Millennials' Political Preference: A Case Study in the 2019 Indonesian Presidential Election

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Political preference in electoral competition is regarded as a basis for political actualisation. It is an indicator that democracy is well-established. This study aims to investigate the political preferences of the millennials generation (MG) in the 2019 Indonesian Presidential election (IPE). A quantitative approach using survey methods was employed as the research design. This study was conducted during July to November 2019, in Medan, Indonesia. The sample of this study is 300 millennials as respondents who were gained through accidental sampling originating from the Universitas Sumatera Utara and the Universitas Negeri Medan, Indonesia. In order to obtain the data, the questionnaire was employed with open and closed question types. The results showed that the political preferences of the MG remain influenced by psychological, sociological, and rational choice factors. They collect information from the media and other literatures. They assess the performance of the government and the work programs of the candidates that might be realised, as well as the possibilities of whether they benefit themselves and the public.

Keywords: *Political preference, Indonesian presidential election, Millennial.*

Introduction

Over the decades, the voter participation has fluctuated in every general election in Indonesia. In 1955, during the old order regime (*orde lama*), it reached 91.4 per cent. During the new order regime (*orde baru*), the level of community participation in voting has continued to grow, such as the 1971 election (96.6 per cent), the 1982 election (96.5 per cent), the 1987 election (96.4 per cent), the 1992 election (95.1 per cent), and the 1997 election (93.6 per cent). The political changes that occurred in Indonesia lead to change the political participation of voters. In the 1999 election, the voter participation rate was 92.6 per cent, and it continued to fall to only 84.1 per cent for the legislative elections, and 76.6 per cent for the

2004 presidential elections. In 2009, voter participation for the legislative election fell again to only 70.9 per cent, and the 71 presidential election to seven percent, but the political participation of voters in the 2014 elections has increased by 75.2 per cent. The increase in voters rose sharply in the 2019 elections by 81 per cent. This is one of the highest levels of political participation since the reform period (Rois, 2019) and this can be an indicator of democracy quality (Humaizi et al., 2019).

The high level of voter participation in the 2019 elections cannot be separated from the participation of the millennial generations (MG). Millennials are those who were born in or after the nineteen-eighties (Pyöriä et al., 2017) and are obviously potential voters (Tarsidi et al., 2019). In addition, this group is included in the permanent voter category totalling 33.7 per cent from the total number of voters (BPS Sumatera Utara, 2019). On the other hand, the voters from the veterans' generation and baby boomers are 11.8 per cent, and voters from the X generation are 25.9 per cent (BPS Sumatera Utara, 2019). Therefore, the MG play a critical role since they are the future of the country and the social controller in political development (Kurniadi & Munggaran, 2019).

Political preferences (henceforth PP) are multi-dimensional (Kitschelt & Rehm, 2014) and someone's political preferences are influenced by many factors. Sociological analysis, for example, sees that voters are not really a personal experience, but rather a group experience (Rossi, 1959). The values held by voters, religion, social class, and the environment have a very strong effect on voters. This is relevant to Medenica (2018), clarifying that racial and ethnic diversity impacts voters' political preferences. In Indonesia, religiosity plays a significant role in voting behaviour, in order to decide whether the candidate is worthy of being selected or not (Julina et al., 2019). In other words, one's voting behaviour tends to follow the direction of the political predisposition to the social environment in which he is located. In Africa, protest is one of the alternatives to show political preferences (Harris & Hern, 2019) since formal channels for political expression are likely to be insufficient. Brown-Iannuzzi et al. (2015) also add that relative status perception may lead to change a citizen's PP.

In addition to sociological factors, psychological factors are also factors that can influence a voter's choice. A person's loyalty to a particular party or political group is very strong to attract him to follow what has been outlined by the party, but that does not mean that individual identification of the party cannot change. It can develop and change over time but is relatively stable (Campbell et al., 1960).

Reviewing the purpose of direct elections, the factors mentioned above must be abandoned and shifted to the choice of rationality. In the rational choice theory, Downs states that the motivation of individuals to choose, based on calculations about the benefits, results from the

decision chosen (Downs, 1957). Rational choice theory criteria assumes that an individual has a clear understanding of what he wants as an outcome, how those choices are related to outcomes, and has a fixed set of criteria for measuring different alternatives to ensure that an alternative is chosen every time. This means that the individual is assumed to make it possible to make these choices (Jocelyn, 2004). Political preferences can be placed on a rational-irrational dimension and intelligence is an indicator of the rationality of these preferences (Ganzach, 2018). Voters also have their own interests to evaluate the promises of rational political parties and candidates in the democratic political system. Rational voters will evaluate candidates and political parties in an ideological space (Shepsle & Bonchek, 2010).

