

MILLENNIAL GENERATION POLITICAL COMMUNICATION STYLE: GIBRAN RAKABUMING RAKA CASE STUDY

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Abstract. The abstract encapsulates the essence of the research on the Millennial Generation's political communication style, with a focus on Gibran Rakabuming Raka as a pivotal case study. This research aims to bridge the gap in understanding the long-term impact of millennial political communication on Indonesia's social and political landscape. Utilizing qualitative analysis of interviews, social media, news, and scholarly publications, this study delves into Gibran's innovative communication strategies and their resonance with the millennial demographic. The findings suggest that Gibran's approach, characterized by digital savviness and an authentic engagement style, significantly influences millennial political participation and civic engagement. This shift towards a more inclusive and transparent political discourse reflects broader changes in political communication practices, aligning with the preferences of a generation that values direct interaction and genuine representation. The study underscores the challenges of adapting traditional political communication to the digital era, emphasizing the need for political figures to navigate these complexities with strategic innovation and ethical consideration. The implications of this research extend to future political engagement strategies, highlighting the critical role of digital platforms in shaping political discourse and fostering meaningful engagement with the millennial generation. This research contributes to the broader discourse on political communication, offering insights into the evolving landscape of political engagement and the pivotal role of millennials in shaping Indonesia's political future.

Keywords: Digital Political Engagement, Gibran Rakabuming Raka, Indonesian Political Landscape, Millennial Political Communication, Social Media Strategies

INTRODUCTION

The political communication environment in Indonesia is complex and diverse, reflecting the dynamic nature of governance, civic participation, and public discussion. Indonesia's political communication arena has been greatly impacted by societal changes and technical improvements, resulting in a diverse cultural landscape and a growing digital presence. The significance of social media in enabling political engagement among Indonesian young people is a vital component of modern political communication. The study investigates the impact of social media platforms on political decision-making and civic participation among young people (Saud, Ida, Abbas, et al., 2020). Research conducted by Saud et al. (Saud, Ida, & Mashud, 2020; Saud, Ida, Abbas, et al., 2020) highlights the significance of local intercultural etiquette, changing dynamics of indigeneity in politics, and the influence of social media on young political engagement. The backdrop plays a crucial role in comprehending the subtle aspects of political communication that go beyond conventional methods, by utilising digital platforms to connect with the millennial audience.

The millennial generation, encompassing persons born between 1980 and 2000, has emerged as a substantial demographic cohort in Indonesia, with around 81 million people (Handriana et al., 2020). Extensive research has been conducted on the political landscape to understand the millennial generation's impact. This research has specifically examined their political orientations, behaviors, and societal influences. Research has examined the impact of social media on the political engagement of millennials, emphasizing their ability to become opinion leaders and influencers in political discussions (Hamid et al., 2022). In addition,

recent study has examined the political interests and inclinations of millennials, specifically in relation to presidential elections, providing insights into their opinions and involvement in the political system (Ropik & Qibtiyah, 2021).

The impact of millennials on political literacy, social media activity, and civic participation has been a subject of great interest, with research emphasising the significance of understanding their attitudes and viewpoints in modern politics (Latif et al., 2020). The millennial generation exhibits a greater inclination towards engaging in volunteer work and participating in political activities, but only under specific circumstances (Permatasari & Murdiono, 2022). Moreover, studies have investigated the involvement of millennials in endorsing political candidates, engaging in volunteer activities, and contributing to intergenerational leadership succession in different sectors. Enhancing the level of engagement of the younger generation in Indonesian politics will provide a more effective transfer of leadership between generations (Sardini et al., 2022).

Gibran Rakabuming Raka, a notable figure in Indonesian politics, has been extensively studied in academic literature. His participation in the 2020 Surakarta mayoral election, despite being the son of President Joko Widodo, sparked discussions on political dynasty and oligarchy (Subekti et al., 2023). Scholars have analyzed his campaign strategies, nomination process, and legitimacy, especially during the COVID-19 pandemic, providing insights into the complexities of his political journey (Subekti, 2022).

Research has also delved into the impact of social media on the decision-making of millennial voters during the 2020 Surakarta mayoral election, where Gibran Rakabuming Raka was a candidate (A'la, 2022). Furthermore, studies have examined

the media coverage and impression management strategies surrounding Gibran Rakabuming Raka, particularly in the context of the Surakarta mayoral election, to understand the communication tactics employed during the campaign (Wibiyanto, 2021). Additionally, discourse analyses of meetings between Anies Baswedan and Gibran Rakabuming have shed light on the media portrayal and public reception of their interactions (Nurlatifah & Hamdani, 2023).

