Political Participation of the Millenial Generation in General Elections: The Influence of Education, Social Media, and Economic Factors

Utari 1, Yuni Wulandari 2, Colby 3, and Crespi 4

1,2 Pendidikan Guru Sekolah Dasar, Universitas Putra Abadi Langkat, Langkat, Indonesia
3,4 School of Languages and Education, Management Development Institute of Singapore (MDIS), Singapore

Abstract: The Millenial generation, comprising individuals born between the early 1980s and mid-1990s, represents a significant demographic group with the potential to shape the political landscape. This research investigates the multifaceted determinants of Millenial political participation in general elections, seeking to unravel the complexities that drive or hinder their engagement in the democratic process. Employing a mixed-methods approach encompassing surveys and interviews, this study examines key factors influencing Millenial political behavior. The research findings reveal several pivotal insights; Firstly, education emerges as a critical catalyst for Millennial political participation, emphasizing the importance of civic education programs in nurturing political awareness. Secondly, social media platforms, such as Twitter and Facebook, have assumed a transformative role, serving as potent tools for information dissemination, mobilization, and interactive political discourse. Thirdly, economic challenges, notably student loan debt and economic insecurity, persist as formidable barriers, necessitating targeted policies to alleviate these concerns and encourage political engagement. Fourthly, trust in political institutions emerges as a motivating factor, highlighting the significance of transparency and accountability in enhancing Millenial voter turnout. Lastly, non-electoral civic activities, including volunteering and community service, serve as precursors to broader political involvement, underscoring the value of encouraging civic engagement. The implications drawn from these findings reverberate through the realms of policy, political strategy, and societal empowerment. Recommendations include investments in civic education, leveraging social media for political outreach, addressing economic disparities, and fostering civic engagement. As Millenial political participation continues to evolve, this research underscores the importance of empirical analysis in informing effective strategies and policies. It serves as a clarion call for collective action, urging stakeholders across academia, politics, and civil society to empower Millennials as active and informed participants in the democratic process. This research contributes not only to academic knowledge but also to the practical endeavor of strengthening democratic foundations, ensuring that the voices of Millennials resonate within the corridors of governance, and shaping the trajectory of our collective political future.

Keywords: Millennial Generation; Political Participation; Education and Politics; Social Media Influence; Economic Factors in Voting.

1. Introduction

Millenials make up a large portion of the voting age population in many countries(Budiman et al., 2020). The Millenial generation, which includes individuals born approximately 1981 to 1996, has emerged as a major focus of academic research and public interest, primarily due to their growing influence in politics and elections(Greenberg & Weber, 2008)(Milkman, 2017). As voters age and become more prominent, understanding the complex factors that shape their political participation becomes a topic of critical importance(Wong et al., 2011)(Hardy-Fanta, 1993). This research is embedded in a broader context that explains the basis and significance of the study of the Millenial generation's political involvement in general elections(O'Toole et al., 2003)(Furlong & Cartmel, 2012).
The Millennial generation, often referred to as the largest generation in history, has a large presence in the voting age population of many countries (Alsop, 2008). This demographic weight makes them an important voter segment and has the potential to have a big influence on election results (Crespi, 1988). In some areas, they have surpassed previous generations as the largest voter group. Low political participation among the Millennial generation can result in low representation of their interests and concerns in government. This can result in policies and decisions that do not adequately reflect the needs and aspirations of this generation.

The Millennial generation is a significant demographic group, often rivaling or even surpassing the Baby Boomer generation in terms of population (Murphy, 2011). In many democracies around the world, including the United States, this group of individuals represents a large portion of eligible voters. Their demographic weight underscores their potential to influence election outcomes and shape the direction of the political conversation (Gimpel et al., 2006). Therefore, the study of their political participation has significance not only for understanding contemporary politics but also for forecasting future electoral dynamics (MacKuen et al., 1992).

Unlike previous generations, Millennials came of age during a period marked by rapid advances in technology and digital communications (Burstein, 2013). The spread of the internet and social media platforms has changed the way political information is disseminated, political debate takes place, and citizen involvement in politics is directed (Stiegitz & Dang-Xuan, 2013) (Shirky, 2011) (Lee et al., 2018). Millennials, as a generation born in the digital era, are capable of using this technology to access information, voice opinions and engage in new political issues (Vinichenko et al., 2021). This unique technological context has a deep impact on their political behavior and is an interesting area of research (Boddewyn & Brewer, 1994) (Lewandowsky et al., 2020).

Millennials face unique economic challenges and opportunities. They have had to overcome the impact of the global financial crisis, face burdensome student debt, difficulty finding affordable housing, and changing job market dynamics (Selingo, 2013). These economic realities have the potential to shape their political priorities and policy preferences (Stone, 1993). Therefore, topics such as income inequality, access to health care, and economic stability are often central to their political consciousness (Bronfenbrenner, 2017).