North Sumatera, one of the Provinces in Indonesia and located on Sumatera Island, has the fourth largest population in Indonesia after the West Java, East Java, and Central Java Provinces. It has more than 14 million people, and 40 per cent are within the millennial generation category (BPS Sumatera Utara, 2019), totalling 4.6 million people pr 49 per cent of 9.4 million voters. Indonesia is entering the era of demographic bonus (2020–2030) due to changes in the age structure of the population. This era is marked by the number of the productive age population (aged 15–64 years), which is above two-thirds of the total population. This generation is regarded as the Y generation or net generation, that is intensely connected to the advancement of technology (Kurniadi & Munggaran, 2019). They will handle the wheels of economic, social, cultural, and political development in the future. For example, there are some political parties in Indonesia which are led by the MG, such as the Indonesian Solidarity Party or *Partai Solidaritas Indonesia* (PSI), and the Indonesian Justice and Unity Party or *Partai Keadilan dan Persatuan Indonesia* (PKPI). The other fact is one of the youngest members of the House of Representatives in Indonesia is from the MG (Yasmin, 2019). As the population with the largest number of groups, of course, their PP are worth being assessed.

The involvement of the MG in politics has attracted the attention of many scholars. Shelley and Hitt (2016) reported that in the United States (US) 2016 election, a large majority of the MG of democrats preferred Sanders to Clinton — a pattern reminiscent of 2008. They further argue that this phenomenon could possibly occur due to political liberalism. The research conducted by Priyadarshi and Premchandran (2019) determines the political skills of the MG in India, in relation to emotional intelligence and core self-evaluation (CSE). They also propose practical implementation to change attitudes, norms, and behavioural control, which can impact the intention and behaviour of the MG. The other research by León (2017) attempts to assess the impact of monetary incentives to encourage voter participation. He argues that results indicate that the reduction in fines reduces the incidence of vote buying and increases the price paid for a vote. In the context of the MG involvement in elections in Indonesia, Slamet et al. (2020) provides the description of the behaviour of the MG in the

Governor election of West Java. They draw the conclusion that the MG has an alternative political communication media to obtain the political information that they want.

In relation to the fact above, therefore, this study aims to look at millennial political preferences in the 2019 Indonesian Presidential election. The results of this study are expected to benefit politicians to attract millennial interests in choosing themselves or their parties and stakeholders, such as the General Election Commission (KPU) to improve millennial participation in elections.

Literature Review

Political Preferences and Millennial Involvement in Elections

Political preference is defined as a decision taken by voters through social and political activities with the various sources of information that voters receive. Referring to Kotler and Kevin (2007), preference is a tendency or favour to something to give attention to people and act towards people. In the context of the 2019 Indonesian Presidential election (IPE), the political preferences of the MG in determining their choices were varied in terms of intention and motivation. The intention is regarded as a tendency in the hearts of individuals to elect a candidate in Presidential elections (Julina et al., 2019). There are voters whose intention is to elect the real leaders, not just a political clown. Therefore, in the 2019 IPE, the social actions of the voters were varied.

In Indonesia, the year of 2019 became a year of political momentum for the MG. This year required the role and involvement of the MG who are capable of media, responsiveness, creativity, and advocative of political innovation. The strategic steps of the MG who took part in the Democracy Party can be undertaken by the existence of various socio-political communities, such as *Generasi Milennial Relawan Jokowi* to support Joko Widodo-Ma'ruf Amin candidate (Vin, 2019), and *Generasi Milennial Indonesia*, who supported the Prabowo-Sandi pair in the 2019 IPE (Azizah, 2018). Even after the election, as the elected President, Joko Widodo appointed his seven staff members from the MG (Asmara, 2019). Those facts show that the role of the MG is crucial based on the politician's view.

Political Behaviour Approaches

In giving a vote, political behaviour can be divided into two parts, namely voting choices and voting decisions (Williams, 2013). The determination of choice is an opinion formed to support one candidate. Theoretically, political behaviour develops in three main approaches, namely sociological, psychological, and rational choice approach.

