

# Behavior of Millennial Beginner Voters in Regional Head Elections, in Kepanjen District, Malang Regency of Indonesia

*(Study in the Paradigm of Social Behavior in the Political Life of Millennial Young Generation  
in Kepanjen District, Malang Regency)*

Miskat, Agus Sholahuddin, Kridawati Sadhana

University of Merdeka

Malang, Indonesia

Corresponding author: Tommy Hariyanto

---

## ABSTRACT

*Regional Head Election is a political event, an instrument for realizing people's sovereignty, and a discourse for the rulers and society to interact with each other so that what is discussed in the election or regional election is a fundamental issue for governance. So in this context, it is very clear that the Regional Head Election is not just a mere ceremonial revelry of democracy at the local level. Regional Head Election basically has various functions, namely transferring community authority to the elite, mediating between the people and the government, limiting government behavior, and controlling the public agenda, means of rotating power and controlling conflict by moving conflict from the social order to the level of this generation is considered a unique generation compared to previous generations in the context of election or regional elections. According to several survey agencies, estimates that around 35% to 40% of voters come from among the millennial generation, this figure is significant enough to determine victory in the election and regional elections. This is the reason why the millennial generation is looked at by various groups with an interest in the election and regional election rivalries. Based on the above background, the following problems can be formulated: How is the behavior of millennial beginner voters in the regional head elections in Malang Regency in 2020? as well as what factors are behind the behavior of millennial beginner voters in the 2020 regional head election in Malang regency.? In this study, this research was conducted to describe and analyze the behavior of millennial beginner voters in the Regional Head Election in Malang Regency in 2020 and to describe, study and analyze the factors behind the behavior of millennial beginner voters in direct Regional Head Election in Malang Regency. The theory used in discussing this research is the theory of behavior, the theory of exchange, and the theory of rational choice as well as several concepts such as the concept of regional head elections, the concept of the millennial generation, the concept of millennial voters, the concept of village society, including political power and several concepts related to head elections. regions and millennial beginner voters. This research was conducted in a descriptive qualitative approach with informants of millennial voters and several religious leaders, the community, in the capital city of Malang Regency, namely Kepanjen District.*

**Keywords** : Behavior, Millennial Voters, Elections, Political Power.

---

## 1. INTRODUCTION

Regional Head Election is a political event, an instrument for realizing people's sovereignty and a discourse for the rulers and society to interact with each other, so that what is discussed in the election or regional election is a fundamental issue for governance. So in this context it is very clear that the Regional Head Election is not just a mere serimonial revelry of democracy at the local level. Regional Head Election basically has various functions, namely transferring community authority to the elite, mediating between the people and the government, limiting government behavior, and controlling the public agenda, means of rotating power and controlling conflict by moving conflict from the social order to the level of this generation is considered a unique generation compared to previous generations in the context of election or regional elections,

The 2020 Regional Head Election will be held in the midst of the COVID-19 pandemic, shadows of health protocol violators until the potential decline in voter participation surfaced, including in the Malang 2020 regional elections, concerns that the low voter participation in this regional election could be caused by several factors residents are reluctant to use their voting rights

because it was held in the midst of a pandemic. This could be triggered by the apathy of the KPU commissioner in Malang Regency, saying that there was a decrease in voter participation in the three regional elections in Malang Regency, namely in 2005, 2010 and 2015. Even though these three elections were in a normal situation, especially now in the pandemic era. Malang Regency KPU continues to socialize PKPU No. 6 2020 in Malang Regency Regional Head Election Malang Regency in 2005 the level of participation reached 68, 2% it is the first time direct elections have been held. Then in the 2010 Regional Head Election, voter participation fell to 59.5%, while at the 2015 regional election it fell again to 58.4%. All Malang Regency election candidate pairs must also play an active role to restore public confidence so that they use their voting rights, public confidence in the election of a regent must be strengthened, the implementation must be in accordance with health protocols so that they remain democratic and healthy. KPU Malang Regency prepares two methods of socialization to increase voter participation. First, the indirect socialization method is held online and utilizes social media, mass media, until the KPU's official website to touch and enter the realm of the millennial new generation of voters. Second, face-to-face socialization is limited and in accordance with health protocols by visiting educational institutions such as schools, Islamic boarding schools and others and forming democratic volunteers involving the millennial youth. With the shadow of voter participation problems, all candidates are competing to use aiki and enable the millennial generation to attract millennial voter participation in their respective success teams, there are several difficulties to enter their realm in areas with difficult internet networks, especially in the region. outskirts of Malang Regency. Thus the behavior of various kinds of times from the millennial generation is highlighted by the community as something blackcamping.

This research was conducted to: describe and analyze the behavior of millennial beginner voters in the Regional Head Election in Malang Regency in 2020 Describe, study and analyze the factors behind the behavior of millennial beginner voters in direct Regional Head Election in Malang Regency.