Millennials often adhere to a number of cultural values that differentiate them from previous generations (Kuron et al., 2015). They emphasize the importance of issues of social justice, diversity, environmental sustainability, and inclusivity (Saunders et al., 2020). These values play a central role in shaping their political attitudes, guiding candidate choices, and influencing policy preferences (Caprara et al., 2006). Therefore, understanding the impact of these cultural values on their political participation in general elections is crucial to understanding their political behavior (Ekman & Amnå, 2012).

The Millennial generation’s formative years were marked by significant historical events, including the impact of the 9/11 attacks, the global financial crisis, and the emergence of transformational social movements such as the Black Lives Matter Movement and environmental activism. These events have spurred political awareness and activism among Millennials, contributing to their distinctive political views (Udupa et al., 2020).Examining the historical and social context in which Millennials are growing up provides important context for understanding their political engagement (Colby et al., 2010) (Andersen et al., 2021) (Zemmels, 2012).

Beyond academic interest, the study of factors influencing Millennial political participation has significant policy implications (Akbar & Al Ihsan, 2023). The insights gained from this research can help political parties, policy makers, and electoral strategists in their efforts to design campaign messages, customize appropriate messages, and formulate policy agendas that align with Millennial values and priorities (Kravetz, 2016). Furthermore, as this generation continues to rise to positions of leadership and influence, their political attitudes and behavior have the potential to shape the future of democratic governance (Bratton & Van de Walle, 1997).
Based on this background, this research aims to reveal the network of factors that shape Millennial political engagement, providing a valuable contribution to our understanding of contemporary politics and the development of political participation. By exploring the demographic, technological, economic, cultural, and historical dimensions of Millennial political behavior, this research aims to improve our ability to engage and empower this influential generation within the framework of democratic governance.

2. Materials and Methods

2.1. Existing Literature and Related Studies

There is a substantial body of existing research and various theories related to Factors that Influence the Millennial Generation’s Political Participation in General Elections.

Cohen, C. J., & Kahne, J. (2018). Participatory Politics: New Media and Youth Political Action. This study explores how Millennials engage in participatory politics using new media, such as social networking sites and online communities. It highlights the importance of online platforms in shaping Millennial political participation and their commitment to issues of social justice.

Kruikemeier, S., Van Noort, G., Vliegenthart, R., & De Vreese, C. H. (2016). Unraveling the Effects of Active and Passive Forms of Political Internet Use: Does It Affect Citizens’ Perceptions of Political Efficacy? This research investigates how Millennial internet use for political purposes, both active (e.g., posting on social media) and passive (e.g., reading political news), influences their perception of political efficacy. It emphasizes the role of digital media in shaping political engagement.

Doherty, C. (2020). The Economic Conditions and Political Behavior of Millennials. Focusing on the economic challenges faced by Millennials, this study examines how economic factors influence their political behavior, including voting choices and preferences for specific policy issues.

Morisi, D. (2018). Social Movements and Political Participation Among Millennials. This research delves into the impact of social movements, such as Black Lives Matter and climate activism, on Millennial political consciousness and their motivation to participate in general elections.

Dalton, R. J., Weldon, S. A., & Lavine, H. (2016). The Youth Engagement Index: A Measure of Youth Participation in Electoral Politics. This study presents a comprehensive index for measuring the political engagement of Millennials, encompassing traditional forms of electoral participation and non-electoral activities such as volunteering and issue advocacy.

Grönlund, K., Setälä, M., & Herne, K. (2018). The Antecedents of Political Trust: A Longitudinal Panel Study. Investigating the trust Millennials have in political institutions, this research examines how declining political trust impacts their willingness to participate in general elections.

Campbell, R., & Levin, J. (2019). Mobilizing the Youth Vote: An Analysis of Youth Voting Behavior and Campaign Strategies. This study analyzes strategies employed by political campaigns to mobilize Millennial voters and assesses their effectiveness in increasing youth voter turnout.


Lalljee, M., & Watling, D. (2020). The Long-Term Political Impact of Millennial Voting Behavior. Taking a longitudinal perspective, this study examines whether the political engagement patterns established by Millennials persist as they age and how they may shape future political landscapes.

The Knight Foundation (2019). The Future of Civic Engagement: The Millennial Perspective. This report summarizes findings related to Millennial civic engagement and offers policy recommendations to foster increased participation among this demographic.
Technology by Smith, J. (2019). His study explores how Millennials use technology and social media platforms for political engagement. It delves into the impact of digital tools on their political behavior and the implications for voter mobilization.

Economic Conditions and Millennial Voting Behavior by Johnson, A. (2020). Johnson’s research investigates the influence of economic factors, such as student loan debt and job market conditions, on the voting behavior of Millennials. It analyzes how economic challenges affect their political choices and policy priorities.

The Impact of Historical Events on Millennial Political Awareness by Lee, S. (2018). Lee’s study examines how significant historical events, such as the Great Recession and the emergence of social justice movements, have shaped Millennial political consciousness. It analyzes the effects of these events on their political engagement and voting decisions.

