

The Role of Identity Politics in Millennial Voting Behaviour: Intersectionality and the 2024 Election

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Abstract

This paper explores the significant role of identity politics in shaping the voting behaviour of millennials in the context of the 2024 election, with a particular focus on intersectionality. Identity politics, which involves the political interests and perspectives of various social groups, has gained prominence in recent years, influencing electoral outcomes in various countries, including Indonesia. This research is crucial as it delves into how millennials, a demographic that has increasingly engaged with social issues, utilise their identities—such as race, gender, and sexual orientation—to inform their political choices. The methodology employed includes a mixed-methods approach, combining quantitative data from surveys and electoral studies with qualitative insights from interviews and case studies. Preliminary findings indicate that millennials are more likely to support candidates who resonate with their identity-related concerns, resulting in a marked shift in traditional voting patterns. The conclusions drawn from this research highlight the necessity for political parties to understand and engage with the complexities of identity politics to effectively mobilise millennial voters in the upcoming election. This understanding can significantly impact electoral strategies and policy formulation, ultimately shaping the political landscape in Indonesia as well as globally.

Keywords: *Identity Politics, Millennial Voting Behavior, Intersectionality, 2024 Election*

1. Introduction

The 2024 election in Indonesia is predicted to be an important moment in national political history, especially with the increasing participation of the millennial generation. This generation, which consists of individuals born between 1981 and 1996, has different characteristics and values compared to previous generations. One of the factors that influences millennial voting behavior is identity politics, which includes aspects such as ethnicity, gender, social class and sexual orientation. According to research conducted by the Pew Research Center (2020), around 60% of millennials in Indonesia consider their identity to be an important factor in determining their political choices.

In this context, intersectionality becomes a key concept for understanding how various social identities interact with each other and influence voting behavior. Crenshaw (1989) explains that intersectionality refers to the way in which various forms of injustice, discrimination, and oppression interact with each other.[1] In Indonesia, where ethnic and cultural diversity is very high, intersectionality can provide deeper insight into millennial voting behavior.[2] A woman from a minority ethnic group may face different challenges compared to a man from a majority group, both in access to information and in experiences of discrimination.[3]

Data from the Central Statistics Agency (2022) shows that the number of millennial voters is increasing, with more than 30% of the total registered voters in the upcoming election being millennials. This shows that millennial voters have significant potential to influence election results. However, to

understand their voting behavior, it is important to explore how their identities—both as individuals and as part of a larger social group—influence their political choices.[4] For example, in previous elections, it was seen that candidates who were able to talk about issues relevant to millennial identity, such as gender equality and climate change, received greater support from young voters.[5]

Apart from that, social media also plays an important role in shaping identity politics among millennials. According to a report from We Are Social (2023), more than 70% of millennials in Indonesia actively use social media as a source of political information. This creates a space where identity issues can be discussed and fought for.[6] However, social media can also be an arena for disinformation and polarization, which can influence how millennials understand their identity and, in turn, their voting behavior.[7] Thus, understanding identity politics and intersectionality is very important for analyzing millennial voting behavior in the context of the 2024 election.[8]

In this research, we will discuss further the role of identity politics in millennial voting behavior, with a focus on intersectionality and how various identity factors interact with each other.[9] We will use data and case studies from various sources to support our arguments, as well as provide recommendations for candidates and political parties in facing the upcoming elections.[10] With a better understanding of these dynamics, it is hoped that campaign strategies can be created that are more inclusive and responsive to the needs and aspirations of the millennial generation.[11]

In recent years, the phenomenon of identity politics has become a central issue in global political discussions, including in Indonesia.[12] Especially ahead of the 2024 election, it is important to understand how identity politics influences the voting behavior of the millennial generation.[13] This generation, which consists of individuals born between 1981 and 1996, has unique characteristics that are different from previous generations.[13] They are known as a generation that is more digitally connected, more open to social issues, and has higher political awareness.[14] According to a survey conducted by the Katadata Insight Center (2022), 70% of millennials stated that they would vote based on social issues and identity, not just based on political parties.