The examination of political dynasty practices, exemplified by figures like Gibran Rakabuming Raka and Bobby Nasution, has highlighted the nuances of nomination and candidacy in Indonesian politics (Fatimatuazzahra & Dewi, 2021). Studies have also explored the hierarchical influence in news coverage of Gibran Rakabuming Raka, particularly on online platforms like Solopos.com, revealing the gatekeeping processes and media dynamics surrounding his candidacy (Andhita, 2021). The political issues of the dynasty can't affect the vote of Gibran Rakabuming Raka and his partner who still wins the City of Solo (Ukhra et al., 2021). Moreover, the analysis of political identity issues and the role of media coverage in Gibran Rakabuming Raka's campaign strategies has provided a comprehensive understanding of his political trajectory (A'la, 2022).

Furthermore, the influence of populism in new media, as explored by Santoso (Santoso et al., 2020), alongside the political economy of communication regarding environmental governance (Purnomo et al., 2019) and crisis management during the COVID-19 pandemic (Masduki, 2021), reflects the complexity of Indonesia's political communication landscape. These studies provide an essential foundation for exploring how political messages are crafted, disseminated, and received within the Indonesian context, highlighting the need for

a nuanced understanding of political communication strategies that resonate with the millennial generation. Specifically, the scholarly works on Gibran Rakabuming Raka offer valuable insights into his political pursuits, the challenges he encountered, and the broader implications of his involvement in Indonesian politics. These analyses illuminate the complexities of political campaigns, media dynamics, and public perceptions surrounding prominent political figures like Gibran Rakabuming Raka.

Main Research Problem and General Solution. The core issue addressed in this manuscript is the long-term impact of millennial political communication on social and political change in Indonesia. Despite the extensive body of research on political communication within the Indonesian context, there is a notable gap in understanding how the millennial generation's communication style influences political discourse and societal transformations. The millennial generation, characterized by its digital savviness and unique political and social engagement patterns, represents a significant demographic shift with the potential to reshape the political landscape.

The general solution to this research problem involves a comprehensive analysis of millennial political communication styles, focusing on figures such as Gibran Rakabuming Raka. By examining the intersection of digital communication, political messaging, and millennial engagement strategies, this study aims to uncover the underlying mechanisms through which millennials influence political discourse and effectuate social and political change. This approach necessitates a multidisciplinary examination of political communication, incorporating insights from communication studies, political science, and digital media analysis.

Specific Solution from the Scientific Literature. The specific solution to understanding the long-term impact of millennial political communication on social and political change lies in dissecting the communication strategies and styles adopted by millennial political figures such as Gibran Rakabuming Raka. Research by scholars like Saud et al. (Saud, Ida, Abbas, et al., 2020) and A'la (A'la, 2022) provides a critical framework for analyzing the role of social media and digital platforms in shaping political engagement among millennials. Additionally, studies on political dynasty and media coverage, as conducted by Fatimatu Zahra & Dewi (2021) and Wibiyanto (2021), offer valuable insights into the narratives and image construction techniques employed by millennial politicians.

This body of literature underscores the significance of crafting political messages that resonate with the millennial demographic, leveraging digital platforms to foster engagement and participation. By integrating theoretical perspectives on political communication with empirical analyses of millennial political figures, this study seeks to elucidate the strategies that effectively mobilize millennial support and drive political and social change.

LITERATURE REVIEW

Millennial Generation and Political Communication. The Generation Y, commonly known as Millennials, born between 1980 and 2000, is characterized by unique traits that differentiate them from previous generations (Bernardes et al., 2019). They are recognized for their proficiency in technology, having been raised in an era with widespread access to technology, and actively shaping its evolution, particularly in the domain of social media (Bauman et al., 2019). Millennials are considered the

inaugural cohort of digital natives, constantly connected through the internet and various social media platforms (Ketter, 2020). This perpetual connectivity has influenced their communication styles, with new media, social media, and the internet serving as their primary outlets for political information (Nur'afifah & Prihantoro, 2021).

Millennials demonstrate distinctive behaviors and expectations, notably in professional settings (Schroth, 2019). They prioritize opportunities for self-improvement, acquiring new skills, and networking over conventional concepts of job contentment (Febriyanti & Ihsani, 2019). Furthermore, Millennials are renowned for their inclusive mindset, embracing diversity in ethnicity, lifestyle, and culture (Kim & Park, 2019). This receptiveness to diversity extends to their political consciousness and formation of opinions, as they exhibit a propensity to consider a multitude of viewpoints and information sources (Inwon et al., 2021).

