/billboards or only up to podcast activities or socialization via YouTube. has not fully utilized information and communication technology that is closely related to Generation Z. In fact, they are potential voters, not only because of their large numbers but also because they tend to be at the extreme poles, if they are selective they can deliberately take the option of abstaining because the idealism they hold is not in accordance with the candidate's vision and mission or if they are lay and passive with election information, they can become objects of pragmatic election participants' vote grabs.

Based on several previous research results, Generation Z who tend to qualify as novice voters or new voters in one election experience are described as unstable voters, making choices based on appearance or popularity, have relatively low political knowledge and tend to be dominated by peer groups (Hariyanti, 2015; Indrajat et al., 2020; Sutisna, 2017; wisnu dani prasetyo, toni harsan, 2019). So far, there have been several voter education strategies implemented by election organizers that also target Generation Z, including democracy volunteers, village cadres who care about elections, election monitoring cadre schools and smart election houses, but a number of these strategies are incidental and are only implemented during the election stages (Rafni & Suryanef, 2019). It seems that the younger generation tends to be embraced just to gain votes by both election participants and election organizers (Setiawan & Djafar, 2023). Therefore, they need to have good political literacy to be taken into consideration in choosing leaders and as discussion material in daily political discussions (Putri, 2017). Therefore, voter education is needed to influence political behavior from passive participation to active participation (Husni & Harmanto, 2021). Voter education must be aimed at all groups, both majority and minority because participatory political behavior influences the sustainability of responsible government (Fauzi et al., 2022). Because social inequality also causes silent apathy, which leads to the behavior of not voting in elections (Widhyharto et al., 2020). On the one hand, participation also describes how citizens trust the government (Ardanaz et al., 2023). Political participation has various variants in Van Deth's theory, but what is generally known is participation in general elections (Van Deth, 2014). Participation is influenced by many things, including family, circle of friends, the individual, social networks and voter education received from outside (Condon, 2015; Weinschenk et al., 2021). Or in general, voting behavior is influenced by sociological, psychological and rational choice factors on the voting behavior of Indonesian voters (RR Emilia Yustiningrum, 2015). Voter education that is not continuous causes election information not to be understood and interpreted effectively so that voters tend to be pessimistic about the democratic process. Therefore, this article examines, photographs and describes the reality of voter education in the current generation Z, to what extent the collaboration of related parties in conducting voter education for generation Z.

RESEARCH METHODS

This study uses a qualitative descriptive method design because it comprehensively describes how voter education is implemented for generation Z which is aimed at strengthening the democratic system. Qualitative research methods are often called naturalistic research methods because the research is conducted in natural conditions or

natural settings (Abdussamad, 221 C.E.). This research was conducted in the period August 2022-End of October 2023, at the Pekanbaru City KPU. The research informants consisted of the Pekanbaru City KPU commissioners, as well as the Election Smart House Manager. Research data were collected through observation, interviews, and documentation studies. The data analysis technique uses the Miles and Huberman model which consists of data collection, data verification and reduction, and drawing conclusions. The triangulation technique uses triangulation of data sources.
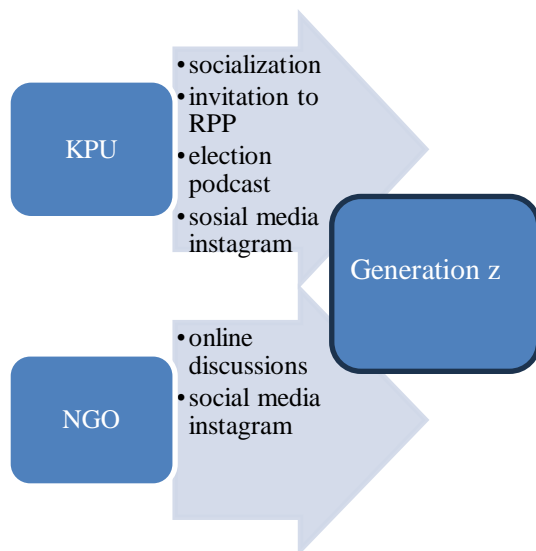
DISCUSSION

