The Role of Political Parties in Improving the Quality of Elections by Capturing the Votes of Young Voters

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Abstract

Young voters consisting of the millennial generation and Gen-Z are considered a critical and dynamic group, having great potential to shape the political direction of a country. This research aims to analyze the role played by political parties in improving the quality of general elections (Pemilu) by focusing on their efforts to capture the votes of young voters. This research uses a qualitative approach with descriptive methods. The research results show that political parties' efforts to improve the quality of elections through the voices of young voters have a positive impact on the participation of the millennial and Z generations. Political parties that have succeeded in developing political platforms that are responsive to the needs and aspirations of young voters, implementing innovative digital communication strategies, and presenting Influential young figures tend to get greater support from young voters. Moreover, collaboration with influential young figures and the use of social media as the main tool for political communication are key factors in creating more active involvement. Despite challenges such as dissatisfaction with traditional politics and the complexity of political issues, this research confirms that concrete steps taken by political parties can open the door for young voters to feel more represented and involved in the democratic process, with the potential to significantly improve the quality of elections. whole.

Keywords: *Political Parties, General Elections, Election, Quality, Political Participation, Young Voters, Millennial Generation, Generation*

1. INTRODUCTION

Indonesia, as the largest democratic country in the world, carries a unique democratic system, namely Pancasila democracy (Aspinal et al., 2020). This system has a strong philosophical foundation, based on the values contained in the Pancasila principles. Each principle, starting from divine values, humanity, unity, deliberation, to justice, forms the foundation of democracy that differentiates Indonesia from other democratic countries (Marzuki & Sitompul, 2020). Pancasila democracy in Indonesia has special principles which are the pillars of the system. One of them is general elections, which are a real embodiment of democratic principles. Through general elections, the people have the right to elect their representatives in parliament and government structures. This process represents the direct participation of the people in the formation of policies and decision making that influences the direction of the country (Siavelis, 2002).

A part from general elections, the structure of state power is a key parameter in maintaining the integrity of democracy (Merkel, 2004). The separation of powers between the executive, legislative and judiciary is the basis for preventing excessive consolidation of power and ensuring checks and balances between these institutions (Bellamy, 2017). Popular control is another dimension that strengthens democracy. The public has an important role in monitoring the running of government and providing feedback on the performance of state institutions. Through popular control mechanisms, democracy becomes more dynamic and responsive to the aspirations and needs of society (Patton, 2002).

General Elections (Pemilu) are often seen as a celebration of democracy held by a country. In the context of a democratic country, elections are considered the main key in maintaining the essence of democracy itself (Adejumobi, 2000). In Indonesia, elections are not only a routine event, but also a concrete manifestation of democracy, becoming a tool for citizens to voice their sovereignty towards the state and government (Budi, 2022). Elections in Indonesia are based on the values of Pancasila and the 1945 Constitution of the Republic of Indonesia. Implementation is carried out with the principles of direct, general, free, secret, honest and fair within the territory of the Unitary State of the Republic of Indonesia (Budiharto & Meiliana, 2018).

Participants in general elections are generally political parties. A political party is a national-scale organization formed by a group of Indonesian citizens voluntarily, based on the same will and ideals to fight for and defend the political interests of its members, society, nation and state (Levy, 2004). More than that, political parties are tasked with maintaining the integrity of the Unitary State of the Republic of Indonesia, by referring to the values of Pancasila and the 1945 Constitution. In the context of political representation and decision making, political

parties are considered the main pillars that form the foundation of democracy (Michels, 1968). Its role is very significant in ensuring the continuity and stability of democracy, especially through active involvement in the general election (Pemilu) process. Elections become the center where citizens can freely express their political choices, and political parties act as intermediaries connecting the public's desires with the political agenda (Tumasjan et al., 2010).

One of the crucial functions of political parties in a democratic system is as the main mediator in the political communication process. The concept of political communication includes two interrelated directions, namely the delivery of political information from the government to the community and vice versa from the community to the government (Price et al., 2002). In this framework, political parties become a vital bridge that unites these two directions of communication. Political parties not only act as representatives of society's political interests but also as institutions that absorb, collect, process and channel political aspirations from various segments of society (Healey, 2017). By activating this communication channel, political parties become a driving engine in formulating and enacting policies that are more responsive to the demands and desires of society. Thus, the political communication function of political parties does not build a stronger foundation for inclusive and sustainable democratic development but can also increase political participation (Dahlgren, 2005).