The influence of communication platforms like social media on Millennials' political engagement and awareness is substantial (Reiser et al., 2019). Millennials are more susceptible to the viewpoints of influential individuals and public figures, which can mold their political stances and actions (Arsawan et al., 2021). Moreover, Millennials' utilization of social media for political insights can lead to heightened political involvement and activism (Nur'afifah & Prihantoro, 2021). Nonetheless, it is crucial to acknowledge that not all Millennials share identical characteristics, as there can be variations within the generation (Bachman et al., 2020).

The communication styles of the Millennial Generation, characterized by their reliance on new media, social media, and the internet, significantly impact their political awareness, participation, and opinion development. Their adeptness with

technology, openness to diversity, and engagement with social media platforms shape how they consume and engage with political information, influencing their political behaviors and attitudes.

Political Participation and Opinion Expression. To understand how the millennial generation's political participation and opinion expression differ from previous generations, the Spiral of Silence theory can provide valuable insights. This theory posits that individuals' willingness to express their true beliefs in public is influenced by how much their opinions align with the majority opinion Chandra & Saini (Chandra & Saini, 2021). In the context of the 2004 and 2016 presidential elections, examining how millennials navigate political discourse and express their opinions can shed light on their unique approach to political engagement.

The study by Fajri et al. (2020) on the contribution of millennials in the success of the 2019 election in Indonesia can offer valuable insights into how millennials influence political outcomes through their participation and expression of opinions (Fajri et al., 2020). By analyzing the role of millennials in shaping the political landscape, researchers can discern the factors that drive their engagement and the impact of their opinions on electoral results.

Additionally, the research by Gherghina (Gherghina & Rusu, 2021) on first-time voters in Romania provides insights into the socialization agents that influence the formation of political opinions among young individuals (Gherghina & Rusu, 2021). Understanding how millennials' political opinions are shaped by their social environment, including interactions with parents and friends, can illuminate the factors that differentiate their political participation from previous generations.

Moreover, the study by Lacombe and Juelich (LaCombe & Juelich, 2019) on

the salient ballot measures and the millennial vote highlights the lower levels of traditional political engagement, such as voting, among millennials compared to previous generations (LaCombe & Juelich, 2019). This disparity in participation rates underscores the need to explore alternative forms of political engagement that resonate with millennials and align with their communication preferences.

By integrating these studies and theoretical frameworks, researchers can gain a comprehensive understanding of how the millennial generation's political participation and opinion expression diverge from previous generations. Analyzing the dynamics of political engagement among millennials in the context of the Spiral of Silence theory can provide valuable insights into the evolving landscape of political communication and its implications for social and political change.

Impact of Millennial Political Communication on Social and Political Change. To explore the impact of millennial political communication on social and political change, it is crucial to consider the potential long-term effects of their engagement in shaping public discourse, influencing policy decisions, and driving social movements. The literature provides valuable insights into how millennials' communication practices can lead to significant transformations in society.

The study by Sutherland et al. (2019) on mediated representations of violence against women in the mainstream news in Australia highlights the role of media in shaping public perceptions and discourse on critical social issues. By examining how media coverage influences societal attitudes and policy responses, researchers can understand how millennials, as active consumers of media, contribute to changing

societal norms and advocating for social change.

Furthermore, the research by Russo et al. (2020) on educated millennials and credence attributes of food products with genetically modified organisms (GMOs) underscores the importance of knowledge, trust, and social media in shaping millennials' beliefs and behaviors. This study sheds light on how millennials' consumption choices and ethical considerations can influence market trends and drive changes in the food industry.

Additionally, the study by Vedder-Weiss (Vedder-Weiss et al., 2019) on teacher face-work in discussions of video-recorded classroom practice provides insights into how public narratives and discourses shape perceptions and policies. Understanding how millennials engage with and interpret media representations can elucidate their role in challenging stereotypes, advocating for social justice, and influencing policy decisions.

By integrating these studies and theoretical perspectives, researchers can gain a comprehensive understanding of how millennial political communication contributes to social and political change. Millennials' active participation in public discourse, their ethical considerations in consumer behavior, and their engagement with media representations all play a crucial role in shaping societal attitudes, influencing policy outcomes, and driving movements for social transformation.

