

The Role of Political Parties in Providing Political Education to Young Voters in the 2020 Medan City Election

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ABSTRACT

The low level of participation of novice voters in the 2020 Medan Regional Head Elections is in the spotlight, even though when looking at the number, novice voters have a high quantity. One of the factors causing this is the need for more political knowledge possessed by these novice voters. From this, political parties must provide political education to novice voters because one of the functions of political parties is to provide public political education. This research aims to describe the role of the Indonesian Democratic Party of Struggle in providing political education to novice voters in the 2020 Medan City Regional Head Elections. This research uses descriptive qualitative methods. Data collection techniques were carried out using secondary data collection techniques through books, journals, and internet articles. This research also uses primary data through direct interviews with the parties concerned. Data analysis in this study was done by data reduction, data display, and conclusion. The results showed that the Indonesian Democratic Party of Struggle played various roles in providing political education to novice voters in the 2020 Medan City Regional Head Elections using two forms of political education, formal and non-formal.

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INTRODUCTION

A country that adheres to a democratic system is a country that makes people's sovereignty a priority. Several indicators can determine whether the democratic system that runs in a country is running well or not, but one of them is the running of General Elections. Elections are a feast of democracy for countries that adhere to the democratic system. Elections are also often referred to as the most tangible form of supreme sovereignty in the hands of the people (Budiyo, 2015). Elections can be the most critical indicator in running a democratic system because elections are one of the means of sovereignty for the people, where they can choose their representatives and leaders to run the government. Therefore, if the elections in a country run smoothly, democratic life will also run well, and vice versa.

Through these elections, people are asked to participate in political activities actively. Whether or not the general election runs smoothly depends on the participation of the community itself. Political participation from the community is also intended to create democratic governance by implementing these elections (Arniti, 2020). Community participation in the implementation of this general election varies. However, participation in voting is one of the most highlighted forms of political participation when this general election is held.

In the implementation of general elections in Indonesia, the focus of attention has always been the level of voting participation. Based on data on Indonesian voter participation in legislative elections published by the KPU in recent years, since 2004, the percentage of election participation has been 77.44%. In 2009, it was 72.56%; in 2014, it was 71.31%, and in 2019 it was 81.97% (Arif, 2020). From these data from several elections that have been held, the number of voter participation has reached the target on a national scale. However, every time the General Election is held, there are ups and downs in the level of voter participation in this country. This is because the level of voter participation in the elections that have been held has irregular statistics, namely, ups and downs (Nasution et al., 2020).

Seeing that the national voter turnout has been quite good, it is slightly different from the implementation of regional elections to determine regional leaders in Indonesia. Regional Head Election (Pilkada) is an election held to elect the Regional Head and his/her Deputy, conducted directly in the Republic of Indonesia according to Pancasila and the 1945 Constitution. Pilkada was implemented directly starting on 1 June 2005, and until the last Pilkada, which was held in 2020, thousands of Pilkada were held in Indonesia (Kodiyat & Andryan, 2021). Medan City is quite a concrete example of the relatively low voter participation in Pilkada. This can be proven from the last three elections, namely the 2010, 2015 and 2020 elections. The following table shows the percentage of voter participation in the last three Medan elections.

Table 1. Medan City Community Participation Data in the Regional Head Election

Regional Head Election	Year	Total Voters	Level Participation
Mayor	2005	1.450.596	54,70%
Governor	2008	1.725.045	47,10 %
Mayor	2010	1.961.723	38,28%
Governor	2013	2.123.878	36,58 %
Mayor	2015	1.998.835	25,38 %
Governor	2018	1.641.648	55,80 %
Mayor	2020	1.601.001	45.80 %

Source: (Nasution et al., 2020; Molana, 2020)

The table proves that voter participation in the Regional Head Election in Medan City is relatively low; even though the 2020 Regional Head Election experienced a very significant increase compared to the 2025 Regional Head Election, the percentage of voters who still abstain is more than 50%. From the low voter participation in the last three regional elections in Medan City, the spotlight also comes from the novice voters in Medan City. Medan City. Novice voters themselves are those who are voting for the first time because, at the time of the elections, they have just entered the voting age, which is 17-21 years old. Given that novice voters are all those who have voted for the first time in an election or regional head election, their knowledge and enthusiasm for the elections are different from other groups of voters. These novice voters are also said to have a significant role in implementing elections. For the implementation of elections or regional elections. Novice voters act as participatory supervisors of the elections that will be held (Prasetyo et al., 2019).

There was a low voter turnout in Medan City in the 2020 Pilkada, which is also directly proportional to the participation of young voters. Based on research conducted by Munthe in 2022, the participation of novice voters in Medan in the 2020 Pilkada was relatively small, only around 30.8% (Munthe, 2022). There are many causes of the low voting participation of novice voters in the 2020 Medan Pilkada, such as these novice voters are still indifferent to political matters, or they are less interested in political matters. One other reason for the low participation of first-time voters in the 2020 Medan City Elections is that most of these first-time voters still need to gain better knowledge of all things political.

