



Election 2024: Communication Strategy of Political Elites Through Instagram to Attract Millennial Voters in Denpasar

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ABSTRACT

This study analyzes the role of Instagram as a political communication platform for political elites in attracting the sympathy of millennial voters. Using a qualitative approach and Obstinate Audience Theory, this study examines Instagram content, interactions between political elites and voters, and millennial voters' perceptions of Instagram's use in a political context. By examining political elites active on Instagram, this study qualitatively analyzes how millennial voters respond to the political messages they convey. The results of the study show that Instagram has become a very practical medium for political elites to reach millennial voters. However, the success of political communication on Instagram relies heavily on political elites' ability to adapt to digital culture, build an authentic image, and create content relevant to millennial voters' interests. This research has important implications for political communication practitioners seeking to harness the potential of social media to achieve their campaign goals. Effective strategies can enhance voter mobilization and engagement, ultimately leading to greater political participation. By leveraging the unique characteristics of each platform, campaign teams can tailor their messages to resonate with diverse audiences, enhancing overall electoral outcomes.

Keywords: Election 2024, Instagram; Millennial Voters, Political Communication Strategy.

INTRODUCTION

The 2024 Indonesian election is marked by the emergence of various Legislative and Executive candidates from the millennial generation. This trend originated from the candidacy of Gibran Raka Buming Raka as a vice-presidential candidate, which ultimately sparked every political party's drive to showcase its best young cadres in the 2024 election contest. The millennial generation, as an agent of change, brings a breath of fresh air to Indonesian politics, creating a regeneration that will keep the wheels of politics in Indonesia turning. One of the most important factors in a country that adheres to a democratic system is the implementation of General Elections (BBC, 2019; Mujani et al, 2019; Cameron, 2021). Elections are a method in which every citizen has the right to participate as a political actor by casting their vote to elect government officials (Arjawa et al., 2019; Pahlevi, 2019; Rully et al., 2021; Munadi, 2023; Arahman, 2025).

The practice of political communication strategies, usually the process of conveying messages, can be carried out by political elites to the public in a reciprocal manner in order to get the expected response, such as democratic, transparent, and accountable decision-making (Raekstad, 2019; Novita, 2020; Rully et. al., 2021; Majid, 2023; Wang, 2020). Using social media is an effective way to do so today, as it makes it easier for political elites to communicate directly and to convey public complaints, thereby giving rise to lively discussions (Hong in Rully et al., 2021; Alam, 2021; Hayat et al., 2021; Venus, 2025). The role of the millennial generation in the 2024 election cannot be separated from the rapid development of digital technology culture, which makes it easier for all people to see and learn about the political ecosystem in Indonesia today (Zulkarnaen et al., 2020; Pureklolon, 2021; Tapsell, 2021).

The use of social media for political purposes is still prevalent among the public, especially the millennial generation, as a means to increase knowledge about ongoing political developments (Harris, 2020; Pratiwi, 2025). For this reason, social media should have an important function as a means of communication to the community and constituents to build emotional closeness and function as a forum for community experience, and most importantly, social media must be used to create a good brand image for the benefit of political parties and political elites (Harahap et al, 2023).

According to 2022 data, 204.7 million people in Indonesia use the internet. Of this number, 191 million use the internet to access social networks. The most widely used social media platform is WhatsApp, at 88.7%, followed by Instagram at 84.8% and Facebook at 81.3% (Katadata in Indrawan et al., 2021). Furthermore, in Indonesia, there were 92.53 million Instagram users in the fourth quarter of 2021. The increase occurred by 3.9 million users or 4.37% from the previous quarter.

The largest group of Instagram users is vulnerable, aged 18-24 years; the second largest is vulnerable, aged 25-34 years (Katadata in [Indrawan et al., 2021](#)). The data above show that these ages are classified as part of the millennial generation. The millennial generation is the generation born between 1980 and 2000 ([Kristinova, 2022](#)). The democratic party in the 2024 election is what everyone expects through the millennial politicians who participated in this contest, the representation of millennial politicians in politics is a breath of fresh air in the world of politics, but it is undeniable that the public still questions the experience of millennial politicians, and political maturity seen from the relatively young age makes the dilemma of the representation of the millennial generation in politics (Winsvold et al in [Khakim, 2023](#)).