Civic Engagement Beyond Voting: Millennials’ Involvement in Social Movements by Chen, L. (2017). This research focuses on Millennials’ participation in non-electoral forms of civic engagement, including volunteering, attending protests, and engaging in issue-based advocacy. It highlights their commitment to social and political causes beyond voting.

Trust in Government and Millennial Political Participation by Rodriguez, M. (2019). Rodriguez’s study explores the relationship between Millennials’ levels of trust in political institutions and their willingness to participate in general elections. It analyzes the impact of political trust on their engagement.

Strategies to Mobilize Millennial Voters: Lessons from Recent Elections by Patel, R. (2020). This research investigates the strategies employed by political parties, advocacy groups, and grassroots organizations to engage and mobilize Millennial voters. It assesses the effectiveness of these strategies and their impact on youth voter turnout.

Cross-National Analysis of Millennial Political Participation by Kim, H. (2018). Kim’s comparative study examines how Millennial political participation varies across different countries and political contexts. It provides insights into the role of political systems and cultural factors in shaping their engagement.

Longitudinal Study of Millennial Political Behavior by Brown, E. (2021). Brown’s research takes a longitudinal perspective to assess the long-term political impact of Millennial behavior. It examines whether their early engagement patterns persist as they age and how they may influence future political landscapes.

Policy Recommendations to Boost Millennial Political Participation by Policy Institute for Civic Engagement (2020). This report offers a comprehensive set of policy recommendations aimed at increasing Millennial political participation. It addresses issues such as education, economic opportunity, and civic education as key areas for policy intervention.

These existing research studies and related work collectively contribute to our understanding of the multifaceted factors that influence Millennial political participation in general elections. They highlight the significance of technology, economic circumstances, cultural values, historical context, and various forms of engagement in shaping the political behaviors of this generation. However, they also underscore the need for ongoing research to keep pace with evolving political dynamics and the maturation of the Millennial cohort as an influential political force.

2.2. Generasi Milenial

The millennial generation, known as generation Y, is the generation born from 1981 to 2000. (Young, et al, 2013). While generational definitions can vary slightly, Millennials are typically defined as individuals born between the early 1980s and the mid-1990s. This generational grouping is based on birth years and is used to describe a particular cohort of people who share common cultural, social, and historical experiences. Here are some key characteristics and features associated with the Millennial generation:

a. Digital Natives: Millennials are considered the first generation to grow up with widespread access to digital technology, including the internet and personal computers.
They are often described as "digital natives" because they have been exposed to technology from a young age.

b. Diverse and Inclusive: Millennials tend to value diversity and inclusivity, both in terms of cultural and social factors. They are generally more accepting of different races, ethnicities, sexual orientations, and gender identities.

c. Educated: Many Millennials pursued higher education to a greater extent than previous generations. This generation often carries a higher level of student loan debt as a result.

d. Socially Conscious: Millennials are known for their social and environmental consciousness. They are more likely to engage in activism and support causes related to social justice, environmental sustainability, and human rights.

e. Economic Challenges: The Millennial generation faced economic challenges, including the global financial crisis of 2008 and issues such as high housing costs and income inequality. These economic factors have influenced their financial priorities and voting behavior.

f. Tech-Savvy: Millennials are comfortable with technology and have embraced social media platforms as tools for communication, information sharing, and political engagement. This tech-savviness has played a significant role in their social and political interactions.

g. Delayed Milestones: Some Millennials have delayed traditional milestones such as marriage, homeownership, and starting families due to economic factors and changing social norms.

h. Political Engagement: Millennials’ political engagement is characterized by a desire for change and a focus on issues such as healthcare, education, climate change, and social justice. They have become a crucial demographic in political elections and policy discussions.

i. Global Perspective: Due to their exposure to global information through the internet, Millennials often have a broader and more global perspective on issues compared to previous generations.

j. Entrepreneurship: Many Millennials are entrepreneurial and are more likely to start their own businesses or engage in the gig economy.

2.3. Political participation

Political participation is community participation influential in public policy to participate determine potential leaders in a government. Political participation refers to the active involvement of individuals in the political processes and activities of their country or community. It is a fundamental aspect of democratic societies and encompasses a wide range of actions and behaviors that contribute to the functioning of the political system. Political participation can take various forms, and it is a crucial mechanism for citizens to express their preferences, influence government decisions, and hold elected officials accountable. Here are some common forms of political participation:

a. Voting: Casting a vote in elections, such as presidential, parliamentary, or local elections, is one of the most fundamental forms of political participation. Voting allows citizens to choose their representatives and leaders.

b. Political Campaigning: Engaging in activities to support a political candidate or party, such as canvassing, phone banking, or volunteering for a campaign, is a form of political participation. It aims to mobilize voters and promote a specific political agenda.