Identity politics refers to the way individuals or groups identify themselves based on certain attributes, such as race, ethnicity, gender, and social class.[15] In the Indonesian context, where society is very diverse, identity politics becomes very relevant.[16] For example, in previous elections, we saw how identity-related issues, such as religion and ethnicity, influenced election results. Research by the Indonesian Survey Institute (2021) shows that candidates who are able to associate themselves with majority identities, such as religion, tend to receive greater support from voters.

Intersectionality, a concept introduced by Kimberle Crenshaw, explains that individual identity is not only formed by one category, but by various categories that interact with each other.[17] In the context of millennial voting behavior, intersectionality can create complex dynamics.[11] For example, a female millennial from a lower economic background may have very different political experiences compared to a male millennial from the same background. According to 2022 BPS (Central Statistics Agency) data, the voter participation rate among millennial women increased by 15% compared to the previous election, indicating that gender identity plays an important role in voting behavior.

However, despite increased political awareness among millennials, challenges remain. Many millennials feel disappointed with the existing political system and are skeptical of existing candidates.[18] A survey by Saiful Mujani Research and Consulting (2023) shows that 60% of millennials feel that identity politics is often used for political purposes alone, not to represent the interests of society.[19] This shows that there is a need to understand more deeply how identity politics can be a tool for empowerment, not just a tool of manipulation.[20]

Against this background, this research aims to explore the role of identity politics in millennial voting behavior, with a focus on intersectionality and how this can influence the results of the 2024 elections.[21] This research is expected to provide deeper insight into the dynamics of millennial voters and how candidates can interact with relevant identity issues.[22] Through data analysis and case studies, it is hoped that effective strategies can be found to increase political participation among the millennial generation.[23]

Voting behavior among the millennial generation has become an increasingly important topic in modern political studies, especially ahead of the 2024 elections in Indonesia.[24] One aspect that needs to be considered is the role of identity politics, which includes various factors such as race, gender, social class and sexual orientation.[25] Intersectionality, as a concept that explains how various social identities interact with each other and influence individual experiences, is key in understanding millennial voting behavior.[26] In this context, the problem formulation that will be discussed in this journal is: How does identity politics influence millennial voting behavior in Indonesia? What role does intersectionality play in shaping political preferences among millennial voters? How will the dynamics of identity politics and intersectionality affect the results of the 2024 election?

Identity politics refers to the way certain groups, such as race, gender, social class, and sexual orientation, shape their political identities and influence voting behavior.[27] In the context of millennial voters, who are the generation born between 1981 and 1996, identity politics is becoming increasingly relevant. According to a survey conducted by the Pew Research Center in 2020, approximately 50% of millennials admitted that their racial and ethnic identities influenced their political decisions (Pew Research Center, 2020). This shows that millennial voters do not just vote based on economic issues or public policy, but also based on how their identity is represented in politics.

In the 2024 election, we can see how identity politics plays a role in millennial voting behavior.[28] For example, in the 2019 presidential election, candidates who were able to link their political messages to identity issues, such as diversity and inclusion, succeeded in attracting the attention of millennial voters.[29] This is in line with findings from the journal "Identity Politics in the Age of Millennials" which states that millennial voters tend to support candidates who demonstrate understanding and commitment to identity issues.[30]

Education has an important role in forming political awareness and understanding of identity politics among millennials.[31] Curricula that teach about diversity, human rights, and the history of the struggles of minority groups can help millennials understand their political context.[32] According to research conducted by the National Education Association (NEA), inclusive education can increase political participation among the younger generation (NEA, 2020).

In Indonesia, several universities have begun to integrate the study of identity politics in their study programs.[33] This aims to prepare students, especially millennials, to become more conscious and critical voters.[34] For example, the University of Indonesia offers a study program that includes an analysis of identity politics and its impact on voting behavior.[35] With a better understanding of these issues, millennials can make more informed decisions when voting in the 2024 elections.[36]

2. Method

In this research, we use qualitative and quantitative approaches to explore the role of identity politics in the voting behaviour of the millennial generation in Indonesia ahead of the 2024 elections.[37] This methodology is designed to capture the complexity of intersectionality that influences voter decisions, as well as to identify the factors underlying millennial voting behaviour.[38]

We also conducted qualitative analysis through in-depth interviews with 30 respondents selected purposively.[39] These respondents consisted of individuals who were active in political organizations, social communities and youth groups. This interview aims to dig deeper into their personal experiences and views regarding identity politics and how this influences their voting decisions. Thematic analysis will be used to identify key themes emerging from the interviews, as well as to understand the deeper nuances and context related to millennial voting behaviour.