Political participation in a democratic country is an indication of the effectiveness of implementing people's sovereignty in the exercise of state power, especially as reflected in their involvement in democratic processes such as general elections (Pemilu) (Salisbury, 1975). A high level of political participation indicates that the public not only follows and understands, but is also actively involved in state affairs, reflecting better quality in the implementation of elections. On the other hand, low political participation tends to indicate a lack of public appreciation or interest in state issues (Alford & Friedland, 1975). Low political participation is often reflected in the attitude of the white group (abstention) during elections. Therefore, the level of community political participation in general elections is a critical aspect that needs to be considered, because it can be an important signal and indicator of the health of the democratic process and the implementation of popular sovereignty (Olsen, 2013).

A particularly interesting category of voters that deserves further attention is young voters. Young voters in the context of general elections are a new generation of voters characterized by characteristics, backgrounds, experiences and challenges that are different from previous generations of voters (Smets, 2012). The majority of them come from students, have a stable economic status, and generally live in urban areas or surrounding areas. This group is highly influenced by advances in information technology, with proficient use of sophisticated

devices such as cellphones, laptops, tablets and various other gadgets (Loader et al., 2014). They are also very familiar with the use of social media facilities and networks, such as Twitter, Facebook, LinkedIn, and so on. These young voters tend to have an open attitude towards learning new things, have critical thinking skills, and demonstrate an independent attitude in making decisions (Facione, 2006).

The young voter group faces complex challenges, involving political change, domestic problems that have not yet received a clear solution, as well as the pressures of globalization, free trade, terrorism, international intervention, and so on (Bonoli, 2005). An in-depth understanding of the differences in nature, character, background, experience and challenges faced by young voters in general elections is very important (Burnell & Youngs, 2009). This is especially necessary to prepare the young generation of voters so that they can develop into intelligent, critical and future-oriented individuals. It is important to remember that these young voters will also be the leaders of the future (Sevi, 2021). The role and decisions of young voters in general elections will have a significant impact on the existence of the Republic of Indonesia in the future.

In the upcoming 2024 elections, young voters will be the biggest source of votes. A survey conducted by the Central Statistics Agency (BPS) noted that the number of young people who are eligible to vote in the 2024 elections has reached 191.08 million people, or around 70.72 percent. of Indonesia's total population of 270.20 million people (Nas, 2020). Data from the General Election Commission (KPU) on the second revision, based on the 2019 Election final voter list (DPT), shows that of the total 192.83 million registered voters, there are around 60.35 million young voters aged 20-31 years. In detail, there are 17.5 million voters aged 20 years, 42.84 million voters aged 21-30 years, 43.4 million voters aged 31-40 years, and the remaining 87.02 million people aged over 41 years (KPU, 2021). This data confirms that young voters have significant representation in the democratic process, and a deep understanding of their participation patterns will be crucial in ensuring the quality of future elections.

Even though the potential for young voters in Indonesia is very large, available data shows that their participation in previous general elections has tended to be low. The results of the previous general election, as recorded by BPS and the KPU, illustrate a pattern of low involvement of young voters. Factors that may cause this low participation involve various aspects, including social challenges, a lack of understanding of the democratic process, and a lack of attractiveness of the political programs on offer. This has become an increasingly complex challenge faced by political parties with the low political participation of young voters in general elections. It is imperative for political parties to actively play a role in increasing the

participation of young voters with concrete efforts to gain their support. Given the unique characteristics and preferences of young voters, political parties must innovate in devising strategies that are relevant and attractive to this group.

This research aims to investigate the role of political parties in improving the quality of general elections (Pemilu) with a special focus on their efforts to capture the votes of young voters. There are significant challenges in realizing the active involvement of young voters in the democratic process, especially considering the unique characteristics and problems faced by this group. An in-depth understanding of the dynamics and factors that influence the political participation of young voters, such as social characteristics, technology and global challenges, is crucial in designing effective political party strategies. Therefore, it is hoped that this research can contribute to our understanding of the key role of political parties in democratizing the general election process, especially in the context of increasing the participation and political awareness of young voters.

2. LITERATURE REVIEW

2.1. Political parties

According to Hogopain (1990) political parties are organizations formed to influence the form and character of public policy within the framework of certain ideological principles and interests, through the direct practice of power or popular participation in elections. Thus, the sociological basis of every political party is the existence of a certain ideology as the basis of its struggle and is directed at efforts to gain power, maintain and expand power. Epstein (2020) defines a political party as a group pursuing government positions who are collectively tied to their identity or label. Meanwhile, Sigmund Neumann (1956), stated that political parties are articulate organizations consisting of political actors who are active in society, that is, they focus their attention on controlling government power and compete for popular support with several other groups who have different views.