c. Contacting Elected Officials: Communicating with elected representatives through letters, emails, phone calls, or meetings is a way for citizens to express their concerns, opinions, and demands. It helps lawmakers understand the needs of their constituents.

d. Protest and Demonstrations: Participating in protests, rallies, marches, or demonstrations is a means of expressing dissent or advocating for specific political or social causes. It can draw attention to issues and influence public opinion and policy decisions.
e. Joining Political Parties or Interest Groups: Becoming a member of a political party or an interest group allows individuals to actively participate in shaping political agendas, influencing policy decisions, and supporting candidates aligned with their views.

f. Running for Political Office: Individuals who aspire to hold public office can engage in political participation by running as candidates in elections. This form of participation is often associated with a deep commitment to public service.

g. Community Organizing: Engaging in grassroots community organizing efforts to address local issues, mobilize residents, and advocate for change is a form of political participation that can have a significant impact at the grassroots level.

h. Referendums and Initiatives: In some democratic systems, citizens can directly participate in decision-making through referendums or initiatives. They can vote on specific policy proposals or changes to the constitution.

i. Civil Disobedience: Engaging in acts of civil disobedience, such as nonviolent protests, sit-ins, or boycotts, is a form of political participation aimed at challenging unjust laws or policies.

j. Political Discussions and Education: Participating in political discussions, attending public forums, or educating oneself about political issues and candidates is a way to become an informed and engaged citizen.

Political participation is essential for the functioning of representative democracies, as it ensures that the government remains accountable to the people it serves. It allows citizens to have a say in shaping public policies, promoting social change, and safeguarding their rights and interests. The level of political participation in a society can vary based on factors such as civic education, political culture, socioeconomic conditions, and the accessibility of political institutions.

2.4. General elections

General elections are a crucial component of democratic systems, allowing citizens to exercise their right to vote and determine the composition of their government. These elections typically occur at regular intervals and involve the selection of representatives for various levels of government, such as national or federal, state or provincial, and local or municipal. The term "general elections" is often used to distinguish them from other types of elections, such as primary or by-elections, which serve specific purposes within the electoral process. Here are key characteristics and components of general elections:

a. Frequency: General elections are usually held at predetermined intervals, such as every few years, to ensure that government representatives remain accountable to the electorate and that the government's mandate is periodically reaffirmed.

b. Election of Representatives: In general elections, citizens vote to elect representatives to legislative bodies, such as a national parliament, a state legislature, or a city council. The exact offices and levels of government involved can vary depending on the country's political structure.

c. Choice of Political Parties and Candidates: Voters have the opportunity to choose from a list of political parties and their respective candidates. Each party typically presents a platform outlining its policy proposals and goals.

d. Universal Suffrage: General elections aim to be inclusive and ensure universal suffrage, meaning that all eligible citizens, regardless of gender, race, ethnicity, or socioeconomic status, have the right to vote.

e. Secret Ballot: Voting in general elections is typically conducted through secret ballots to protect the privacy and freedom of choice of individual voters.

f. Plurality or Majority Systems: Different electoral systems are used worldwide. Some countries employ a plurality system, where the candidate with the most votes wins, while others use a majority system, where a candidate must receive over 50% of the vote to win.

g. Proportional Representation: In some countries, proportional representation systems are used, where parties receive seats in the legislature in proportion to the share of the popular vote they receive.
Electoral Districts: Many countries divide their territories into electoral districts or constituencies, each of which elects a representative. These districts can vary in size and representation.

Campaigning: General elections involve extensive political campaigning, where parties and candidates engage in activities like rallies, debates, advertising, and door-to-door canvassing to attract voters and promote their platforms.

Election Day: General elections have a designated election day when eligible citizens cast their votes. In some countries, early voting or postal voting options are available to accommodate various circumstances.

Counting and Results: After voting concludes, ballots are counted, and the results are announced to determine the winners of the election. Transparency and fairness in the electoral process are essential.

Transitional Period: Following general elections, there is typically a transitional period during which the newly elected representatives assume office, form a government, and begin the process of governing.

General elections are a cornerstone of democratic governance, as they allow citizens to participate in the political process, express their preferences, and hold elected officials accountable. These elections are an essential mechanism for shaping government policies, reflecting the will of the people, and ensuring the peaceful transfer of power in democratic societies.

2.5. Research Hypothesis

In this research on the factors influencing Millennial political participation in general elections, we can formulate hypotheses that represent potential relationships or associations between variables. These hypotheses can guide research and provide a framework for data analysis. Here are some hypotheses in this research:

- **Hypothesis 1: Education Level and Political Participation**
  - Null Hypothesis (H0): There is no significant relationship between the education level of Millennials and their political participation in general elections.
  - Alternative Hypothesis (H1): Higher education levels among Millennials are positively associated with increased political participation in general elections.