Diagram 1. activities of voter education actors

The explanation above briefly explains that so far voter education actors have gone their separate ways in carrying out activities even though they have the same targets and objectives, namely the development of literacy and political participation of the younger

generation. The following will explain in detail the explanation of the diagram above:

General Election Socialization and Education for New Voters in Schools

According to the General Election Commission Regulation (PKPU) No. 10 of 2018 concerning socialization, voter education and community participation in holding general elections, article 1 point 23 states that election socialization is the process of conveying information about the stages and programs of holding elections, while in point 24 it is stated that voter education is the process of conveying information to voters to increase voters' knowledge, understanding and awareness about elections. If we look at the meaning of the two clauses above, it can be said that voter outreach and education is a form of conveying electoral information to voters. The target voter segments are different so the target locations are also different. If the target audience is the beginner voter segment, the most appropriate target locations are generally schools, universities or youth communities in society. Students in schools, especially those in grade XII, are generally 17 years old and have the right to vote, so many election organizers and NGOs target schools as one of the locations for voter education.

Ahead of the 2024 simultaneous general elections, the Pekanbaru City KPU has conducted socialization and voter education to high schools in Pekanbaru City. Based on the

research period conducted from August 2022 to October 2023, there are several schools that have been visited by the KPU to conduct socialization and voter education for the 2024 election, including (1) October 22, 2023, election socialization was carried out through watching together (nobar) at the Babussalam Islamic boarding school in Pekanbaru. This film is a socialization product made by the KPU RI which was produced to educate voters to be aware of and understand election issues. This film was then further socialized by the regional KPU to various schools and universities; (2) October 16, 2023, Socialization and Education for new voters was carried out at As Shofa Islamic High School; (3) September 4, 2023, Socialization and Education for ethics and political culture at SMA 10 Pekanbaru; (4) August 30, 2023, Socialization and Education of Ethics and Political Culture at SMA 4 Pekanbaru; (5) August 29, 2023, Socialization and Education of New Voters at SMK Telkom; (6) August 3, 2023, Socialization and Education of New Voters at SMA 10 Pekanbaru; (7) March 17, 2023, Socialization and Education of New Voters at SMK Muhammadiyah Pekanbaru; (8) March 16, 2023, Socialization and Education of Ethics and Political Culture at SMA 1 Pekanbaru; (9) March 15, 2023; (10) December 16, 2022, Socialization and Education of New Voters at SMK 5 Pekanbaru. The material presented by the KPU Pekanbaru commissioner to new voters

included conveying the importance of elections for new voters and introducing political parties participating in the 2024 election. Election socialization to new voters in schools is a routine activity that is usually carried out by election organizers, especially the KPU, both central and regional, ahead of the general election day, where this activity aims to convey election information such as the technicalities of voting, election participants, why you have to vote on election day at the TPS and how to check as a voter list if you are of age and meet the rules to become a voter. The mandatory agenda in this election stage is usually known as the KPU Goes To School activity, the target is clearly students who have registered as voters (Aprilia & Azmi, 2021).

Based on the data above, the following things can be analyzed: (1) in a period of approximately one year, not enough secondary schools have been visited by the Pekanbaru City General Election Commission (KPU), this is due to limited funds in conducting socialization and the tight agenda of the General Election Commission in preparing for the election stages leading up to election day; (2) visits to schools in election socialization activities are annual when the election stages are taking place and schools are visited on average only once, meaning that there is no continuation of voter education activities after the election agenda is completed; (3) the material provided focuses on the invitation to

exercise voting rights on election day, giving less emphasis on what can be done as citizens regarding policies issued by the government resulting from the election process or what forms of supervision can be carried out by citizens towards the government, both legislative and executive, meaning that the material provided is long-term knowledge, not limited to what must be done on election day at the Polling Station. The limitations in providing material are also possible from the short duration of socialization to the assumption of election organizers that the material has been studied in schools through Pancasila and Citizenship Education subjects. In fact, this material is needed to increase citizens' knowledge in dealing with political and government processes so that they do not only become objects but also become subjects who participate in the ongoing political process.

