The Perception of the Strawberry Generation Towards Political Literacy in the 2024 Election in Lubuk Basung, Agam Regency

Sitti Raudatuljannah[1]*, Nora Eka Putri[2]

[1,2] Universitas Negeri Padang

Abstract: This study aims to analyze the Perception of the Strawberry Generation Towards Political Literacy of the 2024 Election in Lubuk Basung, Agam Regency. the research method used in this research is Quantitative with Descriptive Analysis. this study took a sample of 100 people. this research data was processed and analyzed using the SPSS version 25 application for windows software and to see the validity and reliability of the data. The results of this study are that the indicators of the strawberry generation obtained around 83.4%, which means that they will be technologically literate, mentality vulnerable, like instant things and are active in browsing the internet in obtaining information about the political literacy of the 2024 elections in Lubuk Basung, Agam Regency. while the election political literacy indicator obtained around 74.5%, which means that the strawberry generation's perception of the political literacy of the 2024 elections in Lubuk Basung, Agam Regency has a good level of literacy regarding election political issues.

Keywords: Perception, Strawberry Generation, Political Literacy

Introduction

According to M. A. Iqbal (2020) in Iswardhana et al (2023: 6) General Election is one of the democratic processes to elect the president and vice president or government officials in realizing popular sovereignty. In Indonesia, political problems in the context of elections, of course, are still experiencing challenges and obstacles that they feel, such as the low political participation of voters in elections. According to Creswell & Clark (2011) in Wartoyo et al (2024: 132) Generation Z, who voted for the first time, is considered the dominant group in the area. Therefore, the readiness of Generation Z is questionable. The preservation of democracy is becoming increasingly unstable due to the economic and political interests of the government. Generation Z is what is called the Strawberry Generation born in 1997 - 2012, a generation that grew up and developed in the digital era, where technology and social media became an important part of their lives. In this digital era, of course, many Strawberry Generation are good at using advanced technology and can increase their understanding of digitalization. The advancement of technology makes the Strawberry Generation have many references to work and utilize social media is widespread and increasingly popular. Of course, the literacy ability regarding the politics

of the 2024 elections should have mastered the political news spread on social media or the internet.

The 2024 elections will be dominated by first-time voters, which amount to 66.8 million people. With such a large number of first-time voters, their votes are very significant in the 2024 elections. Along with the times, Generation Z (Gen Z), a term for the young age group born in the 2000s, is a generation that is technologically literate. Bawaslu hopes that Gen Z will utilize technology to find information related to elections. Novice voters can actively find out about elections, for example, find out about political parties participating in the elections to legislative candidates so that later they can make choices objectively (Bawaslu Agam Regency, 2023). Agam Regency is one of the districts that has the most young voters or Generation Z among other districts or regions in West Sumatra. Generation Z or young voters in Agam Regency have a population of 105,678 people. Agam Regency is one of the largest regencies in West Sumatra. Agam Regency also has the nickname of the city of trade, because the economic ruler of this cities have an important task in determining the direction of development policy of West Sumatra Province. In addition, the regency, which is centered in Lubuk Basung, has the potential for micro trade and significant development of the people's economy.

There is a total age of Generation Z born in 1997-2007 that has been registered to vote in the 2024 general election in Agam Regency, so it starts from the age of 17-27 years old. With the voter recapitulation above, we can see that Generation Z has the largest population among other sub-districts in Agam Regency, namely in Lubuk Basung sub-district. With the highest population, Lubuk Basung territory is the capital city of Agam Regency, with a total population of 17,448 people aged 17-27. Based on the author's observations in Lubuk Basung regarding their election political literacy, some people from Generation Z still do not understand politics or elections. For example, lack of understanding about politics or elections, not interested in politics, and lack of socialization about politics/elections in Lubuk Basung.

From the results of the observations made, Researchers are attracted to conducting research with this aim of knowing the Perceptions of the Strawberry Generation Towards Political Literacy for the 2024 Election in Lubuk Basung, Agam Regency.

Method

In this study, the authors used descriptive quantitative methods in which descriptive quantitative research aims to describe or describe the numbers that have been processed according to established standards (Hamzah et al, 2020: 35). According to Sugiyono (2018) Quantitative research method are method based on the philosophy of positivism. This method is used to study certain populations or samples by collecting data using research tools. Data analysis is carried out quantitatively or statistically with the aim of testing the assumptions have been estabilished.

