# The Innovation of Political Literacy on Millennial Generation Based on Android

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*Abstract:* The millennial generation is required to have a qualified digital literacy culture. Civic Education (CE) is a part of political science that emphasizes that good citizens participate in their political lives. CE also contains practices from political science that can help millennials train a digital literacy culture in politics. The purpose of this research is to innovate the political literacy of the millennial generation android-based. This study uses ADDIE (Analysis, Design, Development, Implementation, and Evaluation) model for developing political literacy media for the millennial generation. This research shows that 45% of the millennial generation are interested in using android-based media to increase political literacy. From the research design results, POLA (Political Literacy Application) is an alternative to an Android-based application developed for the millennial generation. The material expert validation results showed that 81% of POLA material was following political literacy. The results of the media expert validation show that 87% of the POLA is considered usefulness. The implication of this research indicates that POLA can be developed for further trials with the millennial generation and evaluation. Political education media can take advantage of new media information technology to introduce political literacy to new voters, namely the millennial generation.

*Keywords: Political Literacy, Millennial Generation, Android Application*

## Introduction

Indonesia is the fourth most populous country in the world, with a total of 273,523,615 people. In the 2018 millennial generation profile, BPS shows that the millennial generation reaches 33.75% of the total population. This shows that the millennial generation shapes the structure of the people of productive age reaches 67.02%, and 50.36% of them are the millennial generations. This condition indicates a demographic bonus. In the demographic bonus era, the millennial generation is faced with technological advances that make it easy for the community. So, the millennial generation is required to have a qualified digital literacy culture. According to the CEO of Jeune & Raccord Communication, the number of millennial voters who feel they don't need to come to the polling station is above 40%. That is because they don't know the presidential election schedule. Millennial voters who follow the highest political issues are in urban areas. According to Goggin and Hjorth (2014), the millennial generation is a generation born in 1980 to before 2000. Based on the research results of Novita and Fitri (2020), the General Election Commission has made efforts to increase millennial voter participation through dialogical methods and direct communication. According to Blank (2013) culture and

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idealism in the younger generation are influenced by globalization, namely technology, television, and the internet. This makes the flow of information in and out quickly. On the other side, it has a significant influence on the traits, attitudes, and characteristics formed in generations Y and Z in all parts of the world.

According to Perdana (2019), advertising through campaign props such as billboards or banners is not effective for millennials. So, to increase the millennial generation's political participation, collaboration with technology and open access to information is needed. IDN Research Institute data (2020) states that 93% of millennials have social media accounts and use them periodically.

Citizenship Education (Civics) is a part of political education that emphasizes that a good citizen participates in his nation's political life. Civics also contain practices derived from political science. This is in line with the goal of Civics, which is to make good citizens. The implementation of political education is also carried out through Civics learning to increase political awareness and political knowledge of the millennial generation (Rahman & Suharno, 2020).

According to Zhang and Fagan (2016), a method of political education is needed to transform political education material through political communication between government and society to establish harmony in the practice of society and nation. So that political education media can take advantage of new media information technology. According to Bashori (2018), the media's existence in the development of information technology can be good to use in political education. This is because new media provides political education resources in the form of images, text, sound, and video to give political education information.

## Literature Review

Political education is also called political forming because it intends to form political people who are aware of and understand their political status and position in the community (Roviana, 2015). According to Sutrisman (2019), the importance of political education is an effort made by the community in achieving the renewal of daily political life. This is done for the sake of creating a prosperous and acceptable society both formally and informally. Therefore, Damayanti et al. (2019) conduct political education for the millennial generation in Senior High Schools through direct socialization methods. Based on the results of Udvarhelyi's (2020) research, instilling political knowledge through political education is indirectly carried out to hone existing skills and provide inspiration for further action. So, it produces new political knowledge and helps change the millennial generation at a much deeper level of political and personal participation. Babu (2020) explains that explicit political education can be used as a pedagogical practice that highly reflects social relationships that can provide access to the millennial generation. Political education also needs affective and intellectual space to encourage millennials to practice making judgments and take political action that expands freedom and equality (Zembylas, 2020).