Comprehensive election and democracy materials are needed by generation Z as provisions to start entering the world of politics, which is marked by the granting of voting rights at TPS. This is what is needed so that generation Z, which is mostly dominated by new voters, can have their own choices according to their conscience. No longer being voters who are described as having an unsteady political orientation, so that they become voters who are vulnerable to being included in the category of the non-voting group (golput) (Iswardhana et al., 2023),

becoming a victim of hoaxes or manipulation of political news or even becoming a hoax spreader unintentionally due to a lack of insight into digital literacy and political literacy, easily led by misleading opinions (Malik et al., 2020), making political choices traditionally based on emotional closeness, the influence of peer groups, because of the appearance and charisma of the candidate without knowing the vision, mission and programs offered (Hariyanti & Sari, 2021) even deceived by vote brokers by accepting a sum of money to vote for a particular candidate (Harnom et al., 2019).

Public Invitation to the Election Smart House General Election Commission

Smart Election House (RPP) is one of the voter education strategies carried out by the General Election Commission, namely the concept of voter education by designing a special building or room equipped with a display room to display election information, audio visual equipment to show films and videos about elections and democracy, mock TPS equipment to simulate voting and equipment for discussion activities such as tables and chairs. RPP is intended as an election information center for the community (Manik, Husni Kamil, sigit pamungkas, 2015). Especially for generation Z who are in school, they can generally visit the RPP to learn about elections and democracy in real terms. Based on data from the KPU Pekanbaru smart

election house visit document, during the research period, there was one visit from the school to the KPU Pekanbaru RPP, namely on August 18, 2023. There was a visit to the RPP by students of SMA N 10 Pekanbaru. This is a follow-up to the Pekanbaru City General Election Commission's Voter Education visit to SMA 10 on August 3, 2023. If we observe these findings, it can be said that the RPP is running ineffectively due to the lack of visits.

In general, in its implementation as a voter education center, the RPP experiences several obstacles, namely (1) a lack of election learning media, in the sense of a lack of socialization materials available in the RPP, meaning that it is necessary to update election information (Simbolon, 2019). In the RPP, usually only a mock-up of the voting process at the TPS and TPS demonstration equipment for simulation purposes is found. The material presented is in the form of standard election information displays that are general and national in nature; (2) The absence of cooperation between RPP managers and related parties for the development of RPP as a center for voter education such as schools through Pancasila and Citizenship Education teachers (Hariyanti, Hambali, Ahmad Eddison, 2022); (3) The absence of a sustainable and integrated political education curriculum or special programs designed to increase pre-voter political literacy through the RPP. (Hariyanti, 2022); (4) low visits to the RPP caused by several factors, namely the lack

of socialization of the RPP to the community and also influenced by the less strategic location of the RPP, where the KPU office is generally located in the central area of regional government management and far from school areas; (5) the absence of facilitators to act as guides in the RPP, the unavailability of political learning resources based on local wisdom and the ineffective use of services available at the RPP (Suryanef, 2019). A joint solution must be sought to overcome this weakness so that the RPP can effectively educate the community (Harahap & Thamrin, 2022) khususnya gen Z. Jika dikembangkan dengan maksimal, RPP berpotensi menjadi layanan Pendidikan pemilih yang tepat dan dikembangkan sebagai pusat Pendidikan politik kabupaten/kota (Rafni & Suryanef, 2019). In addition, it has also been proven to be able to increase political participation in society if the General Election Commission, through the RPP, plays a maximum role as a facilitator and socializer in expanding information and election agendas (Telaumbanua et al., 2021).