## **2. LITERATURE REVIEW**

### **2.1. Theory of Social Behavior**

Waligito (2003: 15) in his book, *Social Psychology (An Introduction)*, emphasizes that the behavior of organisms that exist in individuals is the result of stimuli received by the individual, both external and internal stimuli [1]. But most of that individual behavior is a response to external stimuli. Regarding how the relationship between stimulus and individual behavior as a response among experts, there is no unified opinion. There are experts who argue that behavior in response to a stimulus will be largely determined by the state of the stimulus, and the individual does not seem to have the ability to determine his behavior. Here, the relationship between stimulus and response seems to be mechanistic. Opinions like this are generally behavioristic opinions.

### **2.2. Symbolic Interactionism Theory**

Meanwhile, the school of symbolic interactionism may be a special designation given to the idea of a group of sociologists and psychologists from Chicago. They developed from the 1930s to the 1940s. The critical generation started by GH Mead, WI Thomas, and Robert Park was later replaced by Blumer and Hughes, then by third and fourth generations such as Goffman. They are the ones who socialize the idea of the importance of the individual as the main study in sociology.

### **2.3. Social Behavior Paradigm**

Different from paradigm of social definition that has been described earlier, then in this social behavior paradigm emphasizes an approach that is objective empirical in nature. Although both depart from the same focus of attention, namely "human interaction", the social behavior paradigm uses the perspective of "observable and learnable social behavior" so, in this paradigm social behavior is the main problem, because it can be observed and studied empirical. Meanwhile, what is behind the behavior (for example: the purpose of a particular behavior, the motivation behind the behavior, freedom, responsibility) is outside the perspective of this social behavior paradigm.

### **2.4. Political Theory**

Since its inception, politics has been argued that it is actually something good, noble and of high value. An idealite, ideals that want to bring about a better life in society. As stated by the previous initiator of politics, Aristotle. According to Aristotle, politics is an act to create a better life together (Surbakti, 1992: 3) [2].

### **2.5. Social Exchange Theory**

In particular, social exchange theory is developed based on three assumptions, namely: (1) Social behavior is a series of exchanges (2) individuals always try to maximize rewards and minimize costs (3) when individuals receive rewards from other parties, they feel they have an obligation to repay or return it (Haryanto: 2012: 164) [3].

## **2.6. Rational Choice Theory**

The theory of rational choice (rational choice theory) refers to the opinion of James Coleman. Coleman views rational choice theory at the micro scale (Coleman 2013: 7) [4]. Rational choice explanations pay attention to individual behavior by referring to the subjective beliefs and preferences of an individual (actor). However, to be able to say rational someone is expected to be able to gather information to prove his belief. However, the continuous gathering of information without end is also a sign of irrationality, especially when the situation has a certain arguement. Anthony Downs provides an explanation of rational choice on political issues. Politicians and voters act rationally. The underlying motivations for politicians are related to personal desires such as income, prestige and power. These attributes cannot be obtained unless they are appointed, then politicians aim to maximize their political support, and policies made are only a means to get or achieve that goal. So the rationality theory assumes that humans always want to get something and want to be successful, with the desire to get results immediately (Wirawan 2014: 190-227) [5].

## **2.7. Concept of the Unitary State System and Regional Autonomy**

The Unitary State of the Republic of Indonesia is a "unitary state" in the sense that it is a country whose citizens are closely united, which overcomes all individual or group understandings that ensure that all citizens have an equal position before the law and government without exception. The unitary state recognizes the existence of citizens because of its citizenship (civility). The plurality of cultures, values and structures of society within the framework of a unitary state is also recognized as an important part of the diversity of the nation as something that must be maintained. The importance of diversity is so important that it is emphasized in Article 37 paragraph (5) of the Amendment UUD'45 which states that, specifically regarding the form of the Unitary State of the Republic of Indonesia, changes cannot be made.

## **2.8. The Concept of Checks and Balances**

The principle of Checks and Balances means that there is a balance and continuous supervision of the powers it gives. Thus this principle can increase accountability so that they have a sense of responsibility and professional ability in carrying out their roles and functions. The Checks and Balances mechanism for DPRD members can provide the executive with control over the legislature, and vice versa. Although it must be admitted by the DPRD (Legislative) that it has a very strong political position, it often lacks political accountability because it is closely related to the general election system being run. For this reason, in relation to this concept, the Regional Head should have the courage to reject a proposal from the DPRD on policies that concern his interests, such as unreasonable salary increases, excessive requests for allowances, comparative studies that burden the regional budget for less important activities.

## **2.9. Direct Regional Head Election Concept**

Regional Head Elections (Regional Head Election) are better known after the direct Regional Head Election that has been going on since 2005. Many experts have expressed the meaning of Regional Head Election. According to Ali Pradhanawati, direct regional head elections (Regional Head Election) are the process of selecting a leader in a region that involves the public or the people directly and with sovereignty. Regional Head Election is also an activity of a democratic process that has results, namely the election of political officials (elected officials) such as governors, regents and mayors, not electing administrative officials such as heads of offices or heads of offices. Meanwhile, Joko Prihantoro said that regional head elections (Regional Head Election) were a political recruitment process, namely the selection made by the people of figures running for regional heads. governor / deputy governor or regent / deputy regent or mayor / deputy mayor, in political activities in the regions. Regional Head Election is an activity whose value is equivalent (equivalent) to the election of members of the Regional People's Representative Council (DPRD), the equivalence is shown by the equal position between the regional head and the DPRD covered by the regional government regime (Pradhanawati, 2005: 144) [6].

