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MINAT MEMILIH
**GENERASI
MILENIAL**

PADA PILPRES 2024



Editor :

Dr. Drs. Danang Sunyoto, S.H., S.E., M.M., C.B.L.D.M.

Tentang Penulis



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Mantan sekretaris komisi B DPRD DIY dan Tenaga Ahli Komisi VII A-281 DPR RI. Dosen Tetap Fakultas Ekonomi dan Bisnis (FEB) Universitas Janabadra Yogyakarta. Mengajar mata kuliah, Manajemen Pengantar, Manajemen Bisnis, Manajemen Pemasaran, Manajemen Bisnis Eceran, Manajemen Pemasaran Jasa, Manajemen Strategi, dan Perpajakan. Aktif penelitian dan pengabdian masyarakat khususnya dari dana BRIN. Selain itu juga aktif menulis artikel di media massa. Banyak penghargaan yg diterimanya.

Tentang Editor



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Dosen Tetap Prodi Manajemen (S1) dan Magister Manajemen (S2), Fakultas Ekonomi dan Bisnis Universitas Janabadra. Anggota IKABADRA. Doktor (S3) lulusan Universitas Islam Yogyakarta. Pernah mengajar di Lembaga Pendidikan Komputer, Universitas Teknologi Yogyakarta (UTY), Universitas Mercu Buana (UMB), Universitas Sarjanawiyata Tamansiswa (UST), AKPER Karya Husada Yogyakarta. Aktif Penelitian Jurnal Nasional dan Internasional, Jurnal Pengabdian kepada Masyarakat dan menulis buku literature. Saat ini menjabat Ketua Bidang Pengabdian Kepada Masyarakat (2021-2025) Universitas Janabadra, Yogyakarta.

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KATA PENGANTAR

Puji syukur saya panjatkan kepada Tuhan Yang Maha Esa, karena atas berkat dan rahmat-Nya, saya dapat menyelesaikan buku ini. Penulisan buku merupakan buah karya dari pemikiran penulis yang diberi judul “Minat Memilih Pada Generasi Milenial Pada Pilpres Tahun 2024”. Saya menyadari bahwa tanpa bantuan dan bimbingan dari berbagai pihak sangatlah sulit bagi saya untuk menyelesaikan karya ini. Oleh karena itu, saya mengucapkan banyak terima kasih pada semua pihak yang telah membantu penyusunan buku ini. sehingga buku ini bisa hadir di hadapan pembaca.

Buku ini mencoba memberikan ulasan tentang minat memilih generasi milenial pada pilihan presiden 2024. Pemilu dijadwalkan di paling awal tahun (bulan Februari) dari bagian pemilu serentak antara Pilpres, Pileg dan Pilkada. Pemilu serentak ini belum pernah dilakukan di Indonesia, karena selama ini pemilunya selalu terpisah antara Pilpres, Pileg dan Pilkada, artinya setiap pemilih dalam tahun 2024 akan memilih beberapa kali, sehingga hal ini perlu dicermati secara baik sehingga seorang milenial berminat menyukkseskan pesta demokrasi tahun 2024.

Penulis menyadari bahwa buku ini masih jauh dari kesempurnaan. Oleh karena itu, kritik dan saran yang membangun sangat dibutuhkan guna penyempurnaan buku ini. Akhir kata saya berharap Tuhan Yang Maha Esa berkenan membalas segala kebaikan semua pihak yang telah membantu. Semoga buku ini akan membawa manfaat bagi pengembangan ilmu pengetahuan.

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Dr.(Cand.) Drs. Agus Mulyono, B.Sc., M.M.

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BAB

1

PENDAHULUAN

Ada pertanyaan, mengapa kajian ini mengambil tema, “Minat Memilih Partai Politik pada Kelompok Milenial Menghadapi Pilpres Tahun 2024”. Ada beberapa penjelasan yang dijabarkan sebagai berikut.

1. Suatu negara yang berbentuk republik, seperti Indonesia, maka pengambilan keputusan dalam POLEKSOSBUD, bidang politik menggunakan instrumen partai politik (parpol), dengan parpol inilah keputusan kenegaraan perpolitikan akan diambil untuk menjadi kebijakan dasar dalam membangun negaranya. Untuk itulah kehidupan perpolitikan di suatu negara yang berbentuk republik seperti Indonesia menjadi suatu hal yang selalu menarik untuk diikuti dan diperbincangkan termasuk untuk diteliti. Semenjak Era Reformasi, bergulir tahun 1990-an, memunculkan demokratisasi kuat di masyarakat dalam menggunakan logika “kebersamaan” (Sarah Birch, 2001). Perlu diingat bahwa keberadaan partai politik merupakan unsur keseimbangan dan teori penilaian sosial untuk menentukan partai politiknya (Wouter van der Brug, 2001) dan pilihan tersebut dipengaruhi kinerja ekonomi (Geoffrey Evan and Robert Andersen, 2004), (Raymond Duch and Randolph Stevensen, 2013), sekalipun persepsi ekonomi sendiri terstruktur oleh pilihan suara pemilih (Christoper W.,