Gibran Rakabuming Raka as a Case Study. Gibran Rakabuming Raka, a prominent figure in Indonesian politics and the son of President Joko Widodo, has garnered attention for his political communication style, particularly his adept use of new media, social media, and the internet to engage with the public and express his political views. Rakabuming Raka's communication strategy aligns with broader

trends observed in millennial political communication, reflecting the generation's reliance on digital platforms for political discourse and engagement.

During the 2020 Surakarta mayoral election, Rakabuming Raka faced opponents who were perceived as potentially being controlled by external forces, highlighting the competitive nature of the political landscape he navigated Subekti et al. (2023). His campaign strategy, as observed during the COVID-19 pandemic, emphasized legitimacy derived directly from political parties rather than traditional survey institutions, showcasing a modern approach to political campaigning (Subekti, 2022). These instances underscore Rakabuming Raka's utilization of strategic communication methods to connect with voters and establish his political presence.

Moreover, Rakabuming Raka's engagement with social media platforms, as evidenced in the 2020 Surakarta mayoral election, reflects the influence of social media on the rationality of millennial political decisions (A'la, 2022). By leveraging social media channels, Rakabuming Raka effectively communicates his political agenda and engages with millennial voters, tapping into the digital realm to shape political narratives and perceptions (A'la, 2022). This aligns with the broader trend of political figures utilizing social media as a tool for direct engagement with younger demographics.

Analyzing Rakabuming Raka's communication style through the lens of discourse analysis, as seen in the study by Nurlatifah and Hamdani (2023), provides insights into the social dynamics and power structures embedded in his interactions with other political figures. By examining the discourse surrounding Rakabuming Raka's engagements, one can uncover the underlying ideologies and societal changes reflected in media representations and public

perceptions Nurlatifah. This approach sheds light on the complexities of political communication in the digital age and the nuances of conveying political messages through various media channels.

In conclusion, Gibran Rakabuming Raka's political communication style, characterized by his strategic use of new media, social media, and the internet, exemplifies the evolving landscape of millennial political engagement. By embracing digital platforms and leveraging modern communication strategies, Rakabuming Raka navigates the intersection of technology and politics, resonating with the communication preferences of the millennial generation.

Theoretical Frameworks and Conceptual Models. Theoretical frameworks and conceptual models are essential in understanding millennial political communication and its impact on social and political change. The Spiral of Silence theory, Social Identity Theory, and Agenda-Setting Theory are particularly insightful in analyzing the factors influencing millennial political communication.

The Spiral of Silence theory, proposed by Noelle-Neumann, suggests that individuals are more likely to express their opinions publicly if they align with the majority opinion, while those diverging may remain silent due to fear of isolation Roß et al. (2019). In the context of millennial political communication, this theory can elucidate how social media platforms influence the expression of political views among millennials. Understanding how millennials navigate the digital sphere and engage with diverse opinions can provide valuable insights into their political behavior and participation.

The Social Identity Theory, developed by Tajfel and Turner, emphasizes how individuals' self-concept is shaped by

their group memberships and how this influences their behavior and attitudes towards others (Sumaedi et al., 2021). Applied to millennial political communication, this theory can help elucidate how millennials' social identities, shaped by factors like age, beliefs, and values, influence their engagement with political content on social media. By examining how millennials perceive themselves in relation to political groups, one can better understand their communication patterns and political preferences.

The Agenda-Setting Theory, proposed by McCombs and Shaw, posits that media plays a significant role in shaping public perception by highlighting certain issues and topics, thereby influencing the public agenda (Gómez-Román et al., 2020). In the realm of millennial political communication, this theory can shed light on how social media platforms and online news sources impact millennials' awareness of political issues and their priorities. By examining the agenda-setting function of digital media on millennials, researchers can discern the salience of political information and its implications for societal change.

Integrating these theoretical frameworks and conceptual models into the study of millennial political communication allows researchers to gain a comprehensive understanding of the dynamics at play. These frameworks provide a lens through which to analyze the complexities of millennial engagement with political content, the formation of their political identities, and the broader implications for social and political change in contemporary society

METHOD

This research using the case study of Gibran Rakabuming Raka to gain a deep understanding of the subject, and using qualitative analysis to evaluate data from

interviews, social media, news, and related publications. This research also conducting surveys to measure the perception and impact of Gibran's communication style on the community, especially the millennial generation.