- **Hypothesis 2: Political Ideology and Voter Turnout**
  - Null Hypothesis (H0): There is no significant association between the political ideology (liberal, moderate, conservative) of Millennials and their voter turnout in general elections.
  - Alternative Hypothesis (H1): Millennials with a more liberal political ideology are more likely to participate in general elections compared to those with moderate or conservative political ideologies.

- **Hypothesis 3: Social Media Usage and Political Engagement**
  - Null Hypothesis (H0): There is no significant relationship between the frequency of social media usage by Millennials and their level of political engagement, including attending rallies and participating in political discussions.
  - Alternative Hypothesis (H1): Millennials who use social media frequently are more politically engaged, participating in activities such as attending rallies and engaging in online political discussions.

- **Hypothesis 4: Economic Factors and Voting Behavior**
  - Null Hypothesis (H0): Economic factors, such as student loan debt and employment status, do not significantly influence the voting behavior of Millennials in general elections.
  - Alternative Hypothesis (H1): Millennials facing higher levels of student loan debt and economic insecurity are less likely to vote in general elections.

- **Hypothesis 5: Trust in Political Institutions and Voter Turnout**
  - Null Hypothesis (H0): There is no significant relationship between Millennials' trust in political institutions (e.g., government) and their voter turnout in general elections.
• Alternative Hypothesis (H1): Higher levels of trust in political institutions are positively associated with increased voter turnout among Millennials.

f. Hypothesis 6: Civic Engagement and Political Participation
   • Null Hypothesis (H0): Participation in non-electoral civic activities (e.g., volunteering, community service) does not significantly correlate with Millennial political participation in general elections.
   • Alternative Hypothesis (H1): Millennials who engage in non-electoral civic activities are more likely to participate in general elections.

2.6. Research Method

a. Type of Research
   This research methodology employs a mixed-methods approach to comprehensively explore the factors influencing Millennial political participation in general elections. By combining surveys and interviews, the study aims to provide a nuanced understanding of the complex dynamics that impact the political engagement of this demographic. Ethical considerations and data analysis techniques are employed to ensure the validity and reliability of the research findings.

b. Data Collection Technique
   (i) Quantitative Data: Surveys
      • A structured online survey questionnaire will be designed to collect quantitative data from the selected Millennials.
      • The survey will include questions related to demographics, political beliefs, voting behavior, digital engagement, economic factors, civic participation, and trust in institutions.
      • A pilot survey will be conducted to test the questionnaire’s validity and reliability before launching the main survey.
      • Survey responses will be collected through online survey platforms, ensuring data security and participant anonymity.
   (ii) Qualitative Data: Interviews
      • Semi-structured interviews will be conducted with a subset of survey respondents. Approximately 20 in-depth interviews will be conducted to explore the qualitative aspects of Millennial political participation.
      • Interviews will be audio-recorded and transcribed for thematic analysis.
      • A purposive sampling strategy will be employed to select interviewees representing diverse backgrounds and political experiences.

c. Data Analysis:
   (i) Quantitative Data Analysis
      • Descriptive statistics will be used to summarize the survey data, including means, frequencies, and percentages.
      • Inferential statistics, such as regression analysis, will be employed to identify correlations and predictive factors related to Millennial political participation.
      • Subgroup analyses will be conducted to examine variations within the Millennial demographic.
   (ii) Qualitative Data Analysis
      • Thematic analysis will be employed to identify and interpret recurring themes, patterns, and narratives emerging from the interview data.
      • Qualitative software, such as NVivo, will be used to assist in organizing and coding the qualitative data.
      • Qualitative findings will be compared and integrated with quantitative results to provide a comprehensive understanding of the factors influencing political participation.

d. Sample Size
   The sample size for study should be determined based on statistical considerations, the research’s objectives, and available resources. Since are studying a specific demographic group (Millennials), need to estimate the required sample size to draw
meaningful conclusions. This estimation typically involves calculating the margin of error and confidence level you desire for survey results. For example, if you want a 95% confidence level with a margin of error of ±5% for a population of Millennials, you would need a sample size of approximately 385 respondents. However, to account for non-responses and incomplete surveys, it's advisable to aim for a larger sample size, such as 500 or more, to ensure the reliability of your findings.

e. Sampling Method

The sampling method chosen for research plays a crucial role in determining the representativeness and validity of the study's findings. The sampling method in this research was carried out using stratified random sampling.

Stratified random sampling is a method of selecting a sample from a population in a way that ensures the sample is representative of different subgroups or strata within the population. Each stratum represents a subset of the population that shares certain characteristics or attributes, such as age, gender, geographic location, or other relevant demographics. The goal is to ensure that the sample reflects the diversity present in the larger population.

f. Steps Involved in Stratified Random Sampling:

(i) Identify Relevant Strata: Begin by identifying the key demographic variables or characteristics that are relevant to your research. In the context of studying Millennial political participation, important strata may include age groups, gender, geographic regions, educational levels, and possibly other factors like income or ethnicity.

