

Penelitian ini menganalisis strategi Komisi Pemilihan Umum (KPU) Kabupaten Sleman dalam memaksimalkan partisipasi pemilih Generasi Z pada Pemilu 2024 serta dampaknya terhadap Generasi Z secara khusus, dan proses demokrasi secara umum. Latar belakang penelitian didasarkan pada dominasi pemilih muda, khususnya Generasi Z yang mencapai 135.151 orang (16,5% dari total pemilih di Sleman), namun dihadapkan pada tren penurunan partisipasi akibat apatisme, rendahnya literasi politik, dan ketidakpercayaan terhadap sistem politik baik secara global maupun dalam konteks dalam negeri. Menggunakan pendekatan mixed methods dengan desain studi kasus, data dikumpulkan melalui wawancara mendalam dengan komisioner KPU dan responden Generasi Z, observasi konten media sosial, studi dokumen, serta kuesioner kepada 100 responden dari empat kecamatan (Depok, Ngaglik, Cangkringan, dan Pakem).

Hasil menunjukkan bahwa strategi KPU meliputi sosialisasi tatap muka (seperti "KPU Goes to Campus/School/Pesantren" dan pemanfaatan nuansa budaya lokal) serta sosialisasi digital melalui Instagram, YouTube, Facebook, dan X. Meskipun kesadaran politik dan motivasi partisipasi Generasi Z relatif tinggi (rata-rata skor 3,99 dan 3,76), persepsi terhadap efektivitas strategi tergolong rendah (skor 2,93), terutama karena keterbatasan sumber daya, penyebaran hoaks, dan ketidaksesuaian konten dengan preferensi digital Generasi Z. Faktor pendukung termasuk karakter digital natives Generasi Z dan lingkungan pendidikan Sleman, sementara penghambat meliputi apatisme dan keterbatasan operasional.

Penelitian menyimpulkan bahwa strategi KPU berhasil dilaksanakan, namun perlu evaluasi untuk meningkatkan relevansi digital dan jangkauan. Rekomendasi mencakup pembentukan divisi khusus media sosial, kolaborasi dengan influencer, dan integrasi pendidikan politik dalam kurikulum.

Kata kunci: KPU, Partisipasi, Generasi Z

ABSTRACT

This study analyzes the strategies of the Sleman Regency General Election Commission (KPU) in maximizing Generation Z voter participation in the 2024 General Election and its impact on Generation Z specifically, as well as the democratic process in general. The research background is based on the dominance of young voters, particularly Generation Z, totaling 135,151 individuals (16.5% of the total voters in Sleman), yet facing a declining participation trend due to apathy, low political literacy, and distrust in the political system, both globally and within the domestic context. Employing a mixed methods approach with a case study design, data were collected through in-depth interviews with KPU commissioners and Generation Z respondents, observation of social media content, document studies, and questionnaires distributed to 100 respondents from four sub-districts (Depok, Ngaglik, Cangkringan, and Pakem).

The results indicate that KPU strategies encompassed face-to-face socialization (such as "KPU Goes to Campus/School/Pesantren" and the utilization of local cultural elements) and digital socialization via Instagram, YouTube, Facebook, and X. Although Generation Z's political awareness and participation motivation were relatively high (average scores of 3.99 and 3.76), perceptions of the strategies' effectiveness were low (score of 2.93), primarily due to resource limitations, the spread of hoaxes, and the mismatch of content with Generation Z's digital preferences. Supporting factors included Generation Z's digital native characteristics and Sleman's educational environment, while barriers encompassed apathy and operational constraints.

The study concludes that KPU strategies were successfully implemented but require evaluation to enhance digital relevance and reach. Recommendations include establishing a dedicated social media division, collaborating with influencers, and integrating political education into school curricula.

Keywords: KPU, Participation, Gen Z