Campbell and Niemi's (2016) research which reveals the seriousness of developed countries in implementing political education for first-time voters, is indicated by the availability of (1) standardized management of political education; (2) learning tools; (3) local government supervision of the political education process; (4) cooperation network of various parties; (5) depending on the special needs of first-time voters; and (6) continuous evaluation system. This is because, according to the results of research by Persson, Lindgren and Oskarsson (2014), it shows that one additional school year has no detectable effect on political knowledge, democratic values or political participation. On the other side, Suryanef and Rafni (2019) explained that political education is important to make the millennial generation have political literacy and become election ambassadors for their families, peers, and their environment. In Indonesia, the millennial generation is considered to have a very important role

in politics (Setiawan & Kamil, 2020). From a political perspective, the millennial generation has a reckoned voice and is needed in the future. Therefore, in political education, to achieve good democracy, the millennial generation gets a more mature democratic learning process compared to previous generations.

The learning model is a description of the mental and physical mechanisms involved in acquiring new skills and knowledge and how to use these mechanisms to encourage and facilitate learning (Wu, Hu, Gu, & Lim, 2015). According to Darmadi (2017), the learning model is planning used as a guide in designing the process of learning. For that, the learning model refers to the learning approach that will be used. According to Gagne and Briggs in Suryadi (2020), learning media is a tool used to convey learning material that can stimulate students in following the learning process. Learning media is anything that can convey and channel messages from sources in a planned manner to create a conducive learning environment where the recipient can carry out the learning process effectively and efficiently (Sumiharsono & Hasanah, 2017). Technological developments have an impact on learning media. One of the learning media that utilizes technology in this study focuses on mobile learning. According to Grgurina, Brestovac and Grbac (2011), application development uses the Java programming language and virtual machines that optimize memory and resource usage. This is especially important for mobile applications. Therefore, one of the reasons for the growing interest in Android development lies in the presence of a free and open-source development environment.

State of the art in this study is based on research by France et al. (2020) in that learning can use mobile technology because it has the multifunctional nature of digital devices to be a power to support learning. Besides that, Park (2019) also explained that the millennial generation understands political knowledge through social media news. Therefore, this study also found that political talk strengthens the positive relationship between social media use for news and issues related to political knowledge. On the other hand, the research results of Suardi, Nasution, and Zahri (2019) show that most millennial generations are indifferent to political issues. Until now, political education only runs through traditional activities using socialization and face to face. In addition, political education is also carried out through Citizenship Education (Mulyadi & Anyan, 2019). So, it can still not increase the political knowledge of the millennial generation who are active in using social media and other technologies. Then, the use of mobile technology only reaches the mobile instant messaging service (MIMs). According to Valenzuela, Bachmann and Bargsted (2019), MIMs sharing on WhatsApp provide political knowledge and increase participation in Chile. However, the impact is not significant on the wider community, especially the millennial generation. Then mobile learning is supported by other technologies and can face practical obstacles and obstacles that occur in the learning process (Muhson, 2010). Mobile learning is one part of e-learning (Kustandi, Wargahadibrata, Fadhillah, & Suprayekti, 2020). Android is an operating system for Linux-based mobile devices, including an operating system, middleware, and applications (Enterprise, 2013). Android provides an open platform for developers to create their applications. Android is an operating system that contains middleware and basic applications (Aljundi & Akbar, 2018). The Android operating system is the Linux 2.6 kernel which has been updated for mobile devices. In developing Android-based applications as a political literacy innovation, the author focuses on the Windows 10 operating system and the Software Development Kit (SDK).

**Research Methods**

According to Zakariah, Afriani and Zakariah (2020), R & D is an initial stage and exploration by conducting research and development and testing a product to determine how effective it is for education learning media. Therefore, researchers chose the ADDIE (Analysis, Design, Development, Implementation, and Evaluation) model as a development model (Molenda, Michael., 2003). Based on the previous problems, developing political literacy

innovation requires a needs analysis to collect data; this research was conducted in DKI Jakarta. The sampling technique used was non-probability sampling with a purposive sampling technique (Walliman, 2011). Researchers select respondents by determining the considerations and criteria. Therefore, the selected respondents' criteria are included in the category of millennial generation aged 17-35 years with the condition to have an android smartphone. For each procedure performed, we adjusted the number of respondents. At the analysis stage, to determine the millennial generation's interest in politics, we distributed a questionnaire to 100 respondents.