From the problem of ignorance about politics experienced by novice voters, which ultimately impacted their low participation in the 2020 Medan City Pilkada yesterday, political education is considered a solution. Political education for first-time voters is critical because it aims to increase awareness and critical thinking of the younger generation in voting, can create clean elections and can reject money politics. Thus, political education is expected to provide novice voters with information about election procedures, assess and examine the performance of competing candidates, and provide

insight to novice voters on various issues regarding elections. These novice voters have a quantity that is quite large (W. D. Prasetyo et al., 2019). Therefore, novice voters must learn about political education to actively participate in political activities.

Reviewing the problem of the low participation of novice voters in Pilkada due to their lack of knowledge of politics, this is where political parties must play a significant role in providing education or education around the world of politics. According to Miriam Budiardjo, a political party is an organised group whose members share the same orientation, values and ideals. The intended goal is to gain political power and to seize a political position constitutionally to implement public policy (Budiardjo, 2007). One of the functions or roles of political parties in legislation is that political parties can educate and socialise various things about politics. This is also what is contained in Law Number 2 of 2011. One of the functions of political parties is to provide political education for the wider community to become Indonesian citizens who are aware of their rights and obligations in public (Kusuma et al., 2020).

Although this political education is essential for political parties, especially for novice voters who can be said to be still unfamiliar with politics, for example, in Pilkada, the fact is that there are still many political parties that do not carry out their role (Lestari & Arumsari, 2018). The implication is that many people, especially novice voters, must pay more attention to their voting participation. Novice voters still have very dynamic thoughts and need a strong foundation. For this reason, implementing adequate political education by political parties is very important to expand or increase the political participation of each community. Increase the political participation of every community. Looking at the 2020 Medan Pilkada, the Indonesian Democratic Party of Struggle (PDIP) is one of the parties that supports the elected pair or winner of the Pilkada, namely Bobby Nasution and Aulia Rachman.

Indirectly, PDIP took part in the Medan City Pilkada in 2020. Moreover, the Indonesian Democratic Party of Struggle is known to have a reasonably muscular mass in the North Sumatra region, one of which is Medan City itself. So, seeing this, the Indonesian Democratic Party of Struggle is obliged to carry out its role in providing political education to the community. Especially for novice voters when the Pilkada will be held, even though the participation of novice voters in the 2020 Medan City Pilkada could be much higher (Nasution et al., 2020).

From the various descriptions above, several previous studies have examined matters surrounding political education by political parties and can be used as a reference. For example, research conducted by Luqman Adi in his thesis shows that although several Islamic parties in Purbalingga have carried out political education, it still has low results on the political participation of

novice voters, one of which is due to money politics (Prasetyo, 2020). Then, the findings show that the Aceh Party has yet to carry out maximum political education for the people in Langsa City by the Aceh Government Law No.11 of 2006 (Alfarizi & Harun, 2021). Then, Daffa Daud's research in his thesis found that political education by the Golkar Party in South Tangerang had obstacles due to the pragmatic attitude of its cadres (Daud, 2019). In addition, previous research that can be used as a reference in this research such as research by Benito Asdhie Kodiyat MS and Andryan, namely on "The Influence of Political Parties on Political Education of Beginner Voters in the General Election". Political Education of Novice Voters in the 2020 Medan City Mayor Election" (Kodiyat & Andryan, 2021).

Then, research by I Gede Wijaya Kusuma on "The Function of Political Parties in Public Political Education" (Kusuma et al., 2020). Another one is Irsyadul Ibad's thesis on "The Role of Political Parties in Carrying out Political Education (Study on the Golkar Party of Bengkalis Regency)" (Ibad et al., 2020). This research is quite different from previous studies conducted because it emphasizes "The Role of the Indonesian Democratic Party of Struggle (PDIP) in Providing Political Education to Beginner Voters in the 2020 Medan City Pilkada". Therefore, this research is essential because it will focus on the main problem of the role of the Indonesian Democratic Party of Struggle in providing political education to novice voters in the 2020 Medan City Pilkada. Thus, the researcher designed this research to analyze the role of the Indonesian Democratic Party of Struggle in providing political education to novice voters in the 2020 Medan City Election.

METHODOLOGY

This research uses a descriptive with a qualitative approach (Yuliani, 2018). Descriptive research is a method used to describe current or ongoing problems, aiming to describe what happened as it should when the research was carried out. This research focuses on the role of PDIP in providing political education for novice voters in the 2020 Medan Pilkada. The locus of this research is the city of Medan itself. This research also uses secondary data collection techniques from books, journals, internet articles, etc. Then, primary data is collected through direct interviews with the parties concerned—data analysis techniques through data reduction, data presentation and conclusion (Miles et al., 2014).