## **2.10. Beginner Voter Concept**

Voters in the general election are Indonesian citizens who have turned 17 years of age or more or are already married / have been married (Pahmi SY, 2010: 54) [7]. Voters in each general election are registered through registration carried out by officers appointed by the general election organizer. Beginner voters are voters who are voting for the first time because their age has just entered the voting age, namely 17 to 21 years. Their knowledge of elections is not much different from other groups, the difference is a matter of enthusiasm for the preference field.

## **2.11. Concept of Local Politics**

Thomas O'Neill said "all politics is local," which means all politics is local. By experts, political locality can be seen on various sides and dimensions. Local can mean that politics is very close to the lives of residents, such as the election of neighborhood units, community units, village heads, or regional head elections (Regional Head Election). in channeling political aspirations, citizens can also do so at the political level closest to the village level or at the regional level. According to

(Christense, 1995: 1) local politics may seem normal, not very important to some groups [8], but for others local politics is quite dominant, because local politics can influence national politics or at the level of power general (Darmawan & Nurhandjati, 2016: 201) [9].

## **2.12. Regional Government Concept**

The government is an organization consisting of a group of people who have power or who are given the power to manage and control. Legal expert CF Strong in Dahlan Thalib argues that the term government comes from the word government which has the suffix "an". So the government is an organization that is given the right to exercise sovereign power. In a broader sense, government is something bigger than a body of ministers, a definition that is often used today when referring to the existing cabinet in Britain as an example of the current government (Thalib, 2001: 7-14). 10].

## **3. RESEARCH METHODS**

### **3.1. Research Approach and Type of Research**

In this study, researchers used a qualitative approach, with the consideration that in this study the researcher intended to obtain descriptive data in the form of thoughts through informants both in writing and orally from each individual regarding their thoughts and actions in the elections.

### **3.2. Research Sites**

This research took place in Malang Regency, on the grounds that Malang Regency has 34 Districts with 12 Sub-Districts and 378 Villages, which have a population in 2018 of approximately 2,564,369 people (Malang Regency Statistics, 2018). And in December 2020 it is planned to simultaneously have a Regional Head Election (Regent and Deputy Regent). The KPUD is still updating data on voters who have voting rights, including PPM. In the meantime, the number of millennial beginner voters [PPM] in Malang Regency is estimated that 27% of the total number of voters more specifically will be taken in Kepanjen District as the capital of Malang Regency. The number of permanent voter lists [DPT] in the 2020 regent and deputy regent election of Malang district is estimated to increase by 10% from the 2019 DPT voters.

### **3.3. Research Focus**

- a) The behavior of millennial beginner voters in the Regional Head Election
- b) Attitude
- c) Action
- d) Thought patterns
- e) The factors behind millennial youth voters
- f) Education
- g) Social - Cultural environment
- h) Economic conditions.

### **3.4. Informant**

- a) Chairman of the KPUD 1 person,
- b) PPM male from the element of the boarding school 3 people,
- c) Male PPM from SMK / SMA 3 people,
- d) Art, Entertaint 2 people
- e) PPM 2 female students,
- f) PPM female students from SMK / SMA 2 people,
- g) Chairman of the Timses code 1 person,
- h) Chairman of the Team of Ladub 1 person,
- i) The leader of the SAM HC Team 1 person,
- j) Youth Leaders - Ormas 1 person.

### 3.5. Data Collection Technique

- a) Observation,
- b) Interview,
- c) Documentation.

### 3.6. Data Analysis Techniques

According to Miles and Humberman in Saldana (2014: 31-33) states that “In qualitative data analysis, there are 3 (three) activity lines that occur simultaneously. Activities in data activities are condensation data, display data, and conclusion drawing / verification” [11].

- a) *Condensation* data (data condensation), refers to the process of selecting, simplifying, abstracting, data or transporting data that approximates the entire data section of written field notes, interview transcripts, documents and other empirical materials;
- b) Data presentation (data display), data presentation is an organization, unification of information that allows conclusions and actions. Presentation of data helps in understanding what happened and to do something, including deeper analysis or taking action based on understanding;
- c) Conclusion drawing, the third analysis activity is to draw conclusions and verification. From the very outset of data collection, a qualitative analyzer begins to look for the meaning of things, noting the regularity of explanations, possible configurations, pathways of cause and effect and proportions. “Final” conclusions may not emerge until final data collection, depending on the size of the field record collections, their coding, storage, and retrieval methods used, the abilities of the researcher, and the demands of the data providers.