Results and Discussion

Validity Test

Table 1. Results of Strawberry Generation Variable Validity Testing (X)

Pernyataan	rHitung	rtabel	Keterangan
X 1	0,529	0,320	Valid
X 2	0,653	0,320	Valid
X 3	0,499	0,320	Valid
X 4	0,725	0,320	Valid
X 5	0,741	0,320	Valid
X 6	0,660	0,320	Valid
X 7	0,729	0,320	Valid
X 8	0,400	0,320	Valid

Source: Primary data is processed using SPSS 25, 2024

From table 1 about that 8 (eight) statements are all declared valid. The above statements are said to be valid because the rcount value of the Strawberry Generation variable indicator is bigger than the rtable value of 0.320. It means that all statement items on the Strawberry Generation (X) variable are said to be valid to be used as a variable measuring instrument.

Table 2. Results of Political Literacy Variable Validity Testing (Y)

Pernyataan	rHitung	rTabel	Keterangan
Y 1	0,753	0,320	Valid
Y 2	0,435	0,320	Valid
Y 3	0,522	0,320	Valid
Y 4	0,420	0,320	Valid
Y 5	0,614	0,320	Valid
Y 6	0,655	0,320	Valid

Y 7	0,733	0,320	Valid
Y 8	0,547	0,320	Valid
Y 9	0.846	0,320	Valid
Y 10	0.611	0,320	Valid
Y 11	0,601	0,320	Valid
Y 12	0,709	0,320	Valid
Y 13	0,467	0,320	Valid

Source: Primary data is processed using SPSS 25, 2024

From table 2, there are 13 (thirteen) statements are all declared valid. The statement above is said to be valid that the rcount value of the variable indicator is bigger than the rtable value of 0.320. It means that all items on the Political Literacy (Y) variable are declared valid for use as variable measuring instruments.

Realibility Test

The reliability test is used to assess how reliable a questionnaire is as a pointer to a variable. The reliability test is carried out by looking if the Cronbach alpha value> 0.60, then the variable is considered reliable or can be trusted as a variable measuring instrument.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Reliability Standard	Description
Generasi Strawberry (X)	0,758	0,600	Reliable
Literasi Politik (Y)	0,855	0,600	Reliable

Source: Primary data is processed using SPSS 25, 2024

From table 3, that Crombach's Alpha value of all variables is bigger than 0.60 so it can be deduce that the indicators used from the Strawberry Generation (X) and Political Literacy (Y) variables are said to be reliable. It means that all of these variables can be used as reliable measuring instruments in further analysis.

Classical Assumption Test

The classic assumption test is useful for analyzing data to inform whether or not there is an influence of the independent variable on the dependent variable in this study. The implementation of this classical assumption this test was carried out with the SPSS application version 25 for windows.

Test of Normalcy

The normality test to used to check whether the residual distribution of the dependent variable and the independent variable in the regression model is normal. Researchers use parametric tests that require many assumptions to be met, one of which is that the data to be analyzed must be normally distributed. Furthermore, it will be more efficient if the required assumptions are met, because it can produce stronger and more accurate results with a smaller sample size. The test uses the Kolmogrov Smirnov technique with the criteria, namely if the significance value is> 0.05 then the data is normally distributed, while if the significance value is <0.05 then the data is not normally distributed.

NPar Tests

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			100
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		5.79203293
Most Extreme Differences	Absolute		.096
	Positive		.081
	Negative		-.096
Test Statistic			.096
Asymp. Sig. (2-tailed)			.023[e]
Monte Carlo Sig. (2-tailed)	Sig.		.297[d]
	99% Confidence Interval	Lower Bound	.286
		Upper Bound	.309

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Based on 10000 sampled tables with starting seed 2000000.

Figure 1 Normality Test
Source: Primary data is processed using SPSS 25, 2024

Figure 1, the data distribution normality tool used is the Kolmogrov-Smirnov test which aims to compare the observed data distribution with the standard normal distribution. The result of a significance value of 0.297> 0.05, thus it can be concluded that the data used in this study is declared normally distributed.

Descriptive Analysis Test

Table 4. Percentage of Strawberry Generation Mindset Understanding Level

No	Statement	Score					Total Score	Average Score
		SS (5)	S (4)	RR (3)	TS (2)	STS (1)		
1	As the strawberry generation / generation z, I always chat every day at home with my parents directly	46	45	7	2	0	100	4,35
		230	180	21	4	0	435 :100	
							435 : (5X100) X 100%	87%
2	As the strawberry generation / generation z, I use technology to find out information about politics/elections 2024	32	64	4	0	0	100	4,28
		160	256	12	0	0	428 : 100	
							428 : (5X100) X 100%	85,6%
3	As the strawberry generation / generation z, using technology can help me find out which political party or candidate I support has a clear vision and mission	24	72	3	1	0	100	4,19
		120	288	9	2	0	419 : 100	
							419 : (5X100) X 100%	83,8%
4	As a strawberry generation/Generation Z, I should be encouraged to actively participate in discussions about politics/elections.	40	52	7	0	1	100	4,30
		200	208	21	0	1	430 : 100	
							430 : (5X100) X 100%	86%
5	As a strawberry generation / Gen Z, I have read or commented on political topics in online media or social media.	21	59	17	2	1	100	3,97
		105	236	51	4	1	397 : 100	
							397 : (5X100) X 100%	79,4%
6	As a strawberry generation / Gen Z, I use the internet to search for information about candidates or political issues before deciding to vote.	18	70	9	2	1	100	4,02
		90	280	27	4	1	402 : 100	
							402 : (5X100) X 100%	80,4%