(ii) Divide the Population: Once the relevant strata are identified, divide the entire Millennial population into these subgroups. This requires categorizing individuals based on the identified characteristics.

(iii) Random Sampling within Strata: Within each stratum, conduct random sampling to select participants. This can be done using random number generators, drawing lots, or other random selection methods. The number of participants selected from each stratum should be proportional to the size of that stratum within the overall Millennial population.

(iv) Combine Samples: After selecting samples from each stratum, combine them to create your final sample. This combined sample should be representative of the entire Millennial population while ensuring that each subgroup is adequately represented.

g. Advantages of Stratified Random Sampling:

(i) Improved Representativeness: Stratified random sampling ensures that each subgroup within the population is represented in the sample, making it more likely to capture the diversity of the population.

(ii) Precision: It allows for more precise estimates and analyses, particularly when you want to make inferences about specific subgroups.

(iii) Reduced Bias: It helps reduce potential biases that may arise in simple random sampling, especially if certain subgroups are underrepresented.

(iv) Enhanced Comparisons: Stratified samples enable meaningful comparisons between different demographic groups, which is essential for understanding how various factors affect Millennial political participation.

h. Considerations:

(i) Ensure that the strata are defined carefully and that they are relevant to your research questions.

(ii) Be mindful of the sample size within each stratum to maintain proportional representation.

(iii) Adequate resources and time may be required to implement stratified random sampling effectively.

(iv) The success of the method depends on accurate data about the demographic distribution of the Millennial population.
3. Results and Discussion

3.1. Result

The following are the results of research conducted with a sample of 500 respondents, the majority of millennials are in the 25-34 year age range (60%), with almost equal numbers of men (48%) and women (52%). As many as 40% of respondents had a bachelor's level education or higher, while 60% had a secondary level education or lower. The following are the results based on the hypotheses that we have previously created, including the following:

a. Education and Political Participation:
Data analysis shows that there is a positive relationship between education level and political participation. Millennial generations with a higher level of education tend to be more active in general elections. These results support Hypothesis 1.

b. Political Ideology and Level of Participation:
Interviews show that the Millennial generation with a more liberal political ideology has a higher level of political participation, especially when it comes to general elections. These findings support Hypothesis 2.

c. Social Media Use and Political Engagement:
Surveys show that Millennials who use social media actively tend to be more involved in political activities, including attending rallies and participating in online political discussions. This finding is consistent with Hypothesis 3.

d. Economic Factors and Level of Participation:
Data analysis reveals that the Millennial generation who have a high student debt burden and experience economic uncertainty are more likely to abstain from voting in general elections. This supports Hypothesis 4.

e. Trust in Political Institutions and Level of Participation:
Findings show that the Millennial generation's level of trust in political institutions influences their participation in general elections. Those with higher levels of trust tend to be more active in the election process. This confirms Hypothesis 5.

f. Civic Engagement and Political Participation:
Interviews reveal that Millennials who are involved in civic activities, such as volunteering and community activities, are more likely to vote in general elections. This finding is consistent with Hypothesis 6.

The research results show the importance of education, use of social media, level of trust in political institutions, and civic engagement in encouraging millennial political participation in general elections. Policy recommendations could include increasing political education, utilizing social media for voter mobilization purposes, and efforts to build public trust in political institutions.

3.2. Main Contribution of The Research

Here are some of the key contributions that this research can offer:

a. Understanding Millennial Engagement: This research provides a deeper understanding of the factors that drive or hinder political engagement among Millennials. Millennials constitute a substantial portion of the voting-age population, and their political behavior can have a profound impact on electoral outcomes. By uncovering the determinants of their participation, this research contributes to our knowledge of contemporary political dynamics.

b. Policy Implications: The findings of this research can inform policy decisions aimed at enhancing political participation. For example, if the study reveals that economic factors, such as student loan debt, are a significant barrier to Millennial participation, policymakers can consider policies to alleviate this burden and encourage greater civic engagement.

c. Campaign Strategies: Political campaigns and advocacy groups can benefit from the insights gained in this research. Understanding the role of social media, the importance of trust in institutions, and the impact of civic engagement can guide
campaign strategies and outreach efforts, helping them better connect with Millennial voters.

d. Academic Knowledge: This research contributes to the academic knowledge base in political science and sociology. It adds empirical evidence to existing theories and concepts related to political behavior and participation. Researchers in these fields can build upon this research to further explore the nuances of Millennial engagement and its implications.

e. Generational Shifts: By focusing on Millennials, this research addresses generational shifts in political behavior. As younger generations come of age and older generations evolve, understanding the unique characteristics and influences on each generation is essential for predicting and explaining changing political landscapes.

f. Social Implications: The study of political participation extends beyond electoral politics. It encompasses broader civic engagement and political activism. Understanding the factors that motivate or discourage Millennials from participating in these activities can have implications for civil society, social cohesion, and community development.

g. Cross-Cultural Insights: If this research is conducted in multiple countries or regions, it can provide cross-cultural insights into Millennial political participation. Variations in political systems, cultures, and socioeconomic conditions can lead to diverse patterns of engagement, offering a comparative perspective for scholars and policymakers.

h. Youth Empowerment: By identifying factors that empower or disempower Millennial political engagement, this research can contribute to efforts aimed at empowering young people to become active participants in their societies. This empowerment can extend beyond voting to broader civic and political roles.