Sociologically, one's social condition and affiliation, family traditions, attitudes towards developing issues and individual membership in formal organisations determines one's choices (Lazarsfeld et al., 1944). Furthermore, from the background of a person's economic, educational, and religious status, it would determine the goals of the group where he was, the type of leadership he wanted, and the type of communication system used by voters. This will give birth to the voters' perception of the candidate. Moreover, this perception is also influenced by the environment, both external and internal, where the voters are located, which ultimately determines the decision to choose or not to vote. The socioeconomic status of individuals (education and income) significantly determines the level of voter involvement in elections (Almond & Verba, 1963). Besides, education and income factors, racial and marital status, the place where the individual lives, and the long periods in one place or one environment, determines the political life of the individual (Dawson, 1994; Highton & Wolfinger, 2001; Lien et al., 2004; Strate et al., 1989; Timpone, 1998). This identifies that the subcultural in society has certain social cognition which finally leads to certain behaviours. Ammann (2014) suggests that religion is a source of mobilising the masses to a higher level of political involvement. The relationship between religion and voter behaviour greatly influences private and public life. Religion can give rise to political support from voters on the basis of theological, ideological, solidarity, and emotional similarity. It remains a very strong sociological factor in influencing voter attitudes towards political parties or candidates.

Pomper (2001) provides explanation that the effect of social grouping is divided into two variables, namely socioeconomic tendency factors and voter family predisposition factors. He states that these two factors have a significant influence on one's political behaviour. A father or mother's political preferences will affect the political preferences of the child. In line with Pomper (2001), it was found that children tend to hold the same opinion as their parents' opinions about a candidate or party supported by their parents. Conversely, opinions will be able to experience changes if the social status of children is not the same as their parents.

The second approach is the psychological approach. Individuals develop long-lasting psychological connections with political parties (Campbell et al., 1960). This psychological connection to a political party will colour the formation of one's attitude. The influence of psychological connections to political parties, in turn, causes people to develop attitudes that will later be used to make choices. Therefore, psychological connections with political parties influence the determination of one's choice. The formation of these perceptions and attitudes begins with a lengthy socialisation process that forms strong ties with political parties and results in unconscious identification.

Party identification plays an intervening role between social forces and the way a person votes. Over the years, a person develops long-term relationships with certain political parties.

Thus, once formed, loyalty is difficult to change, so that loyalty to the party is almost similar to religious observance. This approach is influenced by the theory of cognitive consistency. Parties or candidates as a strong party will filter or rationalise unwanted information about their party. This strong identification is inherent in their party, so in certain cases, they vote for the party even though they disagree with the ideological flow (Campbell et al., 1960).

After party identification and loyalty to candidates also includes psychological factors influencing a person's decision to vote, which is an interest in the issues packaged in the campaign (Campbell et al., 1960). Those who are interested in the issues raised in their campaigns are also more likely to vote. Indeed, interest in the issues that candidates throw in their campaigns does not always cause people to vote because someone may be interested in following when they have a decision to vote or someone decides to vote because of the feeling of duty as a citizen. The description above can be understood that the psychological approach is an approach that sees political behaviour as a form of the socialisation process, which gives birth to an emotional bond that directs one's political actions in an election. People who have strong partisan preferences will be more likely to choose. Furthermore, strong emotional ties to the party, loyalty to leaders or candidates, interest in issues in the campaign, and psychological responsibility as citizens, all inspire people to vote.

The last approach is the rational choice approach. In evaluating a candidate, there are two variables that must be assessed, namely the instrumental and symbolic qualities of the candidate. The instrumental quality is an act which is believed by the voter, wherein the candidate will realise his promises if he later wins the general election. The other variable, symbolic quality, is the quality of the candidate's personality, related to self integrity, honesty, firmness, authority, and obedience to the rules and norms. With these two variables in determining the reference to one's political choices, a voter will make a rational judgment. Their choice in elections will create an atmosphere where people will choose based on who they think is morally superior. The rational voters will evaluate alternatives sequentially, not simultaneously, at a certain point. Alternatives can be accepted based on the organisational goals, values, and knowledge of decision makers.