In order to build sustainable voter education, which aims to prepare students to become first-time voters with a good level of political literacy, collaboration, innovation, and creativity are certainly needed. If targeting the Generation Z voter segment, the majority of whom are first-time voters, then the most appropriate party to be involved with the election organizers in implementing voter

education is the school, especially Civics teachers, who are also members of the Civics Subject Teachers' Conference (MGMP PPKn). Election and democracy material is part of the Civics learning material in schools. However, so far, this material has generally been taught without using media that can help students understand elections and democracy in a more realistic and enjoyable way. In general, it is only taught through lecture methods, discussions, and continued reading textbooks in class. This kind of learning model certainly confuses students and continues to make the concept of elections and democracy an abstract concept to understand. In fact, students are a group that will prepare to become first-time voters in the next few years. Teachers should prepare students to become smart, selective, and participatory first-time voters. So far, generally new voters have been targeted by pragmatic election participants, who use new voters as a vote bank without providing them with political education that can make them smart in making their choices (Suryanef & Rafni, 2015). This means that to avoid this, voter education is needed as early as possible for students as pre-voters.

This obstacle urgently needs to be resolved due to several considerations, namely (1) Gen Z, who are students, are a group that is still young and tends to be unfamiliar with election issues, the only clear information is obtained from Civics teachers at school or, however, Civics teachers tend to rarely use election learning media that can help students' understanding. Election information needs to be conveyed through appropriate and interesting media so that it attracts the attention of pre-voters. Elections and democracy need to be taught at the earliest possible age (pre-voters) so that they will later become smart, rational and responsible first-time voters; (2) Election and democracy materials are included in Civics materials at both elementary and secondary school levels with a broad scope of material that is adjusted to the level of education so that it is appropriate if collaboration is carried out with Civics teachers who are always close to the pre-voter group; (3) RPP is a means of voter education facilitated and funded by the state for the wider community, but it is very unfortunate if its use has not been carried out effectively so that cooperation and development of RPP is needed from various parties.

Election Podcast

Podcasts are a distance learning medium because with podcasts everyone can find out and understand the information conveyed by the moderator and resource person. Podcasts are digital broadcasts that are already familiar to Generation Z who are closely connected to the digital world in their daily lives. Podcasts can be listened to anytime and anywhere and are also easy to access, simply through a smartphone that is generally owned by Generation Z. Seeing the opportunities from podcasts, podcasts are currently widely used as

a means of approaching information to the public in addition to other print and electronic mass media. Election organizers, especially the General Election Commission, also utilize podcasts to disseminate election and democracy information. In the smart election house of the Pekanbaru General Election Commission, since the Covid-19 pandemic, podcasts have been created and become an alternative for voter education amidst the restrictions on social interaction imposed by the government to combat the spread of the Covid-19 virus. If you look at the Instagram account of the Pekanbaru General Election Commission, it can be said that they are quite active in creating election content. However, when entering the election stage, the content created in the podcast room began to decrease, perhaps due to the busyness factor and limited human resources in managing podcasts. In the past year, there have been three podcasts on the KPU Pekanbaru YouTube account with various interesting themes, namely (1) Bincang Podcast with the commissioner of the Pekanbaru General Election Commission who also acts as the head of the technical division for organizing elections, Desriantoni on August 6, 2022, with the theme of the stages of registration, verification, and determination of political parties participating in the 2024 election; (2) Bincang Podcast with the commissioner of the General Election Commission of the Republic of Indonesia August Mellazs on November 18, 2023, with

the theme of the General Election Commission's efforts to increase voter participation in the 2024 election; (3) Bincang Podcast with local celebrity of Riau Province, Megi Irawan on March 6, 2023, with the theme of one vote determining the future of the nation, Let's go to the TPS!