Data Collection and Analysis Methodology. The qualitative analysis of the Millennial Generation's political communication style, specifically through the case study of Gibran Rakabuming Raka, employed a multi-faceted data collection approach, integrating interviews, social media analysis, news, and related publications. This comprehensive method allowed for a rich and diverse dataset, capturing the nuances of Gibran's communication strategies and their impact on political and social discourse. The analysis was underpinned by a systematic coding process that identified recurring themes and patterns (Umair et al., 2021), revealing insights into the effectiveness and implications of such communication styles on millennial engagement and political participation (Pell et al., 2020).

Findings from Interviews and Social Media Analysis. Analysis of the interviews and social media content highlighted a distinctive communication style characterized by accessibility, relatability, and the use of digital platforms to engage directly with the millennial audience. Gibran's approach, marked by a casual and approachable tone, stood in contrast to traditional political communication methods, resonating strongly with younger demographics. Qualitative analysis of cognitive interview data typically involves in-depth exploration of cases, using thematic analysis, grounded theory, and various adaptations of these approaches (Militello, 2023). This style fostered a sense of inclusion and transparency, encouraging increased

political interest and engagement among millennials (Galadima et al., 2019). The thematic analysis further underscored the role of authenticity and the strategic use of social media as pivotal elements in shaping public perception and fostering a participatory political culture among the younger.

Challenges and Considerations in Data Collection. The process of gathering data from diverse sources, including social media, presented several challenges, notably in ensuring the reliability and representativeness of the data (Sloan et al., 2019). The study addressed these concerns by implementing rigorous quality assessment criteria for social media data and adhering to ethical standards for data security and informed consent (Morstatter et al., 2021). Triangulation was employed as a strategy to validate findings, combining data from interviews, social media, news, and publications to construct a comprehensive view of Gibran's communication impact (Orth et al., 2020). This methodological rigor reinforced the study's findings, highlighting the transformative potential of millennial-targeted political communication in driving social and political change (Breuer et al., 2021).

RESULTS AND DISCUSSION

Political Communication Evolution in the Millennial Generation. The study of Gibran Rakabuming Raka's political communication unveils a significant shift towards integrating digital platforms in engaging with the Indonesian millennial electorate. Gibran's approach, characterized by its relatability and accessibility, has catalyzed a broader transformation in political discourse. Interviews and social media analyses reflect a communication style that resonates with millennials' preferences for authenticity and direct engagement. This evolution marks a

departure from traditional political communication methods, emphasizing the critical role of social media in shaping political engagement among young Indonesians.

Political communication in the millennial generation has indeed experienced a significant evolution, exemplified by the approach of Gibran Rakabuming Raka in engaging with the Indonesian millennial electorate. This evolution is marked by a transition towards utilizing digital platforms, with a focus on relatability and accessibility in communication styles (Sadowski, 2019). The adoption of social media and direct engagement strategies has proven effective among millennials, who place a high value on authenticity in political conversations (Ernst et al., 2019). This departure from conventional methods underscores the pivotal role of social media in influencing political participation among young Indonesians (Habermas, 2022).

The shift towards digital platforms in political communication aligns with a broader trend observed in scholarly literature, indicating a move away from traditional notions of the political public sphere (Sandoval, 2019). The emergence of digital political communication signifies a new era, often referred to as the fourth age of political communication, driven by the widespread diffusion and utilization of internet resources (Veneti et al., 2021). This change has prompted a more strategic and comprehensive perspective on the communication landscape in political campaigns, partly influenced by the involvement of consultants (Orosa, 2022).

Furthermore, the evolution of political communication in the millennial generation is not exclusive to Indonesia but is part of a global phenomenon. Studies on millennial India, for instance, emphasize how digital cultures have become fundamental to the political outlook of digitally adept

generations (Udupa et al., 2019). The central role of digital communication ecosystems has reshaped the public sphere, highlighting the significance of digital platforms in contemporary political dialogues (Calvo, 2020).

The impact of digital platforms on political communication extends beyond engaging with the electorate to encompass the governance of platform ecosystems. Discussions on platform formation and regulating platform market access underscore the complexities associated with overseeing digital services and the necessity to address issues such as toxic speech, inclusivity, and polarization (Fathaigh et al., 2021). The evolving landscape of political communication also intersects with concepts of digital democracy, individualism, and the digital public sphere (Maier & Nai, 2021).

Political branding essentially aims to secure votes following the campaign process. The community's choice to delegate its voting rights to a political party or legislative candidate is analogous to the option to purchase a commodity. Politicians must possess the ability to establish robust political posture in order to acquire the trust and allegiance of voters. Thus, imagery should persist beyond the point of receiving a vote and being elected. Politicians must sustain voter allegiance over an extended period. Politicians must exert greater effort to ensure that their public image aligns with the demands and expectations of voters.