Yonathan Andre Baskoro, a 33-year-old man and Member of the Denpasar City House of Representatives (DPRD), was elected in the 2024 election. His age indicates that Yonathan Andre Baskoro is part of the millennial generation. Yonathan Andre Baskoro is running as a Member of the Denpasar City House of Representatives (DPRD), supported by the Golongan Karya Party (GOLKAR), which makes him confident about entering the political realm at a relatively young age. Yonathan comes from a family that embraces Protestant Christianity.

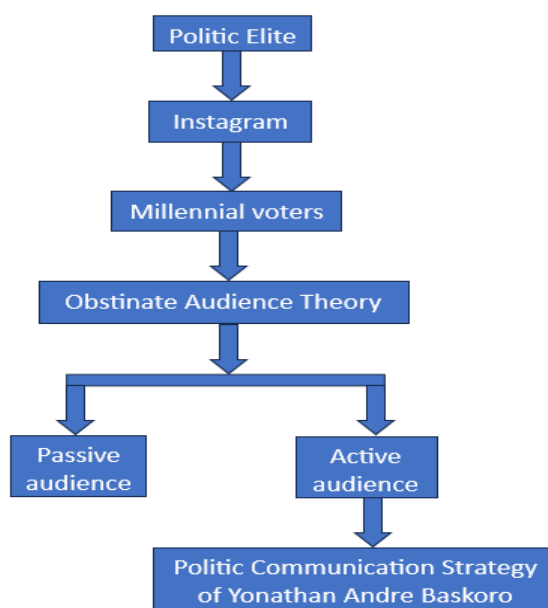
This phenomenon is interesting given his relatively young age and advancement within the minority group during the 2024 Denpasar City House of Representatives (DPRD) member election. Yonathan Andre Baskoro can win the hearts of the people to vote for him, so that Yonathan Andre Baskoro can occupy a seat as a Member of the Denpasar City DPRD for the 2024-2029 period, which Yonathan previously ran for in 2019 but failed in the election results. This is an interesting research gap that warrants deeper study.

This phenomenon is interesting, because according to Milbrath and Goel (1997) in [Linawati et al \(2022\)](#) said that there are 3 (types) of millennial group mindsets, namely: 1) apathetic type, apathetic type can be said to be the type that is allergic to politics, even reluctant to have a relationship with politics; 2) the type of speculator, the type of speculator still exercises his right to vote, even though they are reluctant or not so interested in politics; and 3) the gladiator type, the latter type is the type who is active in the political field, they are such as a party activist, organizational activist, and campaign worker.

Currently, many theories are developing in political communication, one of which is the Obstinate Audience Theory, which is a refutation of the hypodermic needle theory, which says that the audience is powerless and the media is mighty, while the Obstinate Audience Theory developed by Bauer in 1964 ([Muhidin et al, 2022](#)), explains that people are not passive in receiving the information provided and can resist the media. In the end, the public can accept or reject all information aimed at it. Raymond Bauer criticized the portrait of the audience as a passive robot, meaning that people are only willing to follow messages if they provide

benefits or serve society's interests.

Communication is no longer linear but becomes transactional. With the Obstinate Audience Theory, the focus of research shifts from communicators to communicators or the public as news recipients (Tebba, 2023).



Source: Framework of Thought

Figure 1. Framework of Thought Source: processed by the author (2024)

Political communication is highly dependent on the media. Just like other forms of communication, political communication aims to persuade voters to agree with the agenda set by the party or political elite (Malka et al., 2020; Adnan & Mona, 2024). The following is a brief explanation of the elements of political communication, according to Dan Nimmo (2009), as presented in Alfiyani (2018). According to Rachmiate et al. (2013) and Linawati et al. (2022), the dissemination of information, both verbally and non-verbally, between political actors (sources) and the public (recipients) is inseparable from the frame of reference and the field of experience.