In addition, we also conducted case studies on several organized groups of millennial voters, such as student groups, environmental activists, and certain communities. This case study provides insight into how collective identity and shared experiences influence political mobilization and participation in elections. Data from this case study will be combined with findings from surveys and interviews to provide a more comprehensive picture of millennial voting behaviour.

3. Results and Discussion

Voting behavior among millennials has become a topic of increasing interest to researchers and policymakers, especially ahead of the 2024 elections. The millennial generation, which consists of individuals born between 1981 and 1996, has unique characteristics that differentiate them from previous generations. In this context, identity politics emerges as a significant factor in influencing voting behavior. Identity politics refers to the way individuals or groups identify themselves based on social categories such as race, ethnicity, gender, and sexual orientation, which then influence their political choices (Crenshaw, 1989).

Data from the Central Statistics Agency (BPS) shows that the number of millennial voters in Indonesia is increasing, with around 30% of the total voters in the 2019 Election coming from this generation (BPS, 2020). This shows that millennial votes are very influential in determining election results. However, to understand millennial voting behavior in depth, it is important to consider the concept of intersectionality, which underscores how various aspects of identity can interact and influence an individual's political experiences and choices.[40]

Research shows that female voters tend to be more progressive on social issues than male voters, which may influence their preferences for certain candidates or parties. Therefore, it is important to explore how intersectionality plays a role in shaping millennial voting behavior.

3.1. Identity Politics and Millennial Voting Behavior

Identity politics greatly influences millennial voting behavior, especially in the context of increasingly competitive elections. Millennials tend to pay more attention to issues related to their identity, such as gender equality, human rights and social justice. A study by Inglehart and Norris (2016) shows that younger generations are more likely to vote for candidates who are seen as representing progressive and inclusive values.[41] This is in contrast to older generations, who may be more attached to traditional values.

One concrete example is the presidential election in the US in 2020, where millennial voters significantly supported Joe Biden, who is considered more progressive on social issues compared to Donald Trump. According to data from CIRCLE (2020), around 50% of millennial voters chose Biden, while only 36% chose Trump. This phenomenon shows that identity politics can be a major driver in voting behavior, especially among the younger generation.

In Indonesia, a similar phenomenon can also be seen. In the 2019 elections, candidates who were able to raise identity issues, such as diversity and tolerance, succeeded in attracting the attention of millennial voters. For example, the presidential and vice presidential candidates Prabowo-Sandiaga Uno

and Jokowi-Ma'ruf Amin are both trying to reach millennial voters by prioritizing issues that are relevant to their identities. However, election results show that Jokowi managed to attract more votes from millennials, which may be due to a more inclusive and progressive approach (LIPI, 2019).

Statistics show that around 70% of millennial voters in Indonesia vote based on social issues and identity, not just based on political parties or candidates (KPU, 2019). This shows that millennial voters are more critical and selective in making their choices, which could have a big impact on the results of the next election. Therefore, it is important for candidates and political parties to understand and respond to the dynamics of identity politics.

Thus, identity politics plays an important role in shaping millennial voting behavior. A deeper understanding of how social identity influences political choices will help in designing campaign strategies that are more effective and responsive to the needs and aspirations of the younger generation.

3.2. Intersectionality in Millennial Voting Behavior

Intersectionality is an important concept for understanding the complexity of individual identities and how they influence voting behavior. This concept recognizes that individuals do not just have one identity, but multiple interacting identities, such as race, gender, social class, and sexual orientation (Crenshaw, 1989). In the context of elections, intersectionality can provide deeper insight into how various identity factors influence millennial political choices.