**Table 1**
*Background of respondents*

|  | Percentage |
| --- | --- |
| **Background** | |
| Senior High School Student | 30% (30) |
| Undergraduate Student | 35% (35) |
| Postgraduate Student | 15% (15) |
| Worker | 20% (20) |
| **Age (Years Old)** | |
| 17 – 20 | 55% (55) |
| 21 – 25 | 45% (45) |
| **Gender** | |
| Man | 40% (40) |
| Women | 60% (60) |

Table 1 shows that the number of respondents with an undergraduate student background is more. In addition, 55% of respondents are 17-20 years old. The validity trial subjects for the application of political literacy consisted of lecturers who were experts in learning media and lecturers who were experts on political matters. The subject of this expert trial has academic criteria. Both experts have at least five years of teaching experience. The validity test was carried out using a Likert scale with Very Feasible (5) to Very Unfeasible (1). The criteria for validating the questionnaire data validation test are as follows:

**Table 2**
*Validation test criteria*

| No | Achievement Level | Qualification |
| --- | --- | --- |
| 1 | 81-100% | Highly Feasible |
| 2 | 61-80% | Feasible |
| 3 | 41-60% | Moderately Feasible |
| 4 | 21-40% | Less Feasible |
| 5 | <20% | Unfeasible |

**Findings & Discussion**

The needs analysis stage aims to analyze the millennial generation's understanding of politics. The following are the results obtained from the respondent:

**Table 3**
*Respondents' Views of Voting in Election*

| No | Statement | Frequency |
|----|-----------|-----------|
| 1 | Voting in elections is the right of every citizen | 85% |
| 2 | Voting in elections is the duty of every citizen | 15% |

Table 3 shows that respondents understand their reasons for voting in the election. As good citizens, they feel they have the right to vote. The voting rights of citizens, both the right to vote and the right to be elected in General Elections, are an important substance in the development of democracy and evidence of the existence and sovereignty of the people in government. Thus, the right to vote is citizens' right to elect representatives and be elected as representatives in people's representative institutions through democratic elections. Therefore the millennial generation needs to understand political literacy related to the right to vote. The right to be elected is a right based on the Constitution of the Republic of Indonesia 1945. That used these rights in every general election must be free from all forms of intervention, intimidation, discrimination and all forms of violence that can cause fear to exercise their right to vote and be elected in every general election process.
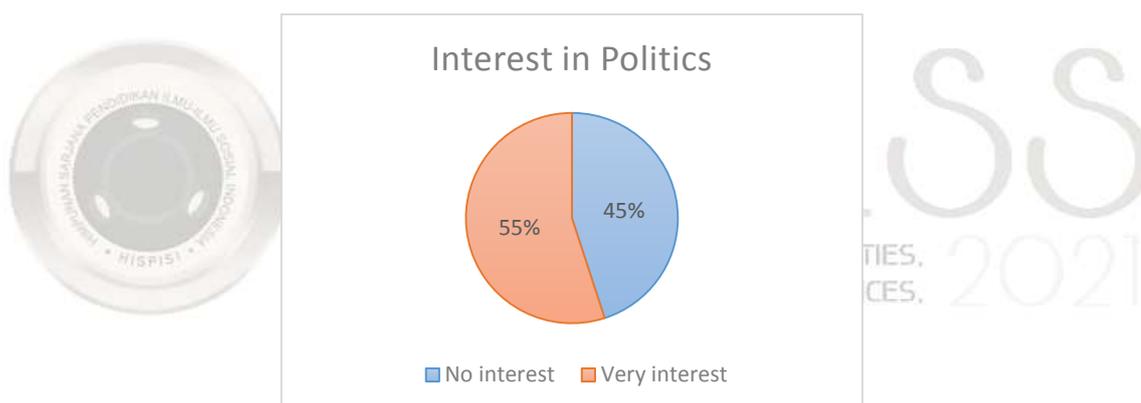


**Figure 1.** Respondents interest in politics

Respondents' understanding of the right to vote shows that the millennial generation is still interested in politics. This can be shown in Figure 1 with a percentage of 55%.

**Table 4**
*Respondents' Views of the importance of election implementation*

| No | Statement | Frequency |
|----|-----------|-----------|
| 1 | Implementation of elections to elect representatives of the people | 55% |
| 2 | Implementation of elections to realize the principles of democracy | 20% |
| 3 | Election to elect the president and vice president | 15% |
| 4 | The implementation of the election is the implementation of the provisions of the 1945 Constitution | 8% |
| 5 | Don't Know | 2% |