7	As a strawberry generation / Generation Z, I obtain a lot of political information from online sources such as social media, news portals, or political platforms.	30	62	6	1	1	100	4,19
		150	248	18	2	1	419 : 100	
							419 : (5X100) X 100%	82%
8	As a strawberry generation / Generation Z, I believe that widespread internet access among young people can influence election results.	23	63	12	1	1	100	4,06
		115	252	36	2	1	406 : 100	
							406 : (5X100) X 100%	81,2%
	Grand Total						3.336 : 8 = 417 : 100	**4,17**
	Average (%) variable						3.336 : (5X100) : 8 X 100%	**83,4%**

Source: Primary data is processed, 2024

From table 4 of the percentage results of each statement item on the interpretation indicator above, it can be seen that statement item number 1 (one) has the highest value of 87% of the total statement items, the item states that there are still many strawberry generations who always chat every day at home with parents directly. We can see in this day and age, that technology has developed increasingly rapidly where generation Z or Strawberry generation children are glued to the internet through sophisticated technology such as cellphones. From what we see from statement number 1 (one) of 87% of the Strawberry Generation, 13% of the strawberry generation does not always chat every day at home with parents directly.

Table 5. Percentage Level of Understanding of Election Political Literacy

No	Statement	Score					Total Score	Average Score
		SS (5)	S (4)	CS (3)	TS (2)	STS (1)		
1	I understand that awareness of authority and political institutions helps me in making political decisions.	17	64	19	0	0	100	3,98
		85	256	57	0	0	398 : 100 398 : (5X100) X 100%	79,6%
2	I understand that active participation in the political process, such as general elections or local elections, is important to influence the changes I want in society.	17	70	13	0	0	100	3,94
		75	280	39	0	0	394 : 100 394 : (5X100) X 100%	78,8%
3	I believe that active participation in providing input or opinions in the political process can improve the outcomes of the resulting policies.	13	67	17	3	0	100	3,90
		65	268	51	6	0	390 : 100 390 : (5X100) X 100%	78%
4	It is very important for political institutions or public officials to provide a forum or opportunity for the community to participate in discussions and political decision-making.	33	53	14	0	0	100	4,19
		165	212	42	0	0	419 : 100 419 : (5X100) X 100%	83,8%
5	I often follow the latest news or information about government policies from social media.	17	61	20	2	0	100	3,93
		85	244	60	4	0	393 : 100 393 : (5X100) X 100%	78,6%
6	I know the schedule for the implementation of the Election and Presidential Election campaigns.	23	53	21	3	0	100	3,96
		115	212	63	6	0	396 : 100 396 : (5X100) X 100%	79,2%

7	I know the vision and mission of all or one of the presidential and vice-presidential candidates.	14	53	26	7	0	100	3,74
		70	212	78	14	0	374 : 100	
							374 : (5X100) X 100%	74,8%
8	Political parties must have social media to provide political information to the public, especially young people.	27	62	10	1	0	100	4,15
		135	248	30	2	0	415 : 100	
							415 : (5X100) X 100%	83%
9	I am active in political discussions or forums, both online and offline.	8	45	25	20	2	100	3,37
		40	180	75	40	2	337 : 100	
							337 : (5X100) X 100%	67,4%
10	I participate in events or campaigns organized by political parties, either directly or through social media.	9	36	26	27	2	100	3,23
		45	144	78	54	2	323 : 100	
							323 : (5X100) X 100%	64,6%
11	I follow all the events or campaigns of the presidential and vice-presidential candidates either directly or through social media.	6	43	36	24	1	100	3,59
		30	172	108	48	1	359 : 100	
							359 : (5X100) X 100%	71,8%
12	I am active in campaigning for or supporting candidates or political parties in elections.	5	38	34	21	2	100	3,23
		25	152	102	42	2	323 : 100	
							323 : (5X100) X 100%	64,6%
13	I know the KPU website where I can check the permanent voter list.	13	45	27	12	3	100	3,53
		65	180	81	24	3	353 : 100	
							353 : (5X100) X 100%	70,6%
Grand Total							4.844 : 13 = 372,6 : 100	**3,726**
Average (%) variable							4.844 : (5X100) : 8 X 100%	**74,5%**

Source: Primary data is processed, 2024

From table 5, the percentage outcome of each statement item on the indicator of electoral political literacy above can be seen in statement item number 4 (four) has the highest value of 83.8% of all statement items, the item states that most of the strawberry generation feel the importance of political institutions or public officials providing forums or opportunities for the public to be an active in political discussions and in making decisions. Because the strawberry generation is mostly still a first-time voter, they feel that getting the opportunity to be an active in political discussions and in making decisions is a guideline for voting in future elections.