BAB 2 | MINAT MEMILIH GENERASI MILENIAL

A. Minat Membeli atau Minat Memilih

Minat beli atau minat memilih kembali adalah teori yang membahas tentang faktor-faktor yang membentuk perilaku konsumen yakni perilaku membeli (apabila positif) atau sebaliknya tidak membeli (apabila negatif) terhadap suatu produk. Penerapan dari teori ini dapat diperlebar bagi konsumen yang sudah menjadi pelanggan atau customer dari suatu produk, sehingga bagi para pelanggan tersebut akan berperilaku untuk membeli lagi (*repurchase*) atau sebaliknya untuk tidak membeli lagi. Apabila pelanggan tersebut telah dapat dibentuk perilakunya untuk senantiasa membeli kembali produk itu, maka akan terbentuklah apa yang dikenal sebagai “Loyalitas Pelanggan” atau *Customer Loyalty*. Teori minat beli tersebut akan sangat membantu bagi Partai Politik untuk mempengaruhi para konstituennya agar memilih serta memilih kembali Partai Politiknya dan kemudian akan timbul loyalitas konstituen terhadap Partai Politik tersebut. Adapun teori atau model yang sudah penulis singgung pada pembahasan sebelumnya bahwa pada kajian ini juga menambahkan satu kebaruan yaitu dimana penelitian yang menyambungkan antara generasi milenial dengan teknologi, yang teori atau modelnya terdapat pada TAM (*Technology Acceptance Model*). Teori TAM menambahkan dua konstruk utama ke dalam modelnya. Dua

BAB

3

PILPRES 2024

A. Pilpres Indonesia Tahun 2024

Pilihan presiden di Tahun 2024 merupakan bagian dari pesta demokrasi serentak, baik Pilpres, Pileg dan Pilkada dilaksanakan secara bersamaan dalam tahun 2024. KPU RI menjadwalkan bahwa Pilpres di bulan Februari 2024, kemudian pilihan legislatif dibulan Agustus 2024, dan Pilkada di akhir tahun. Untuk itulah, penulis sangat tertarik untuk membahas minat generasi milenial dalam memilih calon presiden yang diusung oleh Partai Politik dan atau koalisi beberapa Partai Politik. Pemilih milenial merupakan pemilih yang *urgent* untuk diteliti, mengingat pemilih inilah yang akan meneruskan estafet demokrasi berkelanjutan di Indonesia. Generasi milenial dalam pemilih umum tahun 2014, dan 2019 mencapai 40% dari populasi yang ada. Jumlah pemilih di DIY pada pemilu tahun 2014 sebesar 2.732.621 orang, terdiri dari laki-laki sebanyak 1.320.583 orang dan perempuan sebanyak 1.430.038 orang. Jumlah pemilih di DIY pada pemilu tahun 2019 sebesar 2.695.805 orang, terdiri dari laki-laki sebanyak 1.312.558 orang, perempuan sebanyak 1.383.247 orang. Mengingat potensi yang besar dimasa pemilu mendatang, maka diperlukan strategi untuk mampu menggaet pemilih milenial memilih Partai Politiknya dalam pemilu presiden, pemilu legislatif dan pemilu kepada daerah

BAB

4

PENUTUP

Persepsi terhadap Partai Politik tidak mempengaruhi minat memilih Presiden. Temuan ini tentu akan menjadikan koreksi karena seyogyanya persepsi terhadap Partai Politik yang baik akan memberikan sikap positif terhadap minat memilih Presiden yang merupakan bagian pemilu serentak antara Pilihan Presiden (Pilpres), Pilihan Legislatif (Pileg) maupun Pilihan Kepala Daerah (Pilkada) dan diharapkan akan mendatangi Tempat Pemungutan Suara (TPS) untuk memberi dukungan suaranya. Terdapat beberapa hal yang perlu menjadi perhatian, yaitu: 1) generasi milenial kurang menaruh perhatian pada hal-hal yang berkaitan dengan politik; 2) kurangnya peran pemimpin atau pemangku jabatan dalam mendorong peran aktif kaum milenial untuk ikut meramaikan dunia perpolitikan di Indonesia; 3) kurangnya pemahaman pada generasi milenial mengenai pentingnya pemilu dalam menentukan masa depan bangsa melalui demokrasi.

Persepsi terhadap kepemimpinan Nasional dari seorang individu milenial akan mempunyai sikap seperti apa terhadap minat memilih Presiden yang diyakininya, yang merupakan bagian pemilu serentak antara Pilihan Presiden (Pilpres), Pilihan Legislatif (Pileg) maupun Pilihan Kepala Daerah (Pilkada). Jika individu milenial mempunyai persepsi yang positif terhadap kepemimpinan nasional dari sikap subjektifnya, maka pada pemilu tahun 2024, diharapkan akan mendatangi Tempat

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