Andrain (1994) stated that the functions of political parties include: political socialization, political participation, political recruitment, political communication, interest articulation, interest aggregation, and policy making. The functions of political parties according to the rules in force in Indonesia are regulated in Law no. 2 of 2008 concerning Political Parties. The following are the functions of political parties according to Law No.2 of 2008 Article 12:

a) Political education for its members and the wider community so that they become citizens of the Republic of Indonesia who are aware of their rights and obligations in social, national and state life.

b) Creation of a conducive climate and as a glue for national unity and unity to improve the welfare of society.

c) Constitutionally absorbing, gathering and channeling people's aspirations in formulating and enacting state policies.

d) Political participation of Indonesian citizens, and Political recruitment in the process of filling political positions through democratic mechanisms by paying attention to gender equality and justice.

2.2. Political Participation

Political participation is the activity of citizens acting as individuals, which is intended to influence decision making by the Government. Participation can be individual or collective, organized or spontaneous, steady or sporadic, peaceful or violent, legal or illegal, effective or ineffective (Huntington et al., 1996). According to Herbert Mc Closky (1958), political participation is the voluntary activities of community members through the way they take part in the process of selecting rulers, and directly or indirectly, in the process of making or forming public policies. Political participation aims to influence government mechanisms, but apart from that it also needs to be clarified that political participation has other interests, namely as a means of control for the functioning of a system. Even further, political participation is a medium for developing the political system, so that the political mechanism lives and runs according to the process. In the end, the political system can move towards its goals stably and successfully.

Milbrath (1968), differentiate political participation into several types, namely:

a) Political Participation Apathetic, people who do not participate and withdraw from the political process.

b) Spector's Political Participation, a person who has at least once voted in a general election

c) Political Participation Gladiators, those who are actively involved in the political process, namely communicators, face-to-face contact specialists, party activists and campaign workers and community activists.

d) Political Participation Critics, people who participate in unconventional forms.

2.3. Young Voters

Those who are called youth according to Law Number 40 of 2009 concerning Youth are citizens aged 16 to 30 years. In the context of elections, those who are called the young voter base are citizens who already have the right to vote and whose age does not exceed 30 years. Thus, the age range for young voters is 22 years to 30 years (Susila et al., 2019). It is important for young voters, whether they are students, workers or those who have not/don't work, to receive socialization and voter education because they will fill the voter structure for a very long time. Continuous education is needed so that their trust in elections as an instrument of democracy becomes stronger and deeper (Prihatini, 2018).

Youth political participation in direct elections is very important and strategic because: (1) Youth as agents of change must be able to oversee the democratic transition process towards a more substantive one, namely the implementation of free and fair elections. (2) To oversee this process, youth can take part as organizers, participants or supervisors of the regional election implementation process; (3) Youth must be able to appear as agents of moral and political ethics in the democratic process (4) Youth must be able to appear as guardians of democracy; respecting the rights and obligations of other people, respecting differences in choices and not getting caught up in political pragmatism. The attraction of new voters for political parties is: The emergence of support from new voters which indirectly has a significant imaging impact for securing the regeneration process of political cadres themselves in the future. As a source of gold for votes for political parties 1. Cultivate political awareness from an early age. 2. Developing political education for teenagers so that they are able to become political actors within the scope of their role and status. 3. Develop an understanding of how to properly exercise political rights and obligations as citizens.

3. RESEARCH METHOD

This study employs a qualitative approach known as a literature review to gather technical information. The process involves reading, researching, comprehending, analyzing, and collecting data from diverse literary sources and established research principles (Green & Thorogood, 2008). The chosen analytical method is descriptive-qualitative, indicating a detailed explanation of the data precedes the analysis for drawing conclusions. In essence, this descriptive research aims to depict the current state of affairs rather than manipulate variables. Information is obtained through observation, conversations, and note-taking. Following data collection, the analysis involves the following steps: 1) Extracting all gathered data from various sources, both primary and secondary; 2) Structuring data into problem units based on

the problem statement; 3) Scrutinizing the components of the argument used to address the problem; and 4) Formulating conclusions based on the results of the problem analysis.