Test of Simple Linear Regression

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	24.338	6.082		4.002	.000
	Generasi Strawberry	.725	.181	.374	3.998	.000

a. Dependent Variable: Literasi Politik Pemilu

Figure 2. Simple Linear Regression
Source: Primary data is processed using SPSS 25, 2024

Figure 2, it shows From the significance value in the Coefficients table, the significance value is 0.000 <0.05, so it can be said that the Strawberry Generation variable (X) 'affects' the Participation variable (Y). Then, from the t value, it is known that the tCount value is 3.998> 1.984, so it can be said that the Strawberry Generation (X) has a positive effect on the Political Literacy variable (Y).

Discussion

1. **Strawberry Generation's Perception of Political Literacy for the 2024 Election in Lubuk Basung, Agam Regency**

   From table 4 on the indicators of the strawberry generation tested with general statements regarding election political information that they get from social media, browsing the internet and others, the average percentage of answers obtained is 83.4% of 100% of the maximum percentage value. Based on the opinion of Ryan Brading (2017), Ellen Middaugh et al (2017), and Dyva Claaretta et al (2022), it is stated that there are 4 indicators of the strawberry generation, namely Technology Literacy, Mentality Vulnerable, Likes instant things, and Active in browsing the internet. The outcome of this study show good results it's around 83.4% of the strawberry generation is very literate in technology, vulnerable mentality, likes instant things and is active in browsing the internet in obtaining information about the political literacy of the 2024 elections in Lubuk Basung, Agam Regency.

In table 5, the indicators of electoral political literacy are tested with general statements regarding how well the strawberry generation understands electoral political literacy. Then the average percentage of answers is 74.5% of 100% of the maximum percentage value. The outcome of this study show good results it's strawberry generation's perception of the political literacy of the 2024 election which has a level of literacy regarding election political issues is 74.5% in Lubuk Basung, Agam Regency. Based on the opinion of Madhok (2005), indicators of electoral political literacy can be measured from the knowledge and have an awareness of how important political activities and institutions are, their authority and jurisdiction, the ability to make consultative such as giving opinions in the political process aimed at producing political results, knowing polices regulated by the government, planning and budgeting for development and public services, and participating in political activities.

This research is supported by previous researchers Pahlevi, et.al., (2019) entitled 'Perceptions of Millennial Voters in the 2019 Simultaneous Elections in the Special Region of Yogyakarta Province' which shows that a survey conducted by Millennial Generation researchers in the Special Region of Yogyakarta Province showed that around 46% admitted to getting election-related information from social media, 26% conventional media, 24% election organizers, and the smallest 4% came from political parties. This finding is one of the benchmarks that the Millennial Generation gets election information from social media, where the truth and validity of the information is still questionable, especially if they get election information on social media whose accounts are in the category of robot accounts (fake accounts). This means that in this study, the strawberry generation obtained and understood information about electoral politics to improve electoral political literacy obtained from social media, because the strawberry generation is very tech-savvy and likes browsing the internet.

2. **Simple Linear Regression Analysis**

Based on figure 2, it shows From the significance value in the Coefficients table, the significance value is 0.000 <0.05, so it can be said that the Strawberry Generation variable (X) 'affects' the Participation variable (Y). Then, from the t value, it is known that the tCount value is 3.998> 1.984, so it can be said that the Strawberry Generation (X) has a positive effect on the Political Literacy variable (Y).

Conclusion

In the indicators of the strawberry generation, the outcome of this study show good results it's around 83.4% of the strawberry generation is very literate in technology, vulnerable mentality, likes instant things and is active in browsing the internet in obtaining information about the political literacy of the 2024 elections in Lubuk Basung, Agam Regency. While on the indicators of electoral political literacy, the results of this study show

good results that the perception of the strawberry generation towards the political literacy of the 2024 elections which has a level of literacy regarding electoral political issues is 74.5% in Lubuk Basung, Agam Regency.

From the results of research and analysis that has been found regarding the Perception of Strawberry Generation on Political Literacy of the 2024 Election in Lubuk Basung, Agam Regency, it can be concluded, based on the results of the linear regression analysis test from the significance value in the Coefficients table, a significance value of 0.000 <0.05 is obtained, so it can be decided that the Strawberry Generation variable (X) "affects" the Participation variable (Y). Then, from the t value, it is known that the tCount value is 3.998> 1.984, so it can be decided that the Strawberry Generation (X) has a positive effect on the Political Literacy variable (Y).

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