Method

A quantitative approach through survey was applied as the design of this study. This study was conducted between July and November 2019. The population is students of the Universitas Sumatera Utara (USU) and the Universitas Negeri Medan (Unimed), located in Medan, the capital city of North Sumatera. The choice of these two universities is because these universities are State universities. Thus, these universities become the favourite choices for North Sumatera residents to continue their education. That is why these universities have a diversity of students or multiculturalism. To obtain the sample, the researchers used the

accidental sampling technique because it is beneficial to facilitate researchers in meeting objects or reaching samples. However, the researchers had already determined the criteria for the sample to be selected, namely the sample was a resident of North Sumatera, one of the students at USU or Unimed, and at least 19 years old. This research employed the accidental sampling technique according to the criteria that respondents have the right to vote in the 2019 IPE. This election had high dynamics since the competitors were the same as the 2014 Presidential election, performing Joko Widodo as incumbent, and Prabowo Subianto as the challenger (Nurhasanah, 2019). The number of targeted respondents were 300 people comprising 163 men and 137 women. Most respondents were aged between 19 and 27 years, at the time of the survey. The data collection was carried out by using a direct survey. Of the 300 printed questionnaires, all forms were filled out and returned, and all of them were deemed as valid. The type of questionnaire issued to the respondents in this study was a closed and open questionnaire that deals with preferences about the perceptions of each respondent.

Result

Participation and Consolidation Options

The decision to vote in the 2019 elections in North Sumatra rose significantly by 81 per cent, far higher than in the 2014 IPE, which was only 62.74 per cent (KPU Sumut, 2019). The contribution of participation in voting is inseparable from the number of millennial voters, amounting to 49 per cent of the total number of millennial voters in North Sumatra. This is also evidenced by the high interest of the MG in giving their votes in the 2019 IPE. Of the 300 samples in this study, 97 per cent gave their vote, while only three per cent decided not to vote. Those who did not vote thought the election was not important. Moreover, they have a faith that all politicians are same, and are unable to bring about real change.

Table 1: Participation numbers of voters

Candidate	Total	Percentage
01. Jokowi-Ma'ruf Amin (JKW-MA)	130	43.3%
02. Prabowo Subianto-Sandiaga S. Uno (PAS)	161	53.67%
Abstain	9	0.03%
Total	300	100%

Generally, education has a fairly close relationship with political participation. The higher the education level of the citizen, the more active he is in political life. The fact shows that the MG, specifically students, rapidly obtain information about politics from all forms of media, such as newspapers and social media (Rohim & Wardana, 2019; Slamet et al., 2020). In a democratic political system, one must grow and live high frequency political activities,

political communication, and political discussions on the existing political problems and policy issues. In other words, it is oriented in all elements, including political processes, systems and structures, and bureaucracy (Almond & Verba, 1963). Although embedded as a generation of political indifference, the results of the study indicate that they voted because they felt obliged as citizens. They also disagreed if it was said "*elections are not important, whoever the president will not make things better*" (85 per cent). Therefore, participation in any political activity or in terms of voting, requires full awareness. The stability of voters in determining their choice of the candidates they like, and then whether they choose or not, determines whether their actions are rational or not.

Although the 300 respondents are educated people who study tertiary education in both universities (USU and Unimed), there are different characteristics of the voters based on their active organisation. The similarities and differences in the organisation become an inseparable part of the political preferences they will decide. The details are further provided in Table 2.

Table 2: Respondent's organisational background

Organisational Background (in campus)	Number of Members	Choice of President Candidate	
		01	02
HMI (*Himpunan Mahasiswa Islam)*	51	143	148
KAMMI (*Kesatuan Aksi Mahasiswa Muslim Indonesia*)	30		
LDK (*Lembaga Dakwah Kampus*)	43		
GMNI (*Gerakan Mahasiswa Nasional Indonesia*)	49		
GMKI (*Gerakan Mahasiswa Kristen Indonesia*)	27		
FMN (*Front Mahasiswa Nasional*)	23		
HMJ (*Himpunan Mahasiswa Jurusan*)	46		
Not following any organisation	22		
Total	291		

From Table 2, it was found that millennials who are actively affiliated with the organisation (269 voters) tend to choose the Prabowo-Sandi pair with various organisational backgrounds that are affiliated with religious and regional organisations. Meanwhile, the tendency of students belonging to the passive MG prefers the Jokowi-Amin pair with a difference of six votes from 22 students, who did not choose to join in any organisation.

Media and Political Issues

The issues that emerged during the political year in 2019 gave voters a choice and stretched democratic life towards social change. That is why the involvement of the millennials, active and caring generation in the life of the nation and State is obviously needed (Kurniadi & Munggaran, 2019). This generation has a very open pattern of communication, and social media greatly influences their lives. Millennials are more active in politics compared to previous generations, where previous generations participated in politics as they aged (Highton & Wolfinger, 2001).