This prompts the author to conduct deeper research into the political communication strategy used by Yonathan Andre Baskoro to attract the sympathy of millennial voters in Denpasar in the 2024 election, using Instagram. The theory of the Obstinate Audience is used to discuss the political communication strategy employed by Yonathan Andre Baskoro.

The Obstinate Audience Theory is a refutation of the hypodermic needle theory, which holds that the audience is powerless and the media is mighty, while the Obstinate Audience Theory, developed by Bauer in 1964, argues that people are not passive in receiving information and can resist the media.

RESEARCH METHODS

This study uses qualitative descriptive and describe "Communication Strategies of Political Elites Through Instagram in Attracting Millennial Voter Sympathy in Denpasar in the 2024 Election". The Data Collection Techniques in this study are: observation is a data collection technique that has specific characteristics when compared to other techniques. This study uses observation techniques by collecting data directly by researchers who directly observe content created by political elites. Interviews in this research were conducted to find out and complete the data and efforts to obtain accurate data and the right data sources, using interview guidelines with 12 informants whose criteria have been determined.

This research also draws on various types of documents that record past events, namely journal articles, Instagram content, books, and other relevant documents. Documents can be in the form of writings, drawings, or a person's monumental works. Documentation complements observation and interview methods in qualitative research, making the research more credible.

The determination of informants in this study uses a purposive sampling technique (Abdussamad, 2021; Sujarweni, 2023). In this study, there are 12 informants, and more are included in the millennial voter category, which aims to strengthen the data of this research through interview results obtained by researchers in the field, as well as to represent the role of the millennial generation in the 2024 election contest. Here the table 2. List of Research Informants.

Table 1. List of Research Informants

No	Research Informant	Quantity
1	Political Observer / Academic	2
2	Political Party Cadres	2
3	Millennial Voters	8
	Total	12

Source: processed by researcher (2024)

RESULTS AND DISCUSSION

This research examines Yonathan Andre Baskoro's political communication strategy on Instagram, focusing on the presentation of Instagram content in the form of feeds and reels, using several data collection methods: observation, interviews, and documentation studies. Political communication strategy is an important aspect that must be considered by every member of the political elite, because a good strategy yields positive outcomes. In this study, the data collected from several informants were adjusted to the informants' needs and criteria.

Millennial Voter Participation on Instagram in the 2024 Election

The results of this study are compared with previous research by [Wempie & Achmad \(2022\)](#), which found that the millennial generation considers political topics ordinary. Millennials' political participation also tends to be low. Especially their participation as members, actively supporting political parties, participating in real demonstrations to support or reject government policies, and contacting government officials, politicians, or officials to fight for the interests of the community. Research on the Political Prevalence of the Millennial Generation, conducted by Jak Pat App in 2015, revealed that the millennial generation's political apathy is very high, at 62.63%. This high apathy among the millennial generation is due to their views equating politics with corruption and dirtiness.

The characteristics of the current millennial generation differ from before, especially in the use of technology and digital media, such as gadgets and media, in various contexts and work. The millennial generation who live in the information age where everything uses the internet or online media, will make millennials the main marketing target of the political elite to win political contests. However, the lack of correct information and the prevalence of hoax news in every mass media make every millennial voter confused. This gives rise to a lot of speculation, so that they choose less motivated, because they remain skeptical of every candidate proposed ([Wempie & Achmad, 2022](#); [Qudsi, 2020](#)).

To counter the interests of rulers who often prioritize their own groups and interests, social media can be useful as a platform for public voice. Participation in the community is very easy to do to share information and create a context for public reading that can be done infinitely and certainly quickly. Social media is expected to be a channel for interactive two-way information between the ruler and the public. The results of this study support previous research conducted by [Nofianti et al. \(2024\)](#), which found that the millennial generation's political participation is quite high, as they play an important role in changing the country for the better.

