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Generation Z's Perception of Gibran's Candidacy as Vice President in the 2024 Election in Medan City

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ABSTRACT

Gibran's candidacy as Vice President in the 2024 election is a new phenomenon in Indonesian politics. The reason is, that Gibran was chosen by Prabowo as his running mate in the election contestation at a young age. This reaps diverse perceptions, including Generation Z where researchers conduct research. The purpose of this study is to determine Generation Z's perception of Gibran's candidacy as Vice President in the 2024 election. In this study, researchers used qualitative research methods with a phenomenological approach. Based on the results, the perception of Generation Z towards Gibran's nomination as Vice Presidential Candidate in the 2024 election has positive and negative perceptions that arise based on three things, namely sensation, attention, and interpretation by each Generation Z. Positive perceptions are formed because the information obtained by generation Z is related to Gibran's track record of ability in handling the City of Solo, as a form of proof that young people are capable of becoming leaders, and as a novelty in the world of Indonesian politics. Negative perceptions are present because the information received by Generation Z related to Gibran's nomination at a young age cannot be separated from the efforts of the Constitutional Court as Gibran's uncle passed Gibran's age, and Gibran's nomination was likely planned

INTRODUCTION

General elections are a means of implementing democracy which is carried out honestly, fairly, directly, generally, freely and secretly in accordance with the Law and Pancasila in the Republic of Indonesia (Arif Prasetyo et al., 2022; Lestari et al., 2023). Thus It can be said that general elections are related to legitimacy through society towards its government (Nurkinan, 2018) .

General Election in 2024 has interesting dynamics and phenomena because the running mate of one of the Presidential Candidates, Prabowo, chose his running mate from the young generation who had just entered the political arena, namely Gibran Rakabuming Raka. Previously, various names of other great politicians emerged as Prabowo Subianto's running mate, but in the end, together with the Advanced Indonesia Coalition, he officially confirmed his choice to carry Gibran as the right partner to accompany him in the 2024-2029 Presidential and Vice Presidential Election.

Prabowo said in his press conference covered by Metro TV, that Gibran's figure as a young man would be easier to coach than someone who is experienced in politics because he would be prone to corruption. It is proven, during his term as mayor Gibran is clean from corruption. When compared to Sandiaga Uno, who previously held the record for the youngest vice presidential candidate and was also Prabowo's former vice presidential candidate , Gibran has succeeded in shifting that position by becoming the youngest vice presidential candidate at the age of 36. (Prabowo, 2024) .

Gibran is the son of the President of the Republic of Indonesia who has just started his political career as mayor of Solo in 2021, nominated by the PDIP party. In addition, Gibran is also known as

a young entrepreneur who has succeeded in doing business in the culinary field and has even succeeded in opening branches of his business in several parts of Indonesia. Although Gibran is still relatively young , since serving as mayor he has made various achievements for his performance in improving the quality and prosperity of life in the city of Solo in several areas of life such as religion, economy and entertainment venues.

After being inauqurated as Prabowo Subianto vice presidential candidate, Gibran carries out his campaign activities in almost every region of Indonesia. He often uploads images that summarize his activities while carrying out the campaign by covering aspects such as light discussions, delivering work programs and support for several groups on his social media accounts, namely Instagram and X. Like the activities he shared through the X application on January 29, 2024 yesterday in order to listen to the aspirations of residents consisting of fishermen and those who are engaged in copper crafts in Teqal Regency and meet with batik craft actors in Pekalongan . Then, on February 2, 2024 through his Instagram account, he shared a moment when he chatted with Kemiri Market traders and provided understanding and exchanged ideas regarding the free lunch and milk program for pregnant mothers in the Depok area. Through the moments shared by Gibran through his social media accounts , it can be seen that there is high enthusiasm from the community for Gibran.

The selection of Gibran to accompany Prabowo's vice presidential candidate is expected to be the right figure to bridge the aspirations and problems that are developing among the younger generation because Gibran is also a figure who comes from the younger generation. Gibran's actions as an effort to show his concern for the younger generation can

be seen in the leaked flagship programs that he has revealed, one of which is millennial start-up credit for innovation and technology-based businesses. The loan can be used as financial support for the younger generation in building and developing Start Up companies.