As one of the digital-based voter education media targeting Generation Z voters, podcasts are identified as having several advantages as follows, namely (1) easy to access, simply via a smartphone that is generally owned by Generation Z; (2) can reach a wide audience in disseminating election information, no longer limited by space and time like election socialization carried out face-to-face; (3) more efficient in terms of funds and manpower because the capital needed is only podcast equipment and internet network as well as several guides and image editing. This means that it does not require participant accommodation costs, venue rental, and a lot of human resources to facilitate the event as if it were done face-to-face; (4) considered suitable for the Generation Z and Millennial voter segments who are closely associated with digital world access in their daily lives; (5) virtual voter education is a form of adaptation to the increasingly rapid development of globalization in various fields of information through various means today. This means following the development of the times so that it can be well received. However, besides that, there are also weaknesses in

podcasts as a means of voter education, namely (1) if it is not properly socialized to the public, the Pekanbaru General Election Commission YouTube account will not be known and accessed. This means that promotion is needed; (2) Interesting themes and sources are needed to attract Generation Z to watch election podcasts, amidst the many artist podcasts being produced today.

Social Media: Instagram

Social media can be a communication link between the government and the public (Akbar et al., 2021), most obvious during the Covid-19 pandemic, but after the pandemic subsides, social media remains an effective channel for disseminating information. At the same time, it also provides space for political fragmentation (Bright, 2018)

If we examine the General Election Commission's social media, it can be seen that the Pekanbaru General Election Commission is relatively active in making posts and videos about elections. The Pekanbaru General Election Commission's Instagram account currently has 2,296 followers and has 1,543 posts. The posts and videos uploaded by the admin of General Election Commission contain information about elections and democracy in general as well as technical information on the implementation of elections and creative, educational and humorous videos inviting voters to exercise their right to vote on February 14, 2024. The creativity through posts on Instagram even

received positive feedback from various parties, such as the Kuantan Singing district government which gave an award to the General Election Commission Pekanbaru city as the best video content with the theme of pacu Jalur, which was combined with election issues in July 2023. In addition to creativity, General Election Commission Pekanbaru city is also quite up to date in updating netizens' election information by diligently posting videos and images almost every day, which can be seen in each upload. This certainly shows the seriousness in conducting voter education for netizens who are mostly Generation Z who are closely related to the digital world. Political participation can be fostered through social media in the current digital era, especially for generation Z (Yu & Oh, 2018), Online political participation occurs on various commonly used platforms such as Instagram, Facebook, blogs and X (Kim & Chen, 2016) Information received on social media can become a topic of conversation in the surrounding environment, such as in family or with peers.

In today's digital age, normative metrics for political participation—voting, attending town halls, participating in community groups—are being eroded in the context of online advocacy, social protest, "liking," "sharing" via social media. (Mihailidis & Thevenin, 2013). The form of voter education through podcasts and Instagram social media, in addition to having advantages because it is

close to generation Z, also has disadvantages because the General Election Commission does not produce podcast content, especially since the election stages began to become dense, it has been seen that the Pekanbaru General Election Commission rarely creates podcast content. In addition, election content on Instagram is also less comprehensive because it can cause disinformation due to its short duration.

But it must also be realized that not all information on social media is valid because it is also filled with fake news and manipulation (Reisach, 2021). To avoid this kind of thing, the general election commission as the main source of information in terms of elections and democracy must actively create interesting content so that it is actively followed by generation Z on social media, causing them to no longer easily become victims of hoaxes by fake accounts on social media.

Political Discussion Organized by NGOs

The People's Voter Education Network (JPPR) is one of the election and democracy NGOs in the city of Riau Province. This NGO is active in providing voter education to the younger generation both face-to-face and through online digital applications via zoom to the community. Such as the online election discussion via zoom meeting on August 23, 2022, with the theme can village heads/village officials become members of political parties? This is a reflection on political party registration, the administrative verification

process and factual verification of the 2024 election. The speakers presented were the national coordinator of JPPR, the Chairperson of election supervisory body Riau Province and the Commissioner of General Election Commission Riau Province and constitutional law experts from the Faculty of Law, University of Riau. The next election discussion was held on March 14, 2023 with the theme how is today's election: questioning the challenges of the election stages, a joint commitment to overseeing the election, by presenting speakers including the Riau Police Chief, the Chairperson of General Election Commission Riau Province, the Chairperson of election supervisory body Riau Province and the coordinator of JPPR Riau Province. The next election discussion will be held face-to-face on July 26, 2023 at the Grand Elite Hotel in Pekanbaru, with the theme how is today's election?: the role and challenges of dynamic young voters. Adaptive, responsive in realizing the implementation of the 2024 election with integrity and dignity. The speakers presented at this event were the coordinator of JPPR Riau Province, the commissioner of General Election Commission Riau Province, the Riau Police Chief, commissioner election supervisory body Riau Province and an expert in constitutional law from the law faculty of the University of Riau. The election discussion facilitated by the JPPR NGO is aimed at increasing the political literacy of the