The political participation of the millennial generation is supported by the modernization of facilities and infrastructure, social class equality, the millennial

generation's intellect, political elite conflicts that require public attention, and political decisions that are considered important and must involve the millennial generation in solving the problem. Based on the results of interviews regarding the participation of millennial voters in the 2024 election, as conveyed by Nyoman Subanda as a political observer in Bali, that social media is a very strategic medium to reach millennial voters who were previously passive in becoming active in the 2024 election by using social media, especially Instagram, the following statement::

"What is clear in my opinion is that the participation of millennials is now increasing compared to those who were previously ignorant and ignorant of politics. Literate and actively follow existing information through social media, with various themes raised that allude to politics. Social media factors affect people's cognitive knowledge, which eventually changes their mindset about politics." (Interview, November 19, 2024).

Based on the results of interviews with informants regarding the participation of millennial voters in the 2024 election, as conveyed by Ida Bagus Bayu P as a millennial informant who actively votes and actively sees political developments on social media, the following is her statement:

"I really followed yesterday's election with various dynamics born from the national level to the region, especially Bali, and I actively participated in voting in my area of South Denpasar." (Interview, November 21, 2024).

The same thing was also conveyed by Rico Adam S, that the participation of millennial voters is increasing. Here is his statement:

"In my opinion, the millennial generation has begun to be aware of and participate in the current political world, especially coupled with the rise of Gibran as vice president, it further strengthens the intention of millennial friends to dare to compete in political events, because in my opinion the characterization seen by the millennial generation towards Gibran is very positive as a representative of young people in the world of politics." (Interview, November 15, 2024).

A different opinion was conveyed by Ni Wayan Widhiasthini, an academic of Undiknas Denpasar, that the voter participation rate in Denpasar is low, as follows:

"High on a national scale but low for the Denpasar environment, because Denpasar is a metropolis, but in making choices, it still depends on the leadership of its traditional community, which makes Denpasar the area with the lowest voter participation rate in Bali in the 2024 election." (Interview, November 20, 2024).

The millennial generation knows the form of the campaign that has never existed before, and this also indicates that the prospective leader must undergo the public test of the community to assess the quality and integrity of a leader's thinking. In addition, leadership figures must listen more to aspirations and be open about matters that are indeed fundamental to societal problems, where, so far, freedom of opinion has become a problem in itself in Indonesia (Iswardhana et al., 2023; Febrianto et al., 2024; Sani, 2024). Although on the one hand the younger generation is indeed more likely to be closed to politics, it does not mean that they are closed, as evidenced by the results found; it turns out that the communication strategy carried out by Yonathan Andre Baskoro on Instagram makes the millennial generation more or less willing to participate in the 2024 election.

Yonathan Andre Baskoro's Political Communication Strategy on Instagram Communication that is maintained consistently, using a conversation structure that is always evolving with society, greatly influences the success of the branding process through social media; the ability to keep social media up to date is key. Managing contemporary social media is not an easy job, especially since it aims to provide information to the public. Political elites must present an identity that aligns with public expectations in their efforts to create an image on social media.

When social media is used as a means of political communication, it will get feedback from the public. Social media will be very effective and have an important role as a tool of political communication between the political elite and the public if what is sold are programs and ideas. The community can more rationally assess whether the ideas and programs offered accommodate their needs. Opportunities to convey criticism and suggestions regarding ideas and programs prepared by political elites are readily available through social media (Hia et al., 2021; Andriana, 2022; Nazar et al., 2023; Deni, 2024). Instagram is used as a means of political communication across all activities related to the millennial generation.

The forms of communication include, for example, providing information about the latest work programs, how to handle a problem, and the forms of cooperation undertaken by political elites and the millennial generation. The tendency of political actors' speech is understood by the millennial generation in multiple ways, so that, by knowing the meaning, the millennial generation can follow, believe, and carry out what they want, or vice versa (Indrawan et al., 2023).

Millennial voters use social media to share and debate political information with social groups through interpersonal communication. Social media allows political elites to interact with potential voters on a scale and intensity that cannot be achieved through traditional campaign channels such as door-to-door

canvassing, brochures, and even coverage in print and television media. Social media also excels because it gives potential voters the opportunity to engage in a two-way dialogue with a candidate or prospective voter.