The work program of the campaign promises offered by each candidate and the attention of the millennial generation is included in three major programs. As a generation that wants a future guarantee, a ready-to-work home program, and creative innovation that leads to increased human resources offered by the Prabowo-Sandi couple, were of particular interest to millennials (19 per cent). The reasons for choosing certain candidates is not limited to money matters, but also includes the services provided by the Government (Downs, 1957). This is in line with the reasons why the social welfare program is a material for voter assessment and convinces voters to choose Prabowo-Sandi (10 per cent). They believe that cheap education, guaranteed health, cheap fuel, and other matters can be realised if the Indonesian State is led by Prabowo-Sandi. Meanwhile, the voters who made their choice on Jokowi-Ma'aruf Amin stated that the Jokowi Government had previously kept its promises by making equal distribution of development, for example by building toll roads throughout Indonesia (17 per cent). Rational citizens will make their choices in the interests of organisations and political institutions that serve the interests of the individual concerned. Their choice in the election will create an atmosphere where people will choose based on who they think is superior. The attention of the millennial generation to political dynamics in Indonesia, coupled with the candidate information that they get from the media, has a great influence on the political behaviour of this digital generation.

Candidate Orientation and Political Choice

Campbell et al. (1960) concluded that there were six attitudes shown by voters during the election. That is, feelings for the party, feelings for the candidate, how to manage the Government, how to manage interest groups, how to manage domestic policy, and how to manage foreign policy. The six attitudes can be categorised into three factors, namely party identification, candidate orientation, and issue orientation. From the field data, the interest and confidence in the Presidential and Vice Presidential candidates has coloured voters' political choices. There were 46 per cent of choices made with rational factors as the reported reasoning. Feelings of injustice, emotional ties to the bearer party, and confidence in the candidates were behind the choices of 38 per cent of the respondents. Furthermore, the

interesting finding from the results of the study, is the belief in the ability of candidates and Vice Presidents are different. For candidates, voters' confidence in Prabowo will be able to bring Indonesia forward by 55 per cent, and for Jokowi's candidates, by 45 per cent. Whereas, for Vice President Sandiaga Uno, he will be able to realise his work program if elected by 67 per cent, and confidence in vice Ma'ruf Amin is 33 per cent. The indicator of voter confidence in a candidate pair is inseparable from the candidate's long journey and personality.

The personality of candidates in a political competition becomes very important and cannot be ignored. Both pairs of candidates have different track records which becomes a special attraction for millennial voters. Jokowi, who has a furniture entrepreneur background from Solo, was labeled as a simple and populist leader. Likewise, with his representative Ma'aruf Amin, this religious and *santri* figure was labelled as a wise, polite and friendly leader. On the other side, the challenger, Prabowo, with a military background, had a lot of war experience and was labelled as an intelligent leader, firm in making decisions, and having extensive knowledge. Sandiaga Uno, with a businessman and business background, was labelled as a leader who is highly idolised by millennials due to his physical appearance, politeness, and intelligence. The differences and uniqueness of a candidate's personality can affect a person's positive attitude towards a particular candidate, party or policy that causes him to support certain Presidential and Vice Presidential candidates (Campbell et al., 1960). The results showed ten per cent of voters voted for President or Vice Presidential candidates because of the candidate's orientation factor.

Family Power in Democracy

In the past, parents (the baby boomers generation) were the authority figures in the family. In line with the change of generations, it turns out that their children have authority in their lives. Families have begun to respect each other according to their true authority. This has established a more open and familiar dynamics and democratic life in the family, creating a more effective unit, and parents no longer have a monopoly on authority. Interestingly, even though they have authority, the millennial generation of the family is far more important than the generation of baby boomers (generation of their parents). They listen to their parents' views on everything from the sake of university selection, work plans, and to political matters (Tapscott, 2013).

Millennials use various sources to obtain information about politics and the world at large. Through information sources including family, friends, news from the media, and so on, millennials are able to understand and evaluate which information is important or not. This generation understands that they are passive in dealing with sources of information and are not active in debates and discussions with other sources. They realise that they have difficulty

evaluating critically the sources of political information they receive. This is what causes 16 per cent of respondents to answer that their families were the most helpful factor in making political choices in the 2019 Presidential election. This is in line with Witesman and Walters (2016) opinion, arguing that young people are less skilled in effective framing. Even though this generation has a tertiary education, the influence of families in making choices is still found in 16 per cent of respondents.

Parents, as the highest structure in the family, certainly have broader power and knowledge which might be greater because they already have more experience. Discussions built with parents are the main aspect that influences the child's political participation (Amna, 2012). The results also show that although the MG is an Internet generation, the sources of information they receive from the internet are interpreted as more homogeneous and less trusted sources. Furthermore, they often get information sources or content that is sometimes out of date, and often information on the internet is not a fact but is an opinion. Therefore, the information that is obtained from parents is more believed. The level of perceived life experience and knowledge related to experience makes parental authority more heard. This is an important characteristic that facilitates political discussion between generations in the family.