community so that they are increasingly aware of the importance of elections so that they can later produce trustworthy leaders who can strengthen the democratic system. This election discussion is certainly beneficial for the community, the advantages of this voter education strategy can be identified as follows: (1) discussions and questions and answers that take place face-to-face, the focus orientation is higher because there is direct interaction between the moderator, resource person and participants; (2) more communicative, because participants can ask questions directly without distraction due to signal interference and avoid disinformation of the material. However, of course, this form of voter education for generation Z is the same as election socialization in schools, the weakness lies in funding, where at least there must be a place rental and participant accommodation. Therefore, to overcome this weakness, JPPR activists admit that sometimes they also hold online election discussions by inviting generation Z.

Lack of partnership cooperation with related parties in the voter segment

If the target group is Generation Z, then the right locations are schools, colleges and youth communities. Schools are the right location to provide education about elections and democracy because schools are also called laboratories of democracy. The formation of a democratic climate in schools begins with the teaching and learning process in the classroom

built by teachers and students coupled with the leadership of the principal who always prioritizes deliberation and mutual agreement. In addition, at school, students receive Civic Education subjects, namely subjects that aim to prepare students to become good citizens, namely intelligent and responsible, through the provision of materials about ideology, law, politics, state administration, values, norms, ethics and culture in society. This subject even specifically aims to prepare students to become participatory citizens electorally (giving voting rights) and non-electorally, such as actively criticizing government policies and overseeing the running of government (Giersch & Dong, 2018; Siegel-Stechler, 2019). School-based citizenship education is increasingly recognized as an effective way to increase political awareness and participation among youth in America. (Feldman et al., 2007). Civic education in schools may be more important than communication through social media in encouraging generation z to participate in general elections (Ohme et al., 2020). In the United States, there is an additional citizenship education program known as "youth voice" which aims to increase student literacy and participation (Pasek et al., 2008). Students' citizenship and political background have the greatest influence on political participation (Treviño et al., 2019). civics or civic education in some countries is even recommended to provide freedom to civic education teachers in

developing their materials, one of which is by building partnerships with related parties. Civic education can be an effective subject in introducing the concept of democracy, elections and politics to the younger generation (Yoldaş, 2015).

Civic education in schools is indeed intended to improve citizens' political literacy as well as to become participatory citizens, one real example is participating in voting in elections. However, sometimes this goal can not be achieved if these young citizens consider the political situation in their country to be unconducive and there is a decay of democracy, as happened in Zimbabwe. For students in this study, taking part in political activities is not a measure of democracy or good citizenship. They do not consider discussions on political issues and following political discussions in the media as indicators of good citizenship. They have low trust in the country's political institutions (Sigauke, 2012). Given the importance of the position of schools and the closeness of Civic Education material to elections and democracy, there should be cooperation between the Election Commission and schools, but so far this has not happened. Voter education carried out in schools is only incidental, meaning it is only carried out when the election is approaching. After that, there were no more electoral education visits to schools. This was also acknowledged by the Pekanbaru Election Commission commissioner for Voter