The nature of political communication between candidates and potential voters can be multidirectional, including from candidate to voter, from voter to candidate, or between voters. (Ardag, 2019; Broussard, 2021; Dwitama et al, 2022). After conducting observations and interviews in the field, in fact Instagram is the right place to be used as a strategy in the campaign, because with Instagram the political elite can reach potential voters even more widely compared to conventional political media such as campaign banners, newspaper print media and the public feels that social media can be a solution to reduce waste after a campaign that disturbs the beauty of public places. With a program considered useful to the people of South Denpasar, coupled with the use of Instagram as a medium for disseminating it, it is very effective in attracting voter sympathy. The community explained the impact after participating in the program and uploading it back to Instagram to be more convincing to other people who have just seen the content.

Table 2. Observation Results of Political Communication Strategies on Instagram

Documentation	Explanation of Observation
	The photo next is one example of Yonathan's reel post on Instagram in 2019 when he first ran for office.

Source : Yonathan's Instagram account

Documentation	Explanation of Observation
 Source : Yonathan's Instagram account	The image next to it explains Yonathan's feed post on Instagram when he was in the process of the 2024 election.

Based on the results of an interview with Yonathan Andre Baskro, the communication strategy carried out is consistent in updating everything done to Instagram, going directly to the community, utilizing Instagram as a massive campaign medium. Here is the statement :

“First, consistency is important for people who are pursuing something in their lives, as well as consistency in Instagram posts that continue to be carried out from 2019 to 2024, but in its implementation the political elite is all wrong because if we continue to update it is considered an image, but if we don't update people think this is only for the sake of the election. I choose to balance these two things with one concrete work that can attract the sympathy of millennial voters now. From consistency, we publish all the results of our work on Instagram, inviting the community to interact on Instagram, which is what made my vote increase almost 3x from 1200 in 2019 and during the 2024 election, 3240 votes.” (Interview, November 23, 2024).

Furthermore, based on the results of the interview with Nyoman Subanda, political marketing is an important thing to do, and Instagram is the right place to do this. Here is the statement:

"Political marketing is an important thing to do for any political elite who are and will be running for seats, and nowadays the most effective use is social media whose role is to shift some media that were usually used for campaigns before the massive social media in Indonesia, the right step for Yonathan is still consistent in this regard" (Interview, November 19, 2024).

The same statement was also said by Ida Ayu Ima D that the strategy carried out by Yonathan is the right step to reach the millennial voice, as follows his statement:

"That is one of the things that can be done today for the political elite to reach the voices of millennials and novice voters, because almost everyone now uses social media to find the information they want. By utilizing Instagram, I think this is the right step. Coupled with an interesting presentation and weighty content, it adds to the attraction of people to listen to Yonathan's Instagram for more than 5 minutes (Interview, November 19, 2024).

Furthermore, the results of an interview with one of the major media journalists in Bali, named Ari NS, who explained that different political styles are the characteristics highlighted by Yonathan, which eventually became a special attraction for the people who enjoy his content, as follows:

"With Yonathan's entry into the world of politics, especially in the city of Denpasar, it brings a breath of fresh air to politics that has begun to shift to the millennial generation, with his political style that prioritizes *no money politics* and uses social media very massively to be a very good example of millennial generation friends who want to try their luck in the world of politics." (Interview, November 18, 2024).

While different opinions were expressed by Ngurah A that the strategy carried out was not optimal, the following statement was made:

"Of all the content that is good and interesting, the only thing that needs to be considered is the arrangement of the content, and whenever the content is uploaded, you have to think carefully about what content should be uploaded using ads to further increase *engagement*." (Interview, November 18, 2024).