4. RESULTS AND DISCUSSION

4.1. The Role of Political Parties in Improving the Quality of Elections Through the Voices of Young Voters

Quality elections are characterized by a high level of participation from all levels of society. The high level of participation reflects the active involvement of citizens in the democratic process, where every vote has value and impact in determining political representation (Hadjar & Beck, 2010). High participation not only creates strong legitimacy for the elected government, but also reflects the diversity of views and aspirations of the people represented in political decisions (Warren, 2009). By involving as many voters as possible, elections become a forum for various perspectives and interests to be integrated into the political system. In addition, high participation also creates opportunities for young voters, who are often considered potential voters, to have a significant role in determining the country's political direction (McLeod et al., 1999). Therefore, efforts to increase voter participation, especially among young voters, must be considered an integral element in ensuring the quality of elections truly reflects the will and aspirations of all citizens.

Therefore, the role of political parties is very important in maintaining and improving the quality of elections by increasing the level of participation of young voters (Henn et al., 2002). Political parties function as a link between government and society, and their responsibilities include not only conveying political platforms, but also mobilizing active support from various segments of society (Enjolras et al., 2012). The following are several roles that political parties can play in an effort to attract young voters to participate in the elections.

4.2. Create a platform that suits the interests of the younger generation

Political parties in this era need to deepen their understanding of the interests of the younger generation, the majority of whom consist of millennials and generation Z. These two groups have special aspirations and needs that need to be recognized and accommodated in the party's political platform. One of the main aspects that needs to be considered is education. The younger generation places education as a priority because they realize that investment in knowledge and skills is the key to success in an increasingly complex world. Therefore, political

parties need to present concrete and innovative solutions related to improving the quality of education, accessibility and relevance of the curriculum.

A part from that, employment is also an important focus for the millennial and Z generations. Political parties must develop policies that support economic growth, job opportunities, and create an environment that supports entrepreneurship and innovation. In this digital era, the integration of technology and new approaches to the world of work also need to be considered so that the younger generation can be actively involved in the rapidly developing digital economy. No less important, political parties must pay attention to environmental issues. Millennials and Generation Z tend to be very aware of environmental and sustainability issues. Therefore, political parties need to develop platforms that include pro-environmental policies, increasing the use of renewable energy, and protecting natural ecosystems.

To achieve success in gaining the support of the younger generation, political parties must adopt relevant communication strategies. Political platforms must be conveyed effectively through various platforms, including social media, online discussion forums, and through direct presence at events attended by the younger generation. A deep understanding of digital culture and communication trends is key to bridging the gap between political parties and the younger generation. In this way, political parties not only become representatives of the interests of the younger generation, but also become effective agents of change in fulfilling their hopes and aspirations.

4.3. Implementing a Digital-based approach

Millennials and Gen-Z, as groups that are very active in using social media, provide new challenges and opportunities for political parties in interacting and building relationships with voters. Therefore, political parties need to utilize social media as the main channel to reach and communicate with this group. The first step that needs to be taken is to create social media accounts that are interesting and relevant to the preferences and values held by millennials and Gen-Z. Attractive visual design, innovative content, and familiar language can be the key to gaining the attention and support of both generations. Social media can also be used as a platform for holding political discussions and campaigns. Political parties can take advantage of features such as polling, live streaming and discussion forums to engage millennials and Gen-Z directly. These interactive discussions can create space for political parties to listen to the aspirations, concerns and views of the younger generation, and answer questions or concerns they may have.

In addition, political campaigns via social media can create significant momentum. Political parties can spread their political messages effectively, explain their platforms, and highlight relevant issues in an engaging way. The use of hashtag campaigns, creative video content, and collaboration with influencers on social media can be effective strategies for reaching a wider audience. By maximizing the potential of social media, political parties can build a positive image, increase transparency, and strengthen the involvement of the millennial generation and Gen-Z in the political process. Political parties' success in adapting to the dynamics of social media will be key in forging strong and sustainable relationships with young people, which in turn could influence election outcomes and the country's political future.

4.4. Presenting young figures in political parties

The presence of young and millennial figures in political parties has great potential to attract and mobilize the participation of the younger generation in the political realm. Recruiting millennial figures whose vision and mission are in line with the values and platforms of political parties can create strong emotional connections with young voters. By involving millennial figures who are able to understand and represent the aspirations of their generation, political parties can offer more authentic and relevant representation.

Millennial figures involved in political parties can also act as effective spokespeople. Their existence provides a more personal dimension and is closer to young voters, allowing the delivery of political messages to be more understandable and feel relevant. These young figures can utilize language and communication media that are better known to their generation, including social media, podcasts and other digital platforms, to carry out their role as liaisons between political parties and young voters.