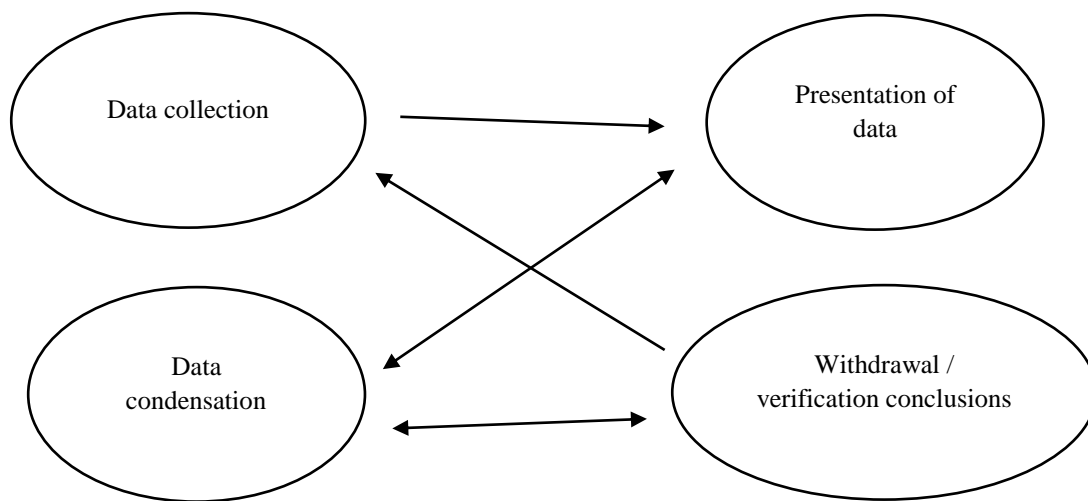
The implementation of qualitative data analysis activities is carried out through the following stages:

- 1) Data condensation:
  - a. The process of selecting data;
  - b. Simplify;
  - c. Abstracting data or transporting data;
  - d. Whole or part of field data;
  - e. Written data, interview transcripts, documents and other empirical material.
- 2) Data display:
  - a. Organizing;
  - b. Unification of information;
  - c. Inference and action;
  - d. Presentation of data helps in understanding what happened;
  - e. Do something:
    - a) In-depth analysis; or
    - b) Take action based on understanding;
- 3) Conclusion drawing:
  - a. Analysis activities  
Draw a conclusion;  
Verification;
  - b. Initiation of data collection;
  - c. Qualitative analyzers start from:
    - a) Looking for the meaning of things;
    - b) Noting regularity;

- c) *Configurations* which may;
- d) Causal flow, and propositions;
- e) “Final” conclusions may not emerge until recent data collection depends on;
  - a) The size of the collections of field notes;
  - b) The coding;
  - c) Storage, and retrieval methods;
  - d) Researcher's skills, and data provider demands.

If it is considered insufficient in answering the problems being studied, the researcher must first complete the shortcomings in the field. Due to the flexible nature of research, it follows a qualitative thinking pattern that is empirical inductive.

In more detail, the steps according to the theory of Miles, Huberman and Saldana (2014) will be applied as follows:



**Figure 1. Components of Interactive Model Data Analysis**

(Miles Huberman and Shaldana, 2014: 96)

#### 4. PRESENTATION OF DATA

The following shows data regarding age classifications, final voter lists, names of candidates and supporting parties.



**Figure 2. Age Classification**



Table 1. List of Permanent Voters

DAFTAR PEMILIH TETAP							
PEMILIHAN SERENTAK LANJUTAN TAHUN 2020							
PEMILIHAN BUPATI DAN WAKIL BUPATI KABUPATEN MALANG							
PROVINSI		: JAWA TIMUR					
KABUPATEN		: MALANG					
NO	NAMA KECAMATAN	JUMLAH DESA/KELU RAHAN	JUMLAH TPS	JUMLAH PEMILIH			KETERANGAN
				L	P	L + P	
1	AMPELGADING	13	115	23.322	23.283	46.605	
2	BANTUR	10	149	29.741	30.751	60.492	
3	BULULAWANG	14	131	26.140	26.700	52.840	
4	DAMPIT	12	242	49.016	49.783	98.799	
5	DAU	10	125	25.054	25.039	50.093	
6	DONOMULYO	10	145	27.489	27.642	55.131	
7	GEDANGAN	8	122	22.676	22.894	45.570	
8	GONDANGLEGI	14	160	31.873	32.637	64.510	
9	JABUNG	15	146	28.101	27.533	55.634	
10	KALIPARE	9	126	26.935	27.358	54.293	
11	KARANGPLOSO	9	146	28.739	28.769	57.508	
12	KASEMBON	6	74	12.501	11.941	24.442	
13	KEPANJEN	18	202	41.116	42.413	83.529	
14	KROMENGAN	7	85	16.288	16.667	32.955	
15	LAWANG	12	207	39.844	40.973	80.817	
16	NGAJUM	9	98	20.299	20.242	40.541	
17	NGANTANG	13	119	23.141	22.396	45.537	
18	PAGAK	8	106	19.966	20.597	40.563	
19	PAGELARAN	10	135	27.814	28.412	56.226	
20	PAKIS	15	254	51.708	52.319	104.027	
21	PAKISAJI	12	162	33.127	33.298	66.425	
22	PONCOKUSUMO	17	178	38.045	36.992	75.037	
23	PUJON	10	132	26.186	24.851	51.037	
24	SINGOSARI	17	320	62.023	63.603	125.626	
25	SUMBERMANJING WETAN	15	194	38.640	38.862	77.502	
26	SUMBERPUCUNG	7	111	21.699	22.429	44.128	
27	TAJINAN	12	101	21.176	21.219	42.395	
28	TIRTOYUDO	13	132	26.210	26.019	52.229	
29	TUMPANG	15	147	30.202	29.764	59.966	
30	TUREN	17	219	46.355	46.549	92.904	
31	WAGIR	12	166	32.639	31.621	64.260	
32	WAJAK	13	161	33.073	32.939	66.012	
33	WONOSARI	8	89	17.960	18.015	35.975	
<b>TOTAL</b>		<b>390</b>	<b>4.999</b>	<b>999.098</b>	<b>1.004.510</b>	<b>2.003.608</b>	