Then, it will have a positive impact on the increasing number of Start Up companies in line with the opening of job opportunities that are always a problem for the younger generation every year. In addition, Gibran's concern for the younger generation can be seen through several moments he shared through his X account, one of which was a light discussion he held with young people discussing digital downstreaming and the creative economy which is one of their camp's flagship projects.

On this occasion, the election has given space to Generation Z to convey their voices to the candidate leaders who they hope can make Indonesia a developed country. According to (Hidayat et al., 2023, 2024) Generation Z or commonly abbreviated as Gen Z are young men and women born after 1994 until 2010. If viewed based on their birth year, then this Generation was born when internet usage was rampant with increasingly sophisticated technological advances. So it is not surprising that people from Generation Z tend to get information through their hands compared to print media. Generation Z is interested in new and interesting content.

This indicates that the approach to Generation Z can be done in a unique and contemporary way through social media which is currently popular. Like, politicians who try to gain votes through social media by targeting potential young voters in the election because of their large population. However, Generation Z tends to be relatively long in determining their political choices because they consider the vision and mission of the work of

political figures that are in accordance with their interests.

Based on the description above, then researching the Generation Z group who have the potential to be participants in the election of the prospective head of state who will lead Indonesia in 2024 in the city of Medan in the Medan Amplas area, precisely in the Astra complex. Of course, from several participants of the Presidential and Vice Presidential Voters in the upcoming 2024 election, they must have their own perceptions regarding Gibran's nomination which seemed to suddenly be Prabowo Subianto's vice presidential candidate right after the MK chaired by Gibran's own uncle changed the requirements to become a vice presidential candidate.

According to (Nisa et al., 2023) Perception is the ability of the brain or a process in interpreting stimuli received by human senses. Every human being has a different point of view, depending on how the individual interprets it. There are individuals who have a perception of something that is good (positive), but there are also individuals who have the opposite perception, namely bad perception (negative). Later, this perception will affect the actions that are seen or real.

METHODS

The research method used in this research is Qualitative research. Qualitative research means conducting research that focuses researchers in collecting data on the environment of the phenomena being studied which aims to interpret the phenomena that occur. With this, researchers become the key holders of this process. This means that knowledge, interpretation and reference events become important things to do in the data collection process. (Anggito, 2018; Jaya, 2020) .

The informants in this study were determined by the *purposive sampling method*, namely by using criteria in determining a data source (Sugiyono, 2015). Based on this, the criteria included in this study are the Generation Z group born in 1995-2010. Meanwhile, the data collection techniques used are observation, interviews, and documentation. Meanwhile, the data analysis techniques used are data reduction by simplifying and organizing data, data presentation by compiling data based on the data collected, and verification of conclusions by drawing conclusions or findings (Moleong, 2014).

RESULTS AND DISCUSSION

The results of the study showed that Gibran's candidacy received a positive response from some of the Z generation from the sources and there were several sources who gave negative responses. The results of the perceptions obtained vary based on the individual's experience or knowledge regarding objects or events obtained through the process of concluding and interpreting information. As stated by (Rakhmat, 2011) that perception shows based on what they pay attention to and their own experiences.

Based on the interview results, perceptions are formed based on stimuli obtained from the five senses or called Sensation. Sensation means connecting individuals with their environment through a five senses (Sударsono & Suharsono, 2016). Thus, the sensation in this study is an initial stage felt by individuals when capturing stimuli regarding Gibran's nomination as Vice Presidential Candidate in the 2024 Election.

Generation Z feels the stimulus or sensation through the five senses, especially the ears. This is because Gen Z first learned about Gibran's candidacy as vice presidential candidate after hearing

the news told by other people. Then, the sensation or perception also occurs through the eyes after hearing the news, Generation Z seeks related information to find out more about the information heard previously.

The response or sensation to the information obtained was surprise and unexpected. Some of the reasons include, a) regarding Gibran's age which is still too young, b) Gibran's experience who has only served a few years as Mayor, c) there are still other candidates who are more experienced. However, not all generation Z were shocked after finding out about this, because generation Z had previously sought information about the Vice Presidential candidates who would be elected.