Education and Community Participation that so far the Election Commission has not collaborated with the Civic Education subject teacher forum in implementing Voter Education. herefore, collaboration between actors is needed to target generation Z.
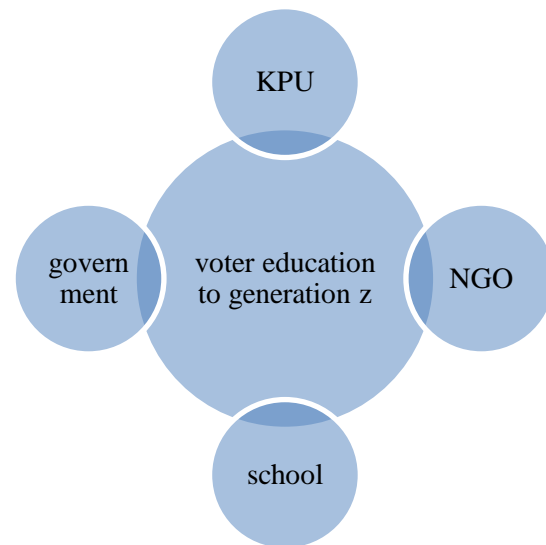

Diagram 2: collaboration of voter education actors with a variety of activities

forms of collaboration between each party can be in the form of 1) creating a joint voter education curriculum between schools, especially civic education teachers, the KPU, NGOs and the government through national and political unity bodies (kesbangpol). This curriculum is outlined in the form of a voter education pocket book targeting generation Z; (2)Determine the generation Z that will be targeted. It should be aimed at the senior high school level, grades XI and XII, because election and democracy materials are in these two grade levels and are a pre-voter segment that will prepare to become first-time voters in

the upcoming general election; 3) The voter education curriculum is only used when the material on elections and democracy is taught in class. This material is taught thoroughly in several meetings. 4) The KPU, NGOs and Kesbangpol come to schools to become speakers in teaching the material to high schools in Pekanbaru City. 5) The determination of the schools to be visited is regulated and communicated through the MGMP PPKn forum or the PPKn teachers' association forum so that the parties must make a joint agreement from the start to carry out continuous voter education; 6) If the actors of voter education cannot come to the school to become speakers of the continuing voter education curriculum, then at least it is agreed that the actors will commit to being able to become speakers in the Pancasila student profile strengthening project (P5) on the theme of democratic voice in schools, because this activity is also a means of voter education in schools but it is not always held every year depending on the results of the school needs analysis agreed upon by the school community. democratic voice is only one of the nine themes in the P5 program so that every year the theme always changes depending on the needs of the school.

This collaborative solution is almost similar to the youth voice program in schools in the United States which also aims to increase student literacy and political participation, but the difference lies in several

things, namely (1) this collaborative program is recommended to be carried out annually (on an ongoing basis) while the youth voice program is only carried out for two semesters; (2) the youth voice program does not involve all voter education actors such as NGOs and the government but rather the efforts of civic education teachers in schools. as revealed in the research results feldman that School-based civic education is increasingly recognized as an effective way to increase political awareness and participation among American youth. This study examines the Student Voices curriculum, implemented in 22 Philadelphia high schools, to assess whether program activities mediate improvements in outcomes related to future political participation (following politics, political knowledge, and political efficacy). Results indicate that classroom deliberative discussions, community projects, and Internet information use produced positive outcomes that were sustained over two semesters. Effects were comparable for white and nonwhite students (Feldman et al., 2007). In addition, the youth voice program is not implemented in all schools in the United States. Therefore, the author believes that the initiation of this collaborative cooperation will benefit various parties such as mutualistic symbiosis.

CONCLUSION

Based on data and information collected from a number of sources, it can be said that

there are several activities carried out by the Pekanbaru General Election Commission and the JPPR NGO in providing voter education to Generation Z. but it is very unfortunate that the activities of the actors of voter education do not collaborate with each other even though the target is the same, namely generation z. therefore it is recommended that there be cooperation between actors of voter education, not only the KPU and NGOs but also the government through kesbangpol and the association of civic education teachers by creating a standard voter education curriculum and teaching it continuously in high schools in order to prepare students as smart and participatory new voters in the upcoming elections or to become politically literate citizens. This means that a voter education curriculum is needed that is integrative, comprehensive, programmatic and digital-based voter education system, in accordance with the characteristics of Generation Z which is closely related to the digital world.

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