Apart from that, millennial figures in political parties can be an inspiration and example for the younger generation to be actively involved in the political process. By showing that political parties provide space and opportunities for young leaders, these parties can build an inclusive image and motivate millennials to participate in policy formation and decision making. Through the presence of these millennial figures, political parties can create an environment that is more dynamic and responsive to the demands and hopes of the younger generation. Continuous communication and collaboration between political parties and millennial figures can be the key to building strong relationships and ensuring that the voices of the younger generation are not only heard but also well represented in the political process.

4.5. Deliver political messages in a way that is interesting and relevant to millennials

To effectively communicate with the millennial generation, political parties need to package their political messages in a way that is attractive and relevant to millennial preferences and lifestyles. The use of language that is familiar, relaxed, and away from terms that are too technical can make political messages easier for this generation to understand. Additionally, political parties can utilize social media, video sharing platforms and creative visual content to convey their messages. Millennials tend to respond positively to interactive content. Therefore, political parties can design campaigns that engage voters through online polls, quizzes or challenges that invite the younger generation to actively participate. This not only creates direct interaction, but also gives the impression that political parties understand and appreciate the contributions and views of the millennial generation.

It is important to highlight issues that are of primary concern to millennials, such as education, employment, the environment and sustainability. Political messages must emphasize how political parties have concrete solutions to address these problems and create positive change in the lives of the younger generation. Adapting political messages in the form of narratives that touch emotions can also be an effective strategy. Stories of success or real struggles related to political party policies or programs can provide a human dimension to political messages, so that they are more acceptable and absorbed by millennials.

Lastly, political parties need to ensure that their political messages reflect the inclusiveness and diversity that are important values for the millennial generation. Recognizing diversity and illustrating a commitment to fair representation in political policies and decisions will strengthen the connectedness between political parties and young voters. By adopting a communication approach that is smart, innovative, and suited to the personalities and needs of the millennial generation, political parties can build positive relationships and win the active support of this critical generation.

4.6. Collaborating with influential young figures

To gain support and build strong connections with the millennial generation, political parties need to collaborate with millennial figures who have influence among them. These figures, who are often referred to as influencers, can be very effective intermediaries for conveying party political messages to the millennial generation in a more personal and authentic way. Collaboration with millennial figures who have a significant presence on social media, digital platforms, or even in the real world can give political parties direct access to a wide millennial audience. These influencers have the ability to imbue political messages into

engaging content and can connect political parties with young voters through a familiar style and language that is more suited to their generation.

Apart from that, millennial figures who are involved in collaborating with political parties can also provide valuable insight into issues and trends that are currently popular among the millennial generation. This allows political parties to design political messages that are more relevant and respond to changes in attitudes or priorities that may occur amidst developments in society. Involving millennial figures can also give the impression that political parties are not only listening, but also empowering the younger generation to be actively involved in the political process. By being part of political party campaigns or events, millennial figures can provide positive examples of political involvement and motivate young voters to participate more actively.

4.7. Challenges and Obstacles faced by Political Parties in attracting Young Voters

Political parties face a number of challenges and obstacles in their efforts to attract young voters. Some of this involves changes in social dynamics, technology and the political attitudes of the younger generation. The following are some of the challenges generally faced by political parties:

4.8. Dissatisfaction with Traditional Politics

Young voters often express dissatisfaction with traditional politics which they perceive as less responsive to change and unable to solve actual problems. They feel that conventional political institutions often do not reflect the interests and values of their generation. The challenge for political parties is how to understand and respond to this dissatisfaction by providing alternatives that are more innovative and in line with the demands for change desired by young voters. Millennial and Z generations tend to want political parties that are more open, transparent and responsive to people's needs. Therefore, political parties need to adopt more inclusive practices, such as involving young voters in the decision-making process, listening to their aspirations, and showing openness to variations in political views within the party. This strategy can help reduce dissatisfaction and build the younger generation's trust in conventional political processes.

4.9. Social Media and Fast Information

Millennials and Generation Z live in an era where information flows quickly through various social media platforms. The challenge for political parties is competing with multiple

sources of information vying for the attention of young voters. Social media is a powerful tool for conveying political messages, but it can also be a place where different narratives and opinions compete with each other. Therefore, political parties need to build a strong digital presence and adopt creative communication strategies. It is important for political parties to understand popular trends and communication styles on social media, such as memes, short videos and easily shareable content. Using platforms like Instagram, Twitter and TikTok can help political parties expand their reach among young voters. By responding quickly to current issues and actively interacting with voters via social media, political parties can create higher engagement. At the same time, political parties must also be careful not to fall into the trap of spreading false information or manipulating opinions that could harm their credibility in the eyes of young voters. A deep understanding of how social media functions, along with openness and integrity in conveying information, will help political parties utilize social media effectively as a positive communication tool and build trust among the younger generation.