Therefore, generation Z who have knowledge about Gibran being one of the vice presidential candidates when receiving the sensation that Gibran has been nominated as vice presidential candidate will feel normal, while generation Z who previously knew that there was another candidate's name who would be paired as Prabowo's vice presidential candidate and did not know that Gibran was a candidate will feel a sensation of surprise or disbelief when receiving this information.

Based on this, it can be said that the sharpness of a sensation is not only determined by the situational factor or based on what the individual feels regarding the stimulus. However, there are personal factors behind it. The occurrence of differences in sensation is caused by differences concerning a person's personality where the knowledge and experience possessed by each individual is different. (Sangaji & Sopiah, 2013). In addition, an experience or knowledge that an individual already has before receiving a stimulus will help the individual in determining the sensation of the stimulus received.

Then, perception is formed through a person's conscious attention to something. In other words, a person's attention will be focused if the information or stimulus received is interesting, if the information is not interesting, then the stimulus or sensation will be left alone. Thus, attention in this study is a stimulus that is noticed by Generation Z in the Astra Complex based on what attracts their attention about Gibran's Nomination as Vice Presidential Candidate.

Based on the research results, it was found that Generation Z that the attention of each generation Z is different. As mentioned in (Jailani, 2020) that a person's attention will be positive or negative, depending on how they react to the information received. Based on the findings of the research results, some generation Z has positive attention to Gibran's nomination as Vice President. Positive attention can occur because some Generation Z already has information or knowledge that Gibran will be included in the nomination candidate. Meanwhile, for some generation Z, they are surprised, because they only know that another candidate will be the Vice Presidential candidate who will be paired with Mr. Prabowo .

Positive attention was formed because some of Generation Z thought that with Gibran's young age and having been nominated as a vice presidential candidate, he would bring a new perspective to politics and represent young people who are involved in politics. In addition, Gibran is considered to have performed quite well in developing the city of Solo. Meanwhile, negative attention from Generation Z was also formed because Gibran's nomination coincided with a decision by the Constitutional Court which added requirements to become a Vice

Presidential candidate so that Gibran could become a candidate at that time.

Therefore. The existence of positive and negative attention by generation Z is influenced based on the attention and reaction they focus on *the stimulus* received by each generation Z. So, it can be said that a person's attention will be focused if someone wants to care about the information, if not, then someone will not respond to it.

Finally, perception is formed because of interpretation. Interpretation is the meaning of information received by someone so that it produces an interpretation or response that comes from within the person (Walgito, 2010). Therefore, based on the interview results, Generation Z interpreted Gibran's nomination as Vice Presidential Candidate in the 2024 election positively, but some still interpreted it negatively.

Gibran's young age background, so he will understand the current conditions, such as people who can more easily express all their complaints via the internet so that a leader is needed who is quick and responsive in responding to the situation and facilitating these complaints. Then, Generation Z assessed that with Gibran's nomination as vice presidential candidate, there is an opportunity to have a young leader who can follow these developments.

Furthermore, a positive interpretation was formed because it interpreted Gibran's nomination as an opportunity to be a bridge between the younger generation and the government, especially in the problem of finding a job. And generation Z considered that Gibran's nomination as Vice Presidential Candidate was interpreted by 2 out of 10 informants as a breath of fresh air in the world of Indonesian politics because it combines two generations, namely the younger generation and the senior generation.

Meanwhile, the negative interpretation of Gibran's nomination at a very young age as a nomination that seemed rushed and planned by Gibran's family. In other words, the interpretation formed by generation Z resulted in a negative interpretation because the information sought to build perceptions was only information that was in accordance with what they wanted, without considering other information.

CONCLUSION

Based on the results of the research and discussion that have been carried out, the researcher concludes that the perception of generation Z towards Gibran's nomination as Vice Presidential Candidate in the 2024 election has positive and negative perceptions that arise based on three things, namely sensation, attention, and interpretation by each generation Z. Positive perceptions are formed because the information obtained by generation Z is related to Gibran's track record of ability in handling the City of Solo, as a form of proof that young people are capable of becoming leaders, and as a novelty in the world of Indonesian politics. While negative perceptions are present because the information received by generation Z related to Gibran's nomination at a young age cannot be separated from the efforts of the Constitutional Court as Gibran's uncle who passed Gibran's age, and Gibran's nomination was likely planned.

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