Ditetapkan di: Kepanjen  
Pada tanggal : 16 Oktober 2020



ANIS SUHARTINI

Table 2. Name of Candidates and Supporting Parties

No.	Candidate Name	Supporting Party
1.	Drs H. Sanusi, MM Drs H. Didik Gatot Subroto, SH, MH.	1. PDIP 2. Democrats 3. Gerindra 4. Golkar 5. Nasdem 6. PPP
2.	Dra Hj. Lathifah Shohib H. Didik Budi Mulyono, Ir, MT.	1. PKB 2. Hanura
3.	Heri cahyono Gunadi	Independent

## 5. DISCUSSION

In the regional head election, (Regional Head Election) Malang Regency December 2020, it was found that there were activities of the success team carried out by each candidate who were referred to as voters and voters because those who distributed and disbursed funds or others to the respective supporters of the nominating team were On average, people can get 50 thousand rupiah to 100 thousand rupiah which are distributed to the public to get a number of votes or goods in the amount of 5 kg of rice or sarong and cap as well as a veil or pashmina. Donations are usually free or social in nature and the person who makes the donation usually does not expect anything in return from the money-issuing activity they do, but donations are asking for gifts as voluntary assistance to come to the polling station and vote.

### 5.1. Behavior of Millennial Young Generation in Regional Head Election Malang Regency

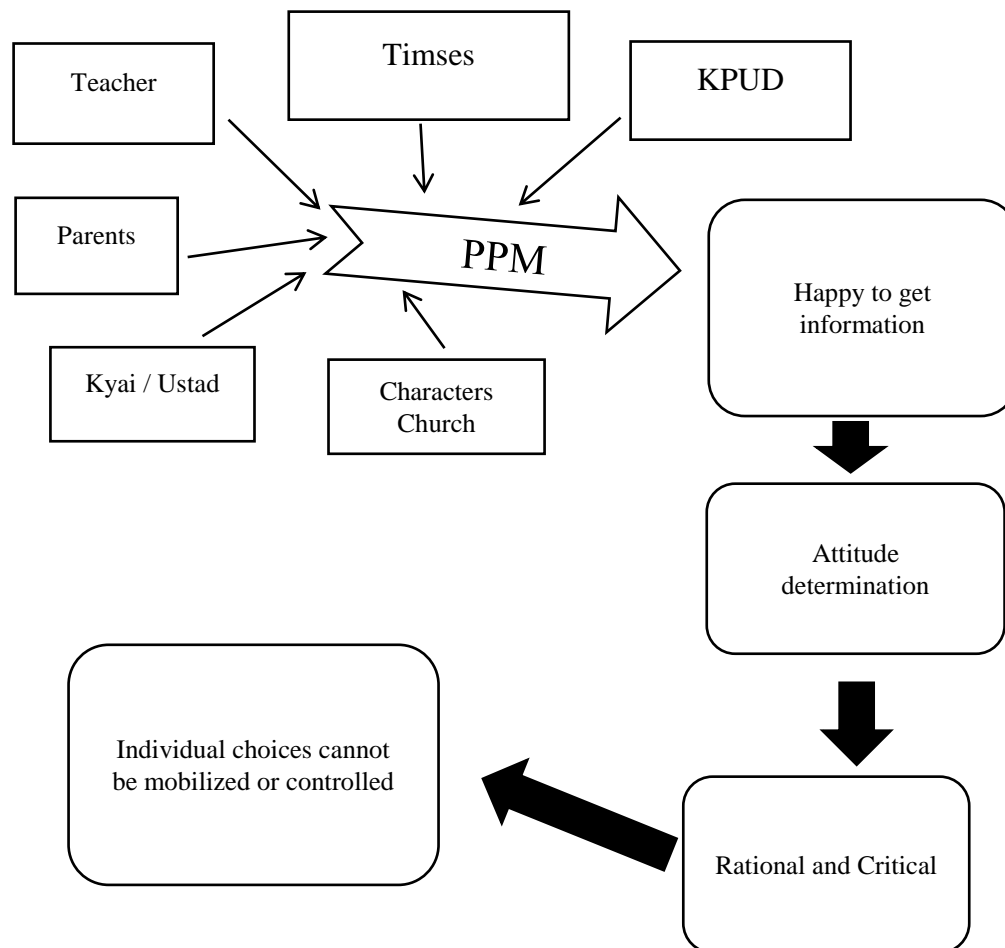


Figure 3. Behavior of Millennial Young Generation in Regional Head Election Malang Regency

#### 5.1.1. Attitude

##### Finding 1:

The average millennial newbie voters welcomed the Regional Head Election party and received information about the voting mechanism.