4.10. Issues of Diverse Interest

Young voters often characterize themselves as having very diverse interests, covering a spectrum of issues ranging from the environment, human rights, freedom of expression, to social issues such as gender equality and cultural diversity. The challenge for political parties is how to address this diversity and craft political platforms that reflect the diverse values and priorities of the younger generation. Political parties need to involve young voters in the policy formulation process to ensure that the issues they consider important are adequately accommodated. Creating participatory forums, open dialogue and feedback mechanisms can help political parties understand the dynamics of these diverse interests. A deep understanding of these issues will help political parties create platforms that include as many young people's perspectives as possible. Flexibility and the ability to adapt to changes in the values and preferences of young voters are also key. Political parties must be able to respond to changes in attitudes and new issues that arise among the younger generation. By embracing diversity and demonstrating a commitment to the values of inclusivity, political parties can build stronger relationships with young voters and become representative of the diversity of views in society.

4.11. Limited Youth Representation in Political Parties

One of the main obstacles in attracting young voters is their lack of representation at the leadership level of political parties. Young voters may feel underrepresented or find it difficult to relate to political parties if decisions and policies are made by those who do not fully

understand or represent the realities and aspirations of young people. Therefore, political parties need to actively seek and encourage youth involvement in their leadership structures. Recruiting young figures who can represent young voters in the decision-making and policy-making process is a critical step. Additionally, creating programs that support youth engagement and training in politics can provide opportunities for them to understand and influence the political process. Youth engagement also needs to encompass various layers of society, including ethnic, gender and socioeconomic backgrounds. In this way, political parties can create an environment that reflects the diversity of the young voting population and gives voice to the entire spectrum of society. In addition, political parties must ensure that youth who are involved at the leadership level are not just symbols, but have a real role in the decision-making process and policy formulation. Substantially involving young people in political parties can create stronger connections between parties and young people, thereby building trust and increasing young voters' opportunities to participate actively in the political process.

4.12.　Complexity of Political Issues

One of the main obstacles in attracting young voters is their lack of representation at the leadership level of political parties. Young voters may feel underrepresented or find it difficult to relate to political parties if decisions and policies are made by those who do not fully understand or represent the realities and aspirations of young people. Therefore, political parties need to actively seek and encourage youth involvement in their leadership structures. Recruiting young figures who can represent young voters in the decision-making and policy-making process is a critical step. Additionally, creating programs that support youth engagement and training in politics can provide opportunities for them to understand and influence the political process. Youth engagement also needs to encompass various layers of society, including ethnic, gender and socioeconomic backgrounds. In this way, political parties can create an environment that reflects the diversity of the young voting population and gives voice to the entire spectrum of society. In addition, political parties must ensure that youth who are involved at the leadership level are not just symbols, but have a real role in the decision-making process and policy formulation. Substantially involving young people in political parties can create stronger connections between parties and young people, thereby building trust and increasing young voters' opportunities to participate actively in the political process.

4.13.　Lack of Political Education Involvement

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5. CONCLUSION

In maintaining and improving the quality of elections, the role of political parties is very important, especially in increasing the participation of young voters. Political parties can achieve this by creating platforms that suit the interests of the younger generation, implementing a digital-based approach, presenting young figures in political parties, conveying political messages in an interesting and relevant way to millennials, and collaborating with influential young figures. Through these steps, political parties can create strong relationships with young voters, understand their aspirations, and increase active participation in the democratic process. Although political parties have a crucial role in increasing youth voter participation, they also face a number of challenges. Dissatisfaction with traditional politics, the influence of social media and the rapid flow of information, the complexity of political issues, lack of involvement in political education, and limited youth representation in political parties are some of the obstacles that need to be overcome. To overcome these challenges, political parties must adopt inclusive, responsive and innovative approaches in designing communication strategies and policies that meet the needs and expectations of young voters. Substantially involving youth in decision-making processes and ensuring fair representation

can be key to overcoming these barriers. Thus, joint efforts between political parties, youth and the general public are crucial in creating quality elections that reflect a plurality of votes within.

CONFLICT OF INTEREST

The Author declares that there is no conflict of interest.

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