Supported by Sri Rizki H's statement that the design displayed seems too outdated, the following statement is as follows:

"I think personal *branding* on his Instagram is okay, starting from uploading new titles, work like what he does, but there are important things that need to be the next evaluation material for Yonathan and his team, namely designs that must be updated to follow the current times, so that it attracts the eyes of the millennial generation to glance at his Instagram. For me, millennials are less attractive in design, especially with generation Z, who always keep up with the times, so I think it needs to be improved again" (Interview, November 29, 2024).

The results of this study support previous research conducted by [Indrawan et al \(2023\)](#), which explained that the use of social media in political communication has several strategic advantages, namely effective, practical, easy, and cheap. Using social media shows an effective convenience, such as with the press of a button, the message can be spread all over the world. With the internet being "many to many," the power of this platform is to disseminate all forms of political information to many recipients.

Building personal branding is important to ensure that the public knows the existence of a candidate and feels a positive attraction, so that the candidate is considered worthy of being chosen. In a theoretical context, personal branding involves managing other people's perceptions before they have direct interaction with society. Thus, personal branding can be interpreted as the process of shaping the public image of various aspects of the individual, including personality, abilities, and values, which in turn create a positive perception from the public ([Junior et al, 2024](#)). Yonathan Andre Baskoro has succeeded in building a personal branding that is different from that of previous Indonesian politicians. This is reflected in his Instagram, which presents a unique political message, providing an identity that is easily recognizable by the public.

Theory of the Obstinate Audience Theory

The presence of social media makes it easier for the audience to communicate directly and know what is being talked about in the world of politics. Social media and public opinion can go hand in hand because of social media, communicators will easily convey the content of their messages to the public. The Obstinate Audience Theory focuses on how all political messages received can be internally processed in individuals. The theory of the Obstinate Audience is built on the basic assumption that man is a very rational and highly active being, dynamic and selective against all influences from outside himself.

This theory assumes that (1) each individual has the ability to select and filter information, (2) the audience is actually very empowered and not at all passive in the process of political communication ([Fitriyah and Rafiananda, 2021](#)). The Obstinate Audience Theory places the audience as an active audience. The

audience is only willing to follow the message if it provides benefits or meets the interests and needs of the audience. Communication is no longer linear but transactional. Mass media do have influence, but that influence is filtered, selected and accepted or rejected by conceptual filters or personal factors that influence their reactions. The audience has the ability to resist and absorb all the messages that are given to them. This theory emphasizes the influence of the media on the audience, and it also says that the audience chooses the media not only based on interests, but also on age, social status, occupation, and socio-cultural background. The public or the public has the right to the information they need and which information is not needed (Rafi & Hamdan, 2019).

In the 2024 election, the voter participation of the millennial generation can be explained using the theory of the Obstinate Audience, which is divided into active society and passive society. Active people are people who have a tendency not only to actively use Instagram as political information, but also to comment, reshare, create, or modify content/upload that is politically charged.

The results of observations in the field are in accordance with this, because this theory emphasizes that the community must be active, and the current situation in the field is increasing the activeness of the community, because the things presented are in accordance with the segmentation to be achieved, namely, the millennial generation. The Obstinate Audience Theory explains how the role of the community, which is currently more active in responding to various news and content presented by the political elite, is evolving from the previous theory, namely the bullet theory, which means that the public can only receive news but cannot respond to it. Based on the results of the interviews, there are two segments of society, namely; 1) Active Society, this category refers to people who have a tendency to not only actively use Instagram as political information, but also comment, reshare, create, or modify politically charged content. Unlike the Passive User category, people in this category tend to assume that the digital footprint and political sentiments that might lead to them for their involvement in public debates in the digital space are not something to worry about. Some of the informants in this study fall into this category, as follows:

Ida Bagus Bayu P said:

"I really followed yesterday's election with various dynamics born from the national level to the region, especially Bali, and I actively participated in voting in my region, South Denpasar." (Interview, November 21, 2024).

The results of the interview with Ida Ayu Ima Danyara Manuaba also explained:

"After various *viral trends* in the election process yesterday, I became more active in responding to posts from political elites on Instagram, especially

reels, yes, because I prefer to see video content, and on Instagram, Yonathan has a lot of informative *reel* content " (Interview, November 21, 2024).