##### Finding 2:

They feel proud to be able to vote, receive letters, invitations, or letters to come to the polling stations on the grounds that it is their first time exercising their voting rights to participate in the election for regional head elections.

##### Finding 3:

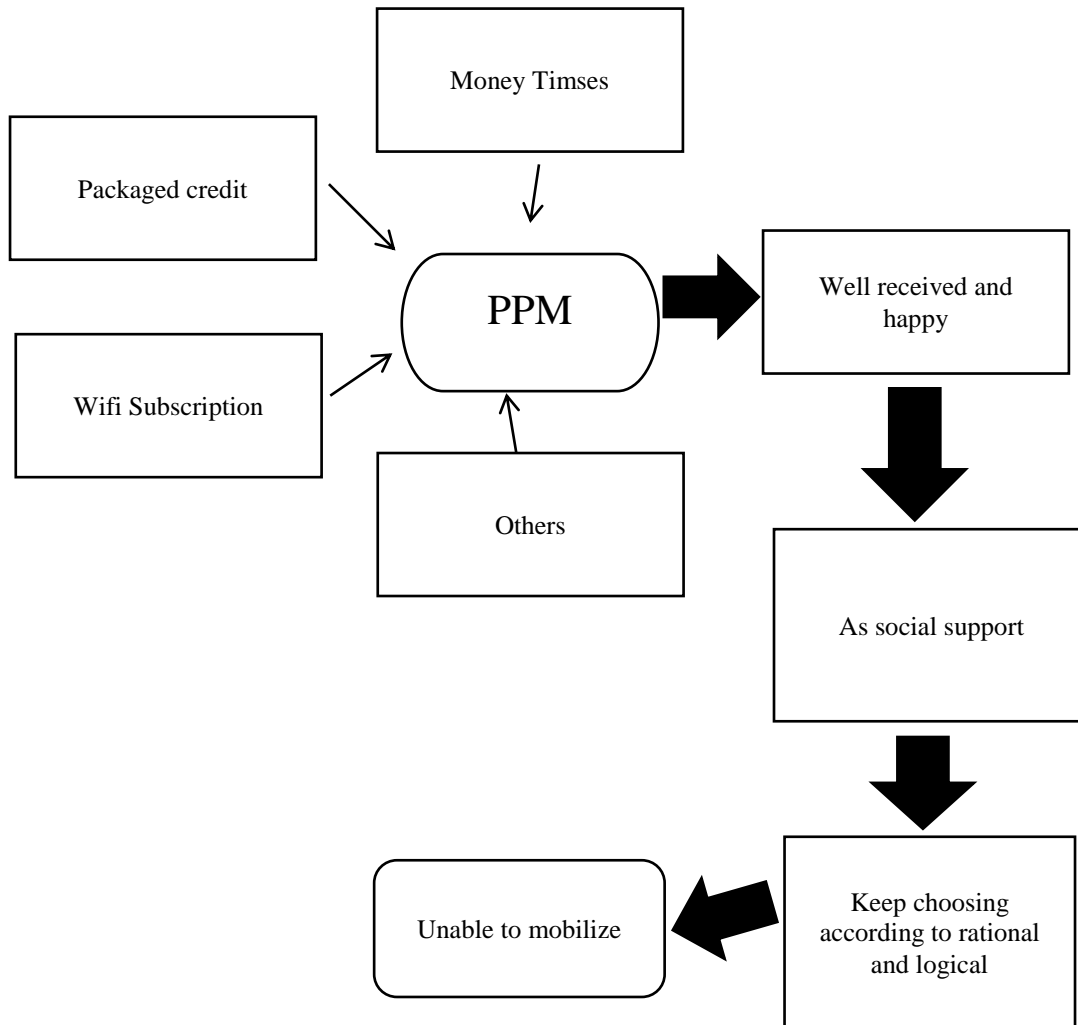
As the first experience, participating in the Regional Head Election is an opportunity that must be done and must be followed because they understand as an example and role model for other young generations so that they do not abstain.



From the findings 1,2 and 3, the following minor propositions can be formulated:

The sense of pride and respect is the first experience in participating or participating in the process of selecting leaders in a particular area.

**5.1.2. Action**



**Figure 4. Action**

**Finding 4:**

Arrivals at the TPS are not mobilized with money or other goods unless it is an awareness that is shown as the younger generation participating in voting in the regional elections.