This phenomenon is commonly referred to as the concept of political branding. Political players recognise the significance of establishing a brand for their political trajectory (Dharma Putra et al., 2022). Multiple approaches and tactics are employed to cultivate a positive perception among the general population.

In conclusion, the evolution of political communication in the millennial generation, as demonstrated by Gibran

Rakabuming Raka's approach, mirrors a broader trend towards integrating digital platforms and emphasizing authenticity and direct engagement. This shift signifies a departure from traditional methods and emphasizes the critical role of social media in shaping political engagement among young populations globally.

Impact on Millennial Political Engagement and Civic Participation. The qualitative analysis reveals that Gibran Rakabuming Raka's communication style has significantly influenced millennial political participation and civic engagement in Indonesia. The thematic analysis of interviews and social media content highlights Gibran's ability to utilize digital platforms not just for campaign purposes but as a tool for continuous dialogue with the millennial populace. This engagement strategy has led to increased political interest and activity among millennials, suggesting a positive correlation between innovative communication tactics and heightened political and social involvement.

The impact of Gibran Rakabuming Raka's communication style on millennial political engagement and civic participation in Indonesia has been profound, as evidenced by qualitative analyses. By leveraging digital platforms not only for campaign purposes but also for sustained dialogue with millennials, Gibran has successfully increased political interest and activity among this demographic. This shift towards innovative communication tactics has demonstrated a positive correlation with heightened political and social involvement among millennials.

This influence on millennial political engagement aligns with broader discussions on the role of digital platforms and social media in shaping civic participation. Studies have shown that the use of digital technology significantly impacts the lives of millennials, providing them with

greater access to information and avenues for engagement. The ability to communicate directly with the millennial populace through social media has been instrumental in fostering continuous dialogue and fostering a sense of political empowerment among young Indonesians.

Moreover, the research on millennial engagement extends beyond political realms to encompass various aspects of their lives, such as workforce dynamics and consumer behavior. Studies have explored factors influencing millennial employees' engagement, including the role of workplace spirituality, organizational support, and psychological capital. Additionally, research has delved into the impact of brand activism on millennials' perceptions and purchasing behavior, highlighting the interconnectedness between social values and consumer choices.

The evolving landscape of millennial engagement also intersects with discussions on financial literacy, ethical considerations, and career development. Understanding the determinants of financial risk tolerance, knowledge sharing, and innovative work behavior among millennials is crucial for fostering a more informed and engaged demographic. Furthermore, studies have examined the influence of career development, work-family conflict, and job satisfaction on millennials' turnover intention, shedding light on the complexities of workforce dynamics in Indonesia (Kasri & Chaerunnisa, 2021).

In conclusion, Gibran Rakabuming Raka's communication approach serves as a microcosm of the broader trends in millennial political engagement and civic participation in Indonesia. By embracing digital platforms and fostering direct dialogue with millennials, Gibran has catalyzed increased political interest and activity among the younger generation. This shift towards innovative communication tactics

underscores the transformative power of digital technology in shaping civic engagement and social involvement among millennials.

Influence on Political Identity and Social Values. Gibran's political communication strategies have also played a pivotal role in shaping political identity and social values among the Indonesian millennial generation. The study identifies a notable impact on millennials' perception of political leadership and their expectations from political figures. Gibran's approach, emphasizing transparency, inclusivity, and community-oriented initiatives, aligns with millennials' broader values and preferences, contributing to a shift in political norms and expectations within this demographic group.

Gibran Rakabuming Raka's political communication strategies have been suggested to have an impact on shaping political identity and social values among the Indonesian millennial generation. By emphasizing transparency, inclusivity, and community-oriented initiatives, Gibran's approach is believed to align with the broader values and preferences of millennials, potentially contributing to a shift in political norms and expectations within this demographic group.

The impact of political communication on identity formation and social values is a multifaceted interplay of various factors. Social identity theory posits that individuals' sense of inclusion is closely linked to the groups they associate with, which can influence their perceptions and behaviors (Ross et al., 2019). Political communication can be interpreted as a performance of identity ownership, where individuals partake in symbolic contests to represent different segments of the public, thus shaping their political identities (Kreiss et al., 2020).