First; Passive Society, This category refers to people who, in the context of the 2024 election, use Instagram only as a source of political information, without commenting, re-uploading, creating, or modifying political content. They are classified as the characteristics of people who simply observe the dynamics of the development of current issues and topics related to the 2024 election, regardless of whether they are really interested in political issues or as a form of implication of the political excesses they see and feel. Some of the informants in this study fall into this category, following their statements:

Informant Rizki H said:

"I see content from political elites on Instagram and TikTok, but in my mind, all this is only for image, and there is no lasting impact on society, which in the end strengthens me to golput because everything they do is only for political interests." (Interview, November 29, 2024).

Ni Kadek Maydayanti also explained:

"Because I am busy at work and when I come home from work I use my time to rest, so I don't really follow the political dynamics that occur, maybe if I pass by on Instagram, I just want to read a little about what happened, but I don't share in spreading it, let alone commenting" (Interview, November 22, 2024).

Second, passive people are people who, in the context of the 2024 election, use Instagram only as a source of political information, without commenting, reuploading, creating, or modifying political content. They are classified as characteristics of people who simply observe the dynamics of the development of the latest issues and topics related to the 2024 Election ([Luminiello, 2020](#); [Mansyur, 2020](#)).

Observations in the field also found that people are passive, because they are indeed less interested in political things and have the idea that whoever wins will not have much impact on their lives, coupled with a lack of trust in society towards the current political elite, which causes them to only see without contributing to it. Dividing the passive audience, the media has full power and exerts influence that is accepted as such by the audience ([Koddenbrock, 2019](#); [Arrianie, 2022](#)). Meanwhile, classical mass communication theory (SOR, Hypodermic Theory/Bullet Theory, Lasswell's Theory, Shannon and Weaver's Theory) assumes that a passive audience is influenced by the direct flow of the media.

Active audiences have active decisions about how to use media. Active audiences are those who make selections in consuming media based on the need for information that adds value to their knowledge and activities, including political activities. They are not careless in consuming media, but have a specific goal. This audience is a highly potential audience for political participation because they not only vote but also express political thoughts and behaviors that can often influence other audiences (Sirait et al., 2024).

As in this study, there is a correlation between the theory used and the results of observations and interviews conducted in the field, which explains that the current audience is more active in responding to all forms of posts from political elites on Instagram, be it posts in the form of reels or feeds by participating in reposting and actively interacting in the comment column, showing that the role of the current community is much more active than in previous elections. Indirectly, this can affect voters' emotions towards their political elites, as they feel more comfortable interacting in the comment section, which can ultimately attract voters' sympathy.

CONCLUSION

Based on the results and discussion in this study, it explains how the political communication strategy carried out by Yonathan Andre Baskoro in an effort to attract the sympathy of millennial voters is categorized into two segments, namely active society and passive society. The current millennial generation tends to be more active than in previous elections, due to the influence of several political figures who use Instagram as a campaign medium.

The millennial generation thinks that Instagram is a very appropriate medium to reach potential voters with a content strategy prepared. Eight out of twelve supporting informants explained that millennials are active in the current political world, starting from commenting on posts, resharing them on their respective Instagrams. Thus, Yonathan's strategy had an impact on his increased vote gain from the previous election and led him to become a member of the Denpasar City DPRD for the 2024-2029 period.

This approach not only enhances engagement but also reflects the broader trend of political communication strategies adapting to the preferences of younger voters. This adaptation is essential for political parties to remain relevant and effectively connect with the evolving expectations of millennial and Gen Z voters. This trend highlights the importance of utilizing social media platforms, particularly Instagram, to foster political engagement among younger demographics, thereby shaping future electoral outcomes.

This evolution in political communication underscores the necessity for parties to innovate and tailor their strategies, ensuring they resonate with the

values and behaviors of younger electorates, particularly as seen with Partai Perindo's multi-platform efforts. This shift towards digital engagement is critical as political organizations strive to build authentic connections with young voters, ultimately influencing their electoral decisions and civic participation.

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