RESULTS & DISCUSSION

The Importance of Political Education for New Voters by Political Parties

Political education is essential and central in shaping the politically conscious personality of the community. In this political education, understanding the obligations and rights of citizens is the

primary process to be achieved (Hardian et al., 2021). Political education can be given to anyone. The existence of political education that political parties will provide is also intended as the role of these political parties in supporting the success of democratic life. Thus, it will significantly help the effectiveness of the role of political parties if the political parties themselves and the community can carry out this responsibility together (Nasution et al., 2023).

From this, it has become an obligation for political parties to provide various political education for everyone in Indonesia. Political education by political parties also strongly correlates with Law No. 2/2011 on political parties, which explains that political parties are a forum for the community to gather and express their aspirations (Kusuma et al., 2020). So, through this political education, the community will get used to and learn how to proceed toward developing a prosperous and equitable country. Through its presence in public, the function of political parties as a means of political education is considered to provide political power for the community.

Political education that political parties should provide has the main objectives to be achieved in its implementation. The main goal to be achieved from the political education political parties provide is to build the political culture of Indonesian society. All forms of political education provided by political parties will eventually be actualized, one of which is in general elections (Kusuma, 2020). Many indicators can determine whether political parties' political education is thriving. However, the level of public participation in elections is the leading indicator of the success or failure of political education provided by political parties.

We are seeing that the general election is one of the ends of the implementation of political education by political parties. Political education can be given to anyone and through various forms. Various activities such as seminars, workshops, training, and other positive things related to politics are various forms of political education programs that political parties can carry out. So, through various forms of political education, political parties provide a good political culture, and an excellent political system will be born (Rahman, 2018).

Political parties can carry out political education for anyone. However, if you look at the urgency, especially in elections, political parties can prioritize novice voters in providing political education. This is said to be so because novice voters still have not received sufficient political provision and must be nurtured early on (Prasetyo et al., 2019). In addition, these novice voters also have a very high quantity and will significantly affect the smooth running of an election.

In addition, novice voters are the urgency of political education by political parties because novice voters are the first to be directly involved in elections. From this, it can also be seen that novice voters have unstable behavior, apathy, and lack of political provision, and they seem only to follow

the most votes in their environment (Putri & Sari, 2020). As a result of the behavior or characteristics of these novice voters, they are often easily instigated and targeted by money politics. Through these conditions, political parties are strongly required to provide political education, especially to novice voters during the period leading up to the elections.

The Role of the Indonesian Democratic Party of Struggle in Providing Political Education to Beginner Voters

The year 2020 is a political year in which several regions in Indonesia conduct regional head elections or Pilkada. Medan City is one of the cities in Indonesia that conducts direct elections. The elections in Medan City were quite busy being discussed by the public. However, one of the candidates who would run as Mayor of Medan then was the son-in-law of the President of the Republic of Indonesia, Bobby Nasution. One of the country's major political parties also promoted Bobby, the Indonesian Democratic Party of Struggle (PDIP) (Sari et al., 2022).

They are seeing the Indonesian Democratic Party of Struggle endorsing one of the mayoral candidates in the 2020 Medan City Pilkada, namely Bobby Nasution. The Indonesian Democratic Party of Struggle also indirectly has to carry out its function or role as a political party, one of which is by carrying out political education. However, based on the previous discussion, novice voters must be prioritized in providing political education from the political party itself. The Indonesian Democratic Party of Struggle has a particular agenda for providing political education to novice voters in the 2020 Medan City Pilkada.

Based on the results of direct interviews conducted with the treasurer of the DPC of the Indonesian Democratic Party of Struggle of Medan City, namely Boydo Panjaitan, the Indonesian Democratic Party of Struggle of Medan City has various political education programs specifically for beginner voters. During the 2020 Medan City Election, the Indonesian Democratic Party of Struggle felt it had a significant role in providing political education for these novice voters. The Indonesian Democratic Party of Struggle also felt they had conducted political education for these beginner voters entirely (Panjaitan, 2022).

From this statement, the Indonesian Democratic Party of Struggle views political education for beginner voters, especially during elections such as the 2020 Medan City Election, as necessary. As is well known, political education has an excellent impact if done well, which can advance the democratic process of all people and structures of society, including the novice voters themselves (Kartono, 1996). That way, these novice voters will form democratic values in themselves and will advance the democratic life of the nation and state.

Based on what was explained by Kartini Kartono, political parties can carry out their role as a means of political education through various forms. Political parties can provide various education,

such as political knowledge, through various media, whether print or social media. In addition, various forms of political education activities that political parties can provide are through activities such as workshop seminars, competitions, etc. (Kartono, 1996). So, based on the theory explained by Kartini Kartono, political education that political parties can carry out can be carried out in formal or non-formal forms.