**Finding 5:**

The growing awareness is driven by the information and hopes that are spread from social media which can touch the conscience of millennial youth through applications on their gadgets.

**Finding 6:**

They made each other's photos that would be shared on social media to show each other that they had participated and were involved in voting in the Regional Head Election of Malang Regency.

From Findings 4,5 and 6, minor propositions can be formulated as follows:

Culture and technological advances through social media can form awareness and create idealism in the process of electing power in the regional head elections.

5.1.3. Patterns of Mind

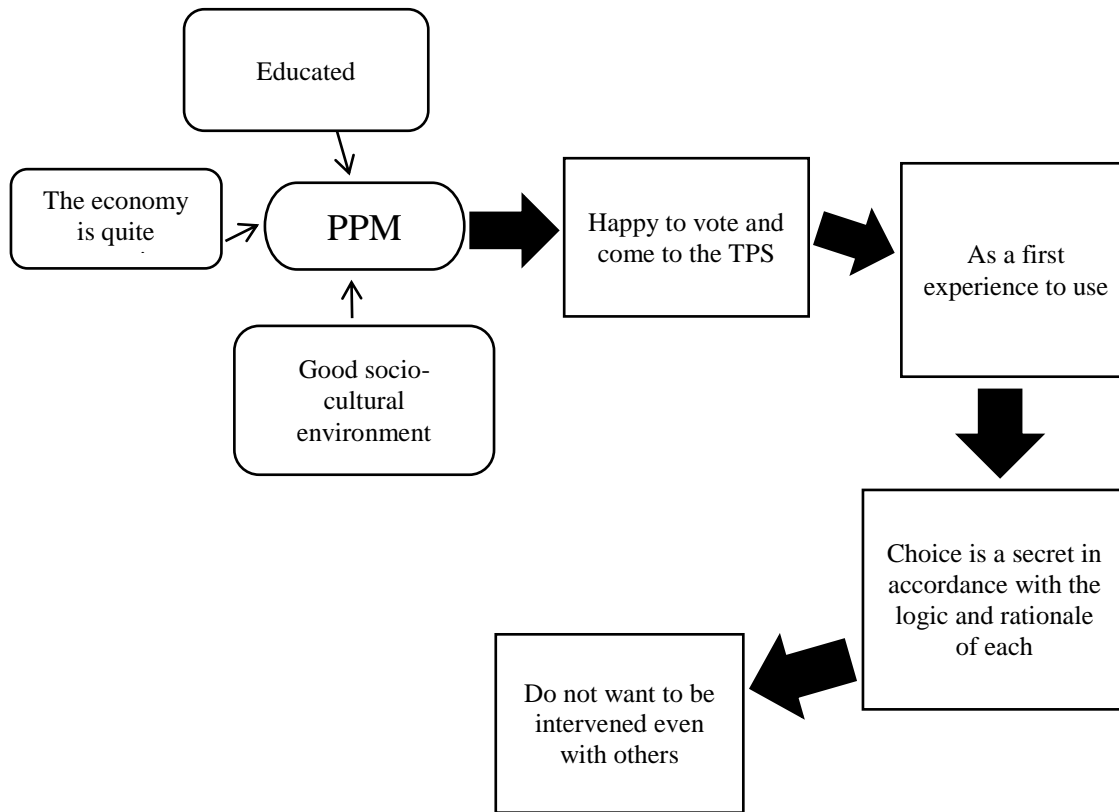


Figure 5. Patterns of Mind

**Finding 7:**

The existence of regional elections can open the insight of millennial newbie voters about the importance of voting to find good leaders.

**Finding 8:**

The direction of choice for millennial novice voters cannot be mobilized, directed and controlled in certain choices because many use idealistic individual thinking in choosing their leaders.

**Finding 9:**

Regional Head Election is an arena for channeling votes that will determine the Regent and his Deputy whose first-time millennial voters mostly reject politics, let alone political parties.

From the findings 7, 8 and 9, the following minor propositions can be formulated:

The participation of millennial youth in regional elections can be formed through the development of technological media, but it is not influential and disrespectful when talking about politics or political parties.

5.2. Background Factors

5.2.1. Education

**Finding 10:**

School or education is a pride for the community so that many of these young millennials are taking education at the level of SMA / SMK / Pesantren.

**Finding 11:**

The millennial generation with schools can adapt to the progress and development of their business and can keep up with the rapid progress in the field of media technology.

From findings 10 and 11, the following minor propositions can be formulated:

Globalization, with all its implications in the world of education, creates cross-cultural understanding at each generation level, so that schools and Islamic boarding schools must be able to adapt according to their local culture.

### **5.2.2. Family Economic Conditions**

#### **Finding 12:**

The influence of the economic conditions of the family can determine the level of idealism in making choices for the elections.

#### **Finding 13:**

The fact is that the economic level of the family can shape the application of rational choices and also the application of exchange theory to be a consideration for determining steps in choosing a leader.