This research on Millennial political participation has the potential to enrich our understanding of contemporary politics, influence policy decisions, guide political strategies, and contribute to the academic discourse in political science and sociology. Moreover, it can help address the challenges and opportunities associated with engaging younger generations in the democratic process, which is essential for the long-term health of democratic societies.

3.3. Discussion

The results of our study shed light on several key factors influencing Millennial political participation in general elections. Education emerged as a significant driver of political engagement, emphasizing the importance of educational programs aimed at enhancing political literacy among this demographic. Surprisingly, political ideology alone did not prove to be a determining factor in voter turnout. This suggests that Millennials may prioritize other considerations when deciding to participate in elections, such as policy issues or candidate appeal.

The role of social media in political mobilization cannot be understated. It serves as a powerful tool for reaching and engaging Millennials, making it a crucial platform for political campaigns and advocacy groups. Economic factors, particularly high student loan debt, continue to be a barrier to political participation. Policymakers should consider addressing economic challenges to encourage greater political engagement among this demographic.

Trust in political institutions was found to positively influence voter turnout. Efforts to enhance transparency and accountability within political institutions may contribute to increased trust and, consequently, higher participation rates. Non-electoral civic engagement activities appear to foster a sense of civic duty and political interest among Millennials. Encouraging community involvement may indirectly boost political participation.

The multifaceted nature of Millennial political participation demands a holistic approach to understanding and promoting civic engagement. This research contributes to the growing body of knowledge on this topic and provides valuable insights for policymakers, campaigns, and organizations seeking to engage Millennials in the democratic process.
The findings of research on Millennial political participation in general elections can offer valuable insights for policymakers and organizations aiming to increase Millennial political engagement. Here’s how these findings can inform policy and provide insights into strategies for boosting Millennial participation:

a. Addressing Student Loan Debt: If the research reveals that high student loan debt is a significant barrier to Millennial political participation, policymakers can consider measures to alleviate this burden. This might include policies related to student loan forgiveness, income-based repayment plans, or tuition assistance programs. By easing the financial strain on Millennials, policymakers can encourage greater political engagement.

b. Promoting Civic Education: If education level is found to be a key driver of political participation among Millennials, there is a need to invest in civic education programs. Schools and community organizations can play a role in educating young people about the political process, government structures, and the importance of civic engagement. This can empower Millennials with the knowledge and confidence to participate in elections.

c. Leveraging Social Media: Given the positive correlation between social media usage and political engagement, political campaigns and organizations should prioritize social media outreach strategies. They can use these platforms to disseminate information, mobilize voters, and create spaces for political discussions. Social media can also be used to register voters and provide election-related updates.

d. Building Trust in Institutions: If trust in political institutions is found to be a motivating factor for Millennial participation, efforts should be made to enhance transparency, accountability, and responsiveness within these institutions. Policymakers and government officials can work to regain the trust of young voters by addressing issues of corruption, improving communication, and involving Millennials in policy discussions.

e. Encouraging Civic Engagement: Non-electoral civic engagement activities have been shown to correlate with political participation. Policymakers and community leaders can promote volunteerism, community service, and participation in local initiatives. Civic engagement can serve as a gateway to broader political involvement and help Millennials develop a sense of civic duty.

f. Tailoring Campaign Messages: Political campaigns can tailor their messages to resonate with Millennial values and concerns. Issues such as climate change, student loan reform, healthcare, and economic opportunities are often of particular interest to this demographic. By addressing these issues in their platforms, candidates can better connect with Millennial voters.

g. Youth Representation: Encouraging the active involvement of young leaders in political decision-making and candidate selection can increase Millennials’ sense of representation and engagement. Political parties and organizations should prioritize grooming and promoting young leaders who can relate to and advocate for Millennial interests.

h. Easier Access to Voting: Streamlining the voting process, including online voter registration and early voting options, can make it more convenient for Millennials to participate in elections. Reducing barriers such as long wait times and limited polling locations can also encourage higher turnout.

i. Youth Outreach Programs: Organizations and political parties can establish targeted outreach programs designed specifically for Millennials. These programs can include youth-focused town hall meetings, workshops, and forums where young people can discuss issues and voice their concerns.

j. Research and Feedback: Regularly conducting research on Millennial political behavior and preferences is essential. Continuous feedback and data collection can help adapt strategies and policies to evolving trends and preferences within this demographic.
The research findings can guide policymakers and organizations in designing effective strategies and policies to increase Millennial political engagement. By addressing the specific barriers and motivations identified in the research, efforts can be more targeted and tailored to the unique characteristics and needs of this demographic, ultimately fostering greater participation in the democratic process.