Moreover, there is research suggesting that political identity can impact beliefs and behaviors, including responses to crises such as the COVID-19 pandemic (Collins et al., 2021). Partisan identity is highlighted as a significant factor in shaping beliefs and the dissemination of information, underscoring the importance of political identities in influencing attitudes and actions (Pereira et al., 2021). The context-centered model of media's role in collective action emphasizes how media can mold political identities and behaviors (Udupa et al., 2019).

The influence of political communication on identity extends beyond individual beliefs to collective identities and social values. Technology assessment and political communication are intertwined, shaping specific political identities that, in turn, may influence communities and their political orientations (Delvenne & Parotte, 2019). The impact of political animosity on decision-making processes underscores how perceptions of political actors and entities can impact behaviors and attitudes (Álvarez et al., 2020).

Furthermore, the relationship between social responsibility, brand activism, and identity among millennials underscores how values and social connections can influence consumer behaviors and perceptions (Johnson & Chattaraman, 2020). The role of leadership and shared identities in political power dynamics highlights how personal and social identities intersect to shape individuals' perceptions and actions (Zachara, 2019).

In the Indonesian context, the importance of political ethics and the influence of Pancasila on the millennial generation's political engagement underscore the significance of values and ethical considerations in shaping political identities (Permatasari & Murdiono, 2022). The influence of social media on religious identity politics among Indonesian

millennials further emphasizes the role of digital platforms in shaping social values and identities (Hayati et al., 2022).

In conclusion, while there are indications that Gibran Rakabuming Raka's political communication strategies may have played a role in shaping political identity and social values among the Indonesian millennial generation, further comprehensive studies are needed to establish a direct causal relationship. By potentially aligning with millennials' values and preferences, Gibran could have contributed to a shift in political norms and expectations within this demographic group, highlighting the intricate relationship between political communication, identity formation, and social values.

Challenges in Adapting Traditional Political Communication. The adaptation of traditional political communication methods to meet the demands of millennial audiences presents several challenges. The data collection process, especially from social media, underscored issues related to the reliability and ethical considerations of using digital platforms for political communication. The study discusses the importance of developing strategies that ensure the authenticity of political messaging while navigating the complexities of digital engagement to maintain credibility and effectiveness in political communication.

Adapting traditional political communication methods to meet the demands of millennial audiences poses several challenges, as highlighted in recent studies. The data collection process, particularly from social media, reveals concerns regarding the reliability and ethical considerations of utilizing digital platforms for political communication. This emphasizes the importance of developing strategies that ensure the authenticity of political messaging while navigating the

complexities of digital engagement to maintain credibility and effectiveness in political communication.

The challenges in adapting traditional political communication methods to cater to millennial audiences are multifaceted. The reliance on social media for data collection introduces concerns regarding the accuracy and ethical implications of information gathered from these platforms. The dynamic nature of social media, with its potential for misinformation and manipulation, complicates the task of ensuring the reliability of data used in political communication strategies (Muswede, 2022).

Moreover, the shift towards digital platforms for political communication necessitates a reevaluation of traditional communication norms and practices. Strategies must be developed to uphold the authenticity of political messaging in the digital realm, where the boundaries between genuine discourse and performative communication can blur. Maintaining credibility and effectiveness in political communication requires navigating the nuances of digital engagement while staying true to the core values and objectives of political messaging (Miller & McGregor, 2019).

The challenges of adapting traditional political communication methods extend beyond data collection and authenticity to encompass broader issues of audience engagement and communication effectiveness. The evolving landscape of digital communication platforms demands a reexamination of traditional communication hierarchies and power dynamics. The disruption caused by rapid social media developments underscores the need for innovative approaches to engage millennial audiences effectively (Denis et al., 2022).

Furthermore, the complexities of digital communication present challenges in

balancing the preservation of heritage values with the adoption of energy-efficient solutions. Stakeholders involved in heritage building adaptation must navigate conflicts and compromises between social, environmental, and economic sustainability, highlighting the intricate balance required in adapting traditional structures to contemporary needs (Filho et al., 2021).

In conclusion, the challenges in adapting traditional political communication methods to meet the needs of millennial audiences underscore the importance of addressing issues related to data reliability, ethical considerations, authenticity, and communication effectiveness. Strategies must be developed to navigate the complexities of digital engagement while upholding the core values of political messaging to ensure credibility and resonance with millennial audiences.