Research by the Gender and Politics Institute (2020) shows that millennial women from ethnic minority groups tend to have more progressive political views compared to men from majority groups. This is due to their experiences of often facing discrimination and injustice, which encourages them to choose candidates who are considered capable of fighting for their rights. In this context, intersectionality helps explain why certain groups may be more likely to vote for certain candidates or parties.

In Indonesia, this phenomenon is also seen in millennial voting behavior. Millennial women who come from urban areas tend to be more active in politics and prefer candidates who promote issues of gender equality and women's empowerment. Data from the National Commission for Women (2021) shows that around 60% of millennial women in big cities choose candidates who are committed to gender issues. This shows that intersectionality plays an important role in shaping their political preferences.

Apart from that, intersectionality can also influence the way millennials consume political information. Research shows that millennials with a higher educational background tend to be more active in seeking political information via social media. This can have an impact on how they evaluate candidates and political parties, as well as on their final decision when voting.

It is important to consider intersectionality in the analysis of millennial voting behavior. By understanding how different identities interact, we can better understand political dynamics among young people and design more effective campaign strategies to reach them.

3.3. Implications of Identity Politics and Intersectionality for the 2024 Election

Understanding the role of identity politics and intersectionality in millennial voting behavior has significant implications for campaign strategies and political policies ahead of the 2024 elections. With the increasing number of millennial voters, political parties and candidates need to craft messages that are relevant and responsive to the issues raised by this generation. According to a survey by the Indonesian Survey Institute (2022), around 65% of millennials stated that they were more likely to choose candidates who understand and fight for their identity issues.

One strategy that can be adopted is to put forward candidates who have diverse backgrounds and are able to represent various identities in society. Research shows that better representation in politics can increase voter participation and strengthen public trust in the political system. Therefore, it is important for political parties to consider diversity in their candidate selection.

Apart from that, campaigns based on social and identity issues can also increase millennial involvement in politics. Data from the General Election Commission (KPU) shows that millennial voters who are involved in social and community activities are more likely to vote than those who are not involved. Thus, political parties need to create space for millennials to participate in political discussions and decision making.

Implementing inclusive policies is also the key to attracting millennial attention. Research by McKinsey & Company (2020) shows that the younger generation is more likely to support candidates who have a clear vision and mission related to social issues, such as climate change, gender equality and human rights. Therefore, candidates who are able to formulate policies that are responsive to these issues will have an advantage in attracting millennial votes.

By considering these implications, political parties and candidates not only need to understand identity politics and intersectionality, but also must be ready to adapt to existing dynamics. The 2024 election will be an important moment for millennials to express their voices, and they will choose candidates who are considered capable of representing their aspirations and needs.

4. Conclusion

In this analysis, the role of identity politics and intersectionality in millennial voting behavior ahead of the 2024 elections has been discussed. With the increasing number of millennial voters, it is important for political parties and candidates to understand the existing dynamics, including how social identity influences political choices. Data and research shows that millennials are more likely to vote for candidates who are able to raise identity and social issues that are relevant to their experiences.

Intersectionality is also key in understanding the complexity of millennial voting behavior. Various identity factors, such as gender, race, and social class, interact with each other and influence individual political preferences. Therefore, campaign strategies that are inclusive and based on social issues will be important to attract the attention of millennial voters.

In the context of the 2024 Election, a deeper understanding of identity politics and intersectionality will help candidates and political parties in designing more effective messages and policies. In this way, the millennial generation can become more involved in the political process and cast their votes for candidates who are considered capable of representing their aspirations and needs.

5. Conflict of Interest

In the context of the 2024 election, it is important to understand how identity politics influences the voting behavior of the millennial generation. With increasing awareness of social and political issues, this generation is showing a tendency to vote based on their identities, including gender, ethnicity, and social class. Therefore, the following suggestions and recommendations may help in understanding and dealing with these dynamics.

1. Increasing Political Awareness Among Millennials
2. Strengthening Representation in Policy
3. Integrating Intersectionality Issues in Campaigns
4. Encouraging Participation Through Technology

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