Based on these findings, minor propositions can be formulated as follows:

Rational choices and exchanges are carried out by looking at the level and strata of society through the level of family economic welfare.

### **5.2.3. Socio-Cultural Conditions**

#### **Finding 14:**

The development of technological media as information media has become dominant in the lives of millennial generations.

#### **Finding 15:**

Local values, norms, and culture in rural communities have been able to shift with the influence of the rapid media technology so that the millennial generation has struggled to adjust their religious and cultural values.

From these findings, minor propositions can be formulated as follows:

Millennial generation cultures are naturally selected and adapt according to beliefs in the influence of the development of technological media.

From several minor propositions, the major propositions can be formulated as follows:

The behavior of the millennial generation, which has been influenced predominantly by technological developments, especially information media, the millennial generation is trying to make adjustments to their cultural adaptability and religiosity.

## **6. CONCLUSION**

### **6.1. Theoretical Implications**

In this study, it examines the behavior of millennial beginner voters in regional head elections by examining the reality of people's living habits in the Kepanjen sub-district as the capital of Malang Regency, using a social theory analysis knife, mainly the main theory used in terms of analysis is social behavior theory. In terms of social behavior, the results of this study support and develop the scenario of every human being who moves because he gets stimuli from his environment. This system is called a work method which determines that every living thing must always be in the process of being in contact with its environment. In this process, living things receive certain stimuli or stimulants that make them act. stimulants are called stimulants that arouse certain stimulants causing humans to ask for certain actions with certain consequences. This theory focuses more on the behavior of actors and the environment. For the scenario, the response arises because of the reinforcement when he issues a certain response in certain conditions, so when there is reinforcement on it he will tend to reduce the response until he finally responds to a wider situation. The point is that the knowledge formed through the binding of the response stimulus will be stronger if it is given reinforcement. Skinner divides this reinforcement into 2 namely positive reinforcement and negative reinforcement. The reinforcement will be stable and result in a persistent behavior. The behavior of the millennial generation community that can be seen from their life habits is a manifestation of past experiences or history, even though they have adapted to the current environment. By knowing good and useful experiences, the perpetrators, in this case the millennial generation, will continue to do the same thing in the future or in other words, behavior based on good idealism. The life of the millennial generation community experiences a change from the past situation to the present situation. The process referred to in this case is a process of behavior which means the process of behaving and weighing in order to be able to take attitudes and actions towards alternatives

consciously and logically to prevent previously set and desired goals that the millennial generation wants leadership and power to be led by people who well chosen and trustworthy. Along with this, in behaving some millennial generations are still in the process of being able to work together towards rational, idealistic and logical behavior. The millennial generation accepts and carries out their ideas and takes advantage of their voting rights as a place to appreciate the election of power and leaders who involve the beliefs of many honest and wise people.

## **6.2. Practical Implications**

In accordance with the findings of this study, it is necessary to develop a social theory, especially the theory of social behavior in the relationship between the ruler and society, not only at election time, but as a whole from stage one to the last stage to support government policies regarding regional elections so that there are some adverse inputs and obstacles. society and government can be avoided or even eliminated. There is the possibility of obstacles occurring in the communication process of voters and other participants, for example socio-economic factors, the absence of changes in people's welfare, the added income slumps after the elected candidates occupy their positions so as to move voters to vote according to their respective interests, thereby reducing losses to the government and society.

## **REFERENCES**

1. Walgito, Ben. 2003. *Social Psychology*. Yogyakarta: Andi Yogyakarta.
2. Surbakti, Ramlan. 1992. *Understanding Political Science*. Gramedia Widya Sarana ., Jakarta.
3. Haryanto. 2012. *Definition of Character Education Concept and Its Implementation*. (<http://belajarpsikologi.com/pengertian-pendidian-k-Character.html>).
4. Coleman, James S. 2013. *Foundation of Social Theory*. Bandung: Nusa Media
5. Wirawan, 2014. *Leadership, Theory, Psychology, Organizational Behavior, Applications and Research: Examples of Applications for Women's Leadership, Business Organizations, Education and Military*. Rajagrafindo Persada, Jakarta.
6. Pradhanawati, Ari. 2005. *Direct Pilkada New Tradition of Local Democracy*. Surakarta: Consortium for Monitoring and Empowering Public Institutions (KOMPIP).
7. Pahmi SY. 2010. *New Perspectives on Health Anthropology*. Jakarta: Echo Persada Press.
8. Christensen, Terry. 1995. *Local Politics; Governing at the Grassroots*. Belmont. California: Wadsworth Publishing Company.
9. Darmawan, Ikhsan, Nurul Nurhandjati and Evida Kartini. (2016). *Understanding E-Voting: Reflecting on the Experience of Other Countries and Jembrana (Bali)*. Pustaka Obor Indonesia Foundation.
10. Talib, Dahlan. 2001. *Theory and Constitutional Law*, Raja Grafindo Persada, Jakarta.
11. Miles, M.B, Huberman, A.M, and Saldana, J. 2014. *Qualitative Data Analysis, A Methods Sourcebook, Edition 3*. USA: Sage Publications.