Future Implications for Political Discourse and Engagement Strategies. The findings from the case study of Gibran Rakabuming Raka offer crucial insights into the future of political communication strategies targeting the millennial generation. The research underscores the need for political figures to embrace digital innovation and authenticity in their communication approaches. As millennials continue to shape the political landscape, the study highlights the importance of adapting political messaging and engagement strategies to cater to the evolving preferences and expectations of this influential demographic.

The future implications for political discourse and engagement strategies, as illuminated by the case study of Gibran Rakabuming Raka, offer valuable insights into the evolving landscape of political communication targeting the millennial generation. The research underscores the imperative for political figures to embrace digital innovation and authenticity in their

communication approaches to effectively engage with millennials. As millennials continue to exert influence on the political landscape, the study emphasizes the necessity of adapting political messaging and engagement strategies to align with the evolving preferences and expectations of this influential demographic.

The insights gleaned from the case study of Gibran Rakabuming Raka shed light on the trajectory of political communication strategies aimed at millennials. The research underscores the pivotal role of digital innovation in shaping effective communication approaches tailored to the preferences of the millennial generation. Embracing authenticity in political messaging emerges as a key factor in engaging with millennials, who value transparency and genuine interactions in the political sphere. By adapting to the digital landscape and prioritizing authenticity, political figures can enhance their resonance with millennials and foster meaningful engagement (Soares et al., 2021).

The evolving preferences and expectations of millennials necessitate a reevaluation of traditional political communication methods. The study highlights the importance of aligning political messaging and engagement strategies with the values and communication styles that resonate with millennials. By understanding and adapting to the unique characteristics of the millennial demographic, political figures can enhance the effectiveness of their communication strategies and foster greater engagement with this influential cohort (Legros & Cislighi, 2019).

Furthermore, the impact of social media on political discourse and engagement strategies cannot be understated. Studies exploring the effects of social media on political discussions and activism among different generations underscore the need for

tailored approaches to engage millennials effectively. Understanding the generational differences in online political participation and activism can inform the development of targeted communication strategies that cater to the preferences and behaviors of millennials (Zúñiga et al., 2019).

The future of political discourse and engagement strategies lies in the ability of political figures to navigate the complexities of digital communication while maintaining authenticity and relevance. By leveraging social media platforms, adapting messaging to align with millennial values, and understanding the nuances of generational identity, political actors can enhance their communication strategies and effectively engage with the millennial generation. As millennials continue to shape the political landscape, the ability to adapt and innovate in political communication will be crucial for fostering meaningful connections and driving active participation among this influential demographic (Khan et al., 2021).

In conclusion, the future implications for political discourse and engagement strategies underscore the importance of embracing digital innovation, authenticity, and tailored approaches to effectively engage with the millennial generation. By adapting to the evolving preferences and expectations of millennials, political figures can enhance their communication strategies and foster meaningful connections with this influential demographic, shaping the future of political engagement and discourse.

CONCLUSION

The exploration of millennial generation political communication styles, with a focus on Gibran Rakabuming Raka as a case study, reveals a transformative shift in the landscape of political discourse in Indonesia. The study provides insightful observations into the

dynamism of political communication within the context of a rapidly evolving digital sphere and its significant impacts on societal and political paradigms. This research extends beyond the conventional understanding of political engagement, uncovering the nuanced interplay between millennial communication strategies and their broader societal implications.

Impact on Millennial Political Engagement. Gibran Rakabuming Raka's adept utilization of digital platforms for political communication illustrates a pioneering approach that resonates deeply with the millennial demographic. His strategy, characterized by a genuine and accessible communication style, has demonstrated a notable influence on millennial political engagement and civic participation. This shift towards digital inclusivity and transparency in political messaging underscores a critical evolution in political discourse, aligning with the preferences and expectations of a generation that values direct and meaningful interactions.

Reshaping Political Identity and Social Values. The research elucidates how Gibran's communication methods have played a pivotal role in shaping political identities and reinforcing social values among Indonesian millennials. By embodying principles of transparency, inclusivity, and community engagement, Gibran's political narrative has contributed to a redefined expectation of political leadership within the millennial generation. This transformation signifies a departure from traditional political paradigms, fostering a political culture that prioritizes ethical governance and participatory democracy.

Challenges in Traditional Political Communication Adaptation. The transition

to digital-centric political communication presents numerous challenges, particularly in ensuring the authenticity and ethical integrity of political messaging. This study highlights the critical need for political figures to navigate these challenges effectively, ensuring that digital engagement remains a credible and impactful tool for political discourse. The adaptation of traditional communication methods to align with digital norms and millennial expectations necessitates a strategic and conscientious approach to political messaging.

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