Discussion

The attitude performed by this group represents the attitude of the MG, who is apathetic towards politics. Millennials lack trust in politicians, and political institutions. It does not mean that they are not interested in politics but is dramatically due to the current political system. They regard that the system has failed to embrace in a way that suits them, namely in an ethical and digital way. That is why political education is urgently needed, especially for the younger generation (Rohim & Wardana, 2019). As a result, their interest in political life is not encouraging. Even so, they still have participated in the election and made their choice. From the results of the study, voters chose the Presidential and Vice Presidential candidate pairs with sequence number 01 (Jokowi-Amin) at 43.3 per cent, and pair number 02 (Prabowo-Sandi) at 53.67 per cent of the total sample who voted (291 voters). Concerns about high abstentions in the last election were disputed by the high level of voter participation in deciding to vote.

Millennials have a better level of political attention by tracing political information through social media (Rohim & Wardana, 2019), and it is used by politicians as political communication tools (Komariah & Kartini, 2019). The results showed that the respondents were all digital media users. The political news or issues that arise during the campaign period can be from social media. They prefer to access information from social media

because it can be done at anytime and anywhere, even though they cannot put their full trust in the accuracy of the information.

The survey results show that television media is still used by 9.3 per cent of the millennial generation, while 90.7 per cent use digital media — such as YouTube, Facebook, Twitter or Instagram — to read, watch, and carry out political chats. When they feel that the topics that are read, watched, and talked about are relevant to the topics they are interested in, they will follow them. If the contents do not meet their expectations, they will not continue to search for information in the same media. The other research performs that the MG seems to regard political topics as the usual topic, even though they admit that they gain the information dominantly from social media and television (Juditha & Darmawan, 2018). The respondents who use television as a source of information believe this media is able to present information that is more filtered from various sources, and the occurrence of political discussions that provide diverse information will increase knowledge to make rational decisions.

Aside from the candidates, the psychological connection with political parties and political issues that develop also influence the determination of one's choice. The formation of perceptions and attitudes begins with a long process of socialisation that forms strong ties with political parties and raises the identification to be unnoticed. Voters' loyalty is shown by supporting candidates nominated by political parties who have the same ideological flow as voters (six per cent). Voters will rely on their interest in political parties when deciding how to vote. Political promises that are far from being realised in the context of practical politics, unemployment, difficulty in employment, and minimal public services, cause high poverty rates to develop into political issues during the campaign. Besides that, the feeling of injustice of the authorities towards the Islamic groups, where the rulers marginalised Muslim groups and suppressed groups who criticised government policies, made a sense of unity and led to their unity (22 per cent). It does make sense, since Indonesia, as a Muslim majority country, will certainly consider the variable of religiosity (Julina et al., 2019). Emotional ties to candidates, parties, and interests in campaign issues, and psychological responsibility as citizens, will inspire people to vote.

Conclusion

The increase in the level of citizen participation in the 2019 IPE is inseparable from the participation of the MG because they are the highest voter group compared to the voters of other generations. With awareness as the obligation of citizens to engage in democratic life, they are eager to provide their vote. Though they are known as the ignorant generation, they have high hopes for change. The hegemony of a new hope makes a channel for confidence in political choices. The results showed that the PP of the MG remained influenced by

psychological, sociological, and rational choice factors. They collect information from the media and other literatures. They assess the performance of the Government and the work programs of the candidates that might be realised, as well as the possibilities of whether they benefit themselves and the public or not.

The result also shows that the MG is aware that who is in power, is important for their future and the nation. With the concept of a life balance between technology and politics, they actively participate in elections. The participation and activeness of the MG in open political discussions which are carried out by various parties, has made them more rational in deciding their political choices. In addition, with the knowledge they have about candidates and political issues that develop during the campaign period, they influence the surrounding environment by sharing the information and data they have.

Limitation of the Research

This study is limited to the exploration of the political preferences of the MG in the 2019 IPE. The respondents are tertiary level students from North Sumatera. Further research may consider continuing to observe the political preferences of the millennial generation in remote areas and based on their level of education. Furthermore, the correlation between the religiosity aspect and political preferences is an interesting concept to explore since there are many universities in Indonesia which are categorised as a religious-based university, such as the State Islamic University, and State Christianity Institute, among others.

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