In connection with the Universal Declaration of Human Rights and the International Covenant on Civil and Political Rights referred to in Law No 39/1999, especially in the "Eighth Part" related to "The Right to Participate in Government" Article 43 states Paragraph (1): Every citizen the state has the right to be elected and to vote in general elections based on equal rights through direct, general, free, secret, honest, fair voting following the provisions of laws and regulations. Table 4 shows that the millennial generation understands implementation related to political participation. Although, there are still respondents who do not have an understanding of political participation. Therefore figure 2 shows the political media interests that are commonly used by the millennial generation.
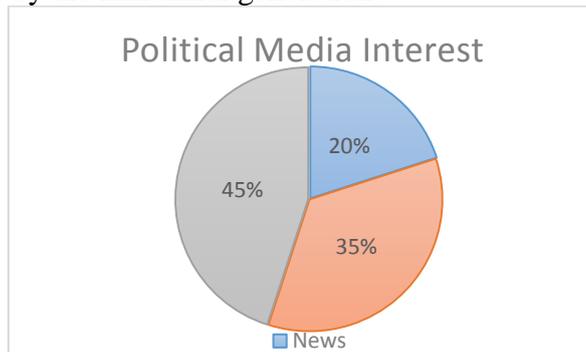


**Figure 2.** Respondents of political media interest

Figure 2 shows that 45% of the respondents understand political literacy through an android based application. For that, we developed Android-based applications through the Windows 10 operating system with Software Development KitCreatApp. We used CorelDRAW 8 software for editing image, text, video and animation.



**Figure 3.** Political Literacy Application

Application development is carried out through the design stage based on an analysis of the respondent's needs (see **Figure 2**). Based on the analysis of the millennial generation's needs for political education, we developed the POLA (Political Literacy Application) application (see **Figure 3**). Through this application, users can deepen political knowledge and political participation. Only with their fingers, they can explore the information related to elections,

legislative candidates, legislative members and news related to politics. Before implementing it for millennial generation users, we conducted validation tests on material experts (see **Table 5**) and media experts (see **Table 6**).

**Table 5**
*The validation of material experts*

| Aspect | Percentage | Criteria |
|---|---|---|
| Content Quality and Purpose | 80.21% | Feasible |
| Application Program on Political Literacy | 87% | Highly Feasible |
| Relevance of Political Literacy Material | 81% | Highly Feasible |

**Table 6**
*The validation of media experts*

| Aspect | Percentage | Criteria |
|---|---|---|
| Content Quality and Purpose | 81% | Highly Feasible |
| Usefulness | 87% | Highly Feasible |
| Easy to Use | 85% | Highly Feasible |

Table 5 and Table 6 show that the POLA application design developed has highly feasible criteria. Based on the results of Bashori (2018) research, the media's existence in the development of information technology can be put to good use in political education. This is a strong reason for us to develop applications that can increase the millennial generation's political literacy. Because to increase the political participation of the millennial generation, they must understand politics and democratic values. Based on political media interest, 45% of respondents are interested in studying political literacy through an Android-based application. Therefore, we designed the application according to the respondents' needs and conducted validation tests on material and media experts. Based on the validation test results of the material and media experts, the aspects of content quality and purpose showed low percentages, namely 80.21% and 81%. On the other hand, the media experts validation test shows that the usefulness aspect gets a percentage of 87% to be implemented to users.

In today's technological era, mobile devices such as tablets and smartphones are becoming more affordable and are often used in everyday life by millennials. To keep up with the rate of advancement of cellular technology (Courts & Tucker, 2012) political education can incorporate technology into the practice of political knowledge through digital literacy culture. This is because the millennial generation has access to smartphone technology that is more powerful and better connected than conventional desktop computers (France, Whalley, & Mauchline, 2013). In this regard, a political education learning model is needed that adapts the characteristics of the millennial generation. So, this study's results indicate that Android-based applications can be a medium for political literacy for the millennial generation. This is because political literacy is closely related to the millennial generation's understanding of politics and their tendency to influence themselves. Therefore political literacy is knowledge, skills, and attitudes related to politics. Based on the research findings, it is known that android-based applications help the millennial generation in building political awareness to understand political literacy. The substance of the power of political literacy lies in the critical political participation of citizens. Therefore, an Android-based application is the first step for citizens,

especially the millennial generation, to understand political literacy. Political literacy is not only a normative concept but a mixture of knowledge, skills and political attitudes.

**Conclusion and Summary**

Android is an operating system for Linux-based mobile devices that includes an operating system, middleware and applications. Android provides an open platform for developers to create their applications. To support learning in the 21st century and follow the millennial generation learning model's development, we suggest that political literacy can use Android-based applications. This model is a learning design based on an effective and efficient systems approach. Therefore, in developing this Android-based application, the researcher developed the ADDIE model. The weakness of this research is that the application implementation for the millennial generation has not been implemented. The android-based application on POLA must be tested on millennial generation respondents; this is to see the POLA application's effectiveness in understanding the millennial generation's political literacy, especially in DKI Jakarta.

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