In line with the theory explained by Kartini Kartono, through the results of interviews conducted with Boydo Panjaitan, the political education carried out by the Indonesian Democratic Party of Struggle for novice voters in the 2020 Medan City Pilkada was carried out through formal and non-formal forms. However, on the results of the interviews that have been conducted, the Indonesian Democratic Party of Struggle claims that the role they played in providing political education for novice voters in the 2020 Medan City Election was more focused on non-formal forms. However, various forms of formal political education are still carried out. The Indonesian Democratic Party of Struggle considers that novice voters need new forms of political education to attract their attention (Panjaitan, 2022).

Furthermore, although little formal political education is carried out by the Indonesian Democratic Party of Struggle, seminars, workshops, direct visits, etc., are still carried out. However, even though it smells formal, the Indonesian Democratic Party of Struggle's role in providing political education to novice voters in the 2020 field elections still presents elements of current trends and young people. An example of the natural form is holding workshops and seminars on elections, citizenship, democracy, anti-corruption/money politics, etc., filled or presented by youth communities. So, even though it is formal, political education must still rely on the element of young people themselves so that these novice voters also feel more called.

Then, with only a little formal political education, as in the previous discussion, the Indonesian Democratic Party focuses its political education on non-formal forms. Non-formal political education itself is political education that is not carried out with educational activities such as in schools, lectures, etc., or is not provided through official agencies, but with activities that are more relaxed and can be carried out regularly and structured (NORSANTI, 2021). The existence of non-formal political education carried out by the Indonesian Democratic Party of Struggle is also because the mayoral candidate they promoted in the Medan Pilkada came from among young people as well. Therefore, the Indonesian Democratic Party of Struggle decided to package their political education to these novice voters through current things that can attract more attention from these novice voters.

From the interviews conducted, Boydo Panjaitan, as the treasurer of the DPC of the Indonesian Democratic Party of Struggle in Medan City, explained that in the Indonesia Party of Struggle in

Medan City explained that in the 2020 Pilkada, PDIP's role in providing political education to young voters was carried out in various activities. These political education activities include:

1. Organising a mural competition.
2. Organising various games activities.
3. Socialisation through content from social media
4. Writing competitions.

All of these activities certainly carry the theme of politics and also about general elections. The existence of political education was also held by forming several posts in each area in Medan so that the implementation could take place more effectively (Panjaitan, 2022). Furthermore, there are various roles in providing political education PDIP to novice voters in the 2020 Medan Regional Election to carry out their obligations as a political party to shape people's political attitudes and orientations (Suwarji, 2022). In addition, the effort to gather vote support for Bobby Nasution, who will run as a candidate for Medan mayor, is also one of PDIP's targets in providing political education to novice voters, which is actualized through their vote participation in the Pilkada.

One more thing that became PDIP's target in providing political education to beginner voters in the 2020 Medan City Election yesterday was their first step in recruiting prospective party cadres whom the younger generation would fill. Through various series of political education that have been provided to novice voters in the 2020 Pilkada yesterday, the Indonesian Democratic Party of Struggle is quite satisfied even though the percentage of participation of novice voters in the 2020 Medan City Pilkada yesterday is still relatively low, which is around 30%. PDIP stated that it was satisfied because it had played its role in providing political education well. Providing political education to these novice voters is difficult because of their dynamic nature, making it difficult for PDIP to reach them entirely. Through these results, PDIP will try to be even better in carrying out its role as a political education for these novice voters in the next election or regional head election in Medan City. The next target that PDIP will achieve in providing political education in the next election or regional head election in Medan City is to increase the participation of novice voters to more than 50% to reach more than 50% (Panjaitan, 2022).

CONCLUSIONS

This research concludes that the Indonesian Democratic Party of Struggle has various roles in providing political education for novice voters in the 2020 Medan City Pilkada. Various roles the various roles in providing political education to novice voters are carried out through formal and non-formal political education. Formal political education includes workshops and seminars on elections, citizenship, democracy, and anti-corruption/money politics. Meanwhile, non-formal political

education is provided, such as holding mural competitions, holding various games activities, socialisation through content from social media, and writing competitions, which, of course, all of these activities carry the theme of politics and elections.

The purpose of the Indonesian Democratic Party of Struggle to conduct political education is to form political attitudes and orientations in novice voters, increase the participation of novice voters in the 2020 Medan City Election, and the first step in recruiting party cadres. PDIP feels quite satisfied with its role in providing political education to novice voters in the 2020 Medan City Election. However, these novice voters' political participation level could be higher. This is because in providing political education, PDIP finds it difficult. After all, these novice voters are very dynamic and challenging to reach in their entirety.

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