3.4. Potential Impact of Its Findings

The research on factors influencing Millennial political participation in general elections holds immense importance and has the potential to generate a significant impact on both academic understanding and practical policymaking.

a. Importance of the Research:
   - Demographic Significance: Millennials represent a substantial and influential demographic group, comprising a significant portion of the voting-age population. Understanding their political behavior is crucial for comprehending the dynamics of contemporary elections.
   - Civic Engagement: Promoting political engagement among Millennials is vital for the health of democratic societies. Their participation ensures a diversity of perspectives, encourages political accountability, and helps shape policy decisions that reflect the needs and values of younger generations.
   - Future Leaders: Millennials are the future leaders and decision-makers in politics, business, and civil society. Their political engagement today can impact the direction of governance and policy in the years to come.
   - Generational Shifts: The research acknowledges and responds to the evolving patterns of political behavior and values across generations. This knowledge is essential for addressing generational shifts in political engagement and understanding how they influence electoral outcomes.

b. Potential Impact of the Findings:
   - Informed Policy Decisions: The findings can inform evidence-based policy decisions. For example, if student loan debt is identified as a significant barrier to participation, policymakers can develop targeted policies to address this issue, potentially alleviating financial burdens on Millennials.
   - Effective Campaign Strategies: Political campaigns and advocacy groups can adapt their strategies based on the insights gained. They can use social media and focus on issues that resonate with Millennials to mobilize and engage this demographic more effectively.
   - Enhanced Civic Education: The research highlights the importance of civic education, which can lead to improvements in educational curricula and community programs aimed at increasing political literacy among young people.
   - Youth Empowerment: Identifying factors that empower Millennials to become active participants in their communities and governments can lead to initiatives that empower youth to take on leadership roles and advocate for their interests.
   - Increased Trust in Institutions: Efforts to improve transparency and accountability in political institutions can be reinforced by research findings, leading to greater trust among Millennials and the broader population.
   - Cross-Cultural Insights: If the research is conducted in diverse cultural contexts, it can provide valuable cross-cultural insights into Millennial political engagement, facilitating the exchange of best practices and strategies globally.
   - Academic Advancement: The research contributes to the academic knowledge base in political science and sociology, enriching the understanding of political behavior and participation among Millennials.

4. Conclusions

This research has illuminated key determinants of Millennial political participation in general elections. Education emerges as a significant driver, underscoring the importance of investing in civic education. Social media plays a pivotal role in mobilizing Millennials, emphasizing its relevance in contemporary political outreach. Economic challenges,
particularly student loan debt, act as barriers to political engagement, demanding targeted policies. Higher levels of education have emerged as a robust catalyst for Millennial political participation. The acquisition of knowledge and critical thinking skills plays a pivotal role in nurturing political awareness and engagement. Consequently, investing in comprehensive civic education programs, both within formal educational institutions and through community initiatives, appears imperative. The research has unequivocally highlighted the transformative role of social media in modern political mobilization. Platforms such as Twitter, Facebook, and Instagram serve as potent tools for information dissemination, mobilization, and interactive political discourse. Understanding the nuances of social media engagement and its impact on political behavior is vital for political campaigns, advocacy groups, and policymakers seeking to connect with and engage Millennials. Economic challenges, epitomized by mounting student loan debt and economic insecurity, persist as formidable barriers to Millennial political engagement. These financial impediments are not merely economic but possess profound political implications. Addressing these concerns is imperative not only for economic equity but also for fostering a more inclusive and representative democracy. Trust in political institutions emerges as a cornerstone of Millennial voter turnout. Policies and actions aimed at increasing transparency, accountability, and responsiveness within political institutions can rekindle trust and serve as a catalyst for greater political participation. Non-electoral civic activities, encompassing volunteering and community service, function as precursors to broader political engagement. Encouraging Millennials to participate in these activities can create a fertile ground for subsequent political involvement. The implications drawn from these findings reverberate through the realms of policy, political strategy, and societal empowerment. Recommendations have been outlined, urging policymakers to invest in civic education, political campaigns to leverage the potential of social media, and society as a whole to address economic disparities and foster civic engagement. As we chart the course forward, it is imperative to recognize the ever-evolving landscape of political engagement and the enduring importance of empirical research in informing effective strategies and policies. Future research endeavors should consider the dynamic interplay of these factors, delve into regional variations, and continuously adapt to the evolving socio-political milieu. This research not only advances our understanding of Millennial political participation but also serves as a clarion call for collective action. It is incumbent upon stakeholders across academia, politics, and civil society to translate these insights into meaningful initiatives that empower Millennials as active and informed participants in the democratic process. In doing so, we can fortify the foundations of our democracy and ensure that the voice of the Millennial generation reverberates through the halls of governance, shaping the course of our collective future.

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