

# Meaning Construction of Celebrities Popularity as a Political Commodity in Millennial Generation

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## ABSTRACT

This research uses a qualitative research and constructivist paradigm. Data collection technique using in-depth interviews with representatives of millennial political activists in Indonesia from PSI (Partai Solidaritas Indonesia). Research result shows meaning of politics according to PSI millennial generation politicians includes: life, self-awareness, basic obligations, benefiting people many, power, interests, collective work, policies binding, bringing change, bringing prosperity. The political meaning of these components are the internalization of those who ever been in apolitical thinking. There is further scrutiny regarding the progress of Indonesian celebrity politicians, who are considered to only be based on the aspect of being close to millennials but not touching conscience, people's beliefs and ethical principles. The involvement of millennial politicians is in practical politics including a form of self-actualization by participating fighting for anti-corruption and anti-intolerance, with enthusiasm Bhinneka Tunggal Ika includes: transparency, honesty, never giving up, breaking old standards, and competing skillfully so that you can showing pride in politics. Millennial politicians tried to attend with a new political spirit and style as a breakthrough and antithesis from baby boomer. On the other hand, society has not been fully touched by political literacy so it does not attach much importance to the vision and mission and background of politicians.

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## 1. INTRODUCTION

Millennials determine the future face of the nation. According to data from the National Development Planning Agency (Bappenas), there are 63 million millennials, or people aged 20-35 years. In the journal The Charles F. Kettering Foundation (2001) entitled Students Talk Politics explains that the millennial age period starts from 20 years.

The current large number of millennial residents can be a challenge and opportunity, especially for Indonesia's target of reaching high-income country status by 2045 and providing a higher standard of living for the people. The key is to understand millennial thinking and behavior and encourage them to become a driving force, including driving political change.

Similar to the words of artist Kirana Larasati, one of the candidates from the PDIP party admitted that she wanted to be a person who was useful and beneficial to many people. Moreover, Kirana revealed that there are still many people living in hardship. By becoming a member of the DPR RI, Kirana believes that he can do more for society. "If I were, my policy would be greater to defend society." said Kirana in Bandung. Saturday (13/4/19). Kirana admits that she pays great attention to millennials because they tend to have an apathetic attitude towards politics [1]. Lestari Cinta Zanidya (22), election candidate for the West Java I DPR Electoral District (Dapil) from PSI, feels that there is something wrong with Indonesian politics. There are good politicians being pushed aside. Many politicians' promises during the campaign were not kept. This situation makes many millennials distrust politicians. "Many young people are fed up with politics. When I introduced them that I was a legislative candidate from PSI, they became too lazy to talk. "That's why young people are so fed up with politics." Said the final year student at the Faculty of Engineering, University of Indonesia. However, love still has hopes in politics. This is what encouraged him to take part in political contestation. As a millennial generation, he promised to listen to the aspirations of the millennial generation and fight for them.

Agustina Hermanto (25) or Tina Toon stated that she was contesting in the 2019 election to help many people. The singer, who is a candidate for the DKI DPRD from PDIP, believes that parliament is a more strategic battlefield. "Don't just brag on social media or get anxious. "We can do something by going into practical politics and helping more people," he said. If elected as a member of the legislature, he hopes to meet and work together with fellow people's representatives from the millennial generation to fight for a more transparent political system.

Alga Indria has another trick to attract voters. The member of the band The Panas Dalam insists on maintaining his identity as a punk kid with the symbol of a

mohawk, the left and right sides of his head are completely shaved, while the middle and back parts are left to grow out. Every day he wears a black t-shirt combined with jeans and black boots. With the image of a punk kid, he ran as a legislative candidate for the Bandung City DPRD through the Islamic Party, PPP. In his campaign poster, he appears with mohawk hair combined with a white shirt, blue jeans and a green and white turban around his neck, which in Indonesia has become a symbol of religiosity.

Nur Agis Aulia (29), a candidate for member of the Serang City DPRD from the Prosperous Justice Party, admitted that she was motivated to become a member of parliament because she wanted to expand job opportunities. He has experience in building Jawara Banten Farm, an integrated agricultural business that can provide many jobs for farmers and breeders. It was these partners who encouraged him to enter politics.

Based on research by the Indonesian Parliamentary Concern Community Forum (Formappi) from DCS KPU data, as many as 21% or 930 legislative candidates (candidates) are aged 21-35 years, as many as 68 percent or 3,013 legislative candidates are aged 36-59 years. Meanwhile, the number of legislative candidates aged 60 years and over is small, namely 11 percent or 499 legislative candidates.

The use of celebrities in Indonesian politics has become a significant phenomenon, particularly in electoral campaigns. Celebrity politicians leverage their fame and social media presence to construct political legitimacy through affective power and visual communication strategies (Beta & Neyazi, 2021) [2]. Political parties recruit celebrities as legislative candidates to increase vote acquisition, with the NasDem Party being particularly active in this practice (Sugiarto & Yuwanto, 2020) [3]. However, the effectiveness of celebrity politicians has been questioned, as their popularity does not necessarily translate to electability (Wicaksono & Aziz, 2020) [4]. The concept of celebrity politics emerged in post-

1999 Indonesian democracy, with both celebrities entering politics and politicians adopting celebrity-like behaviors to gain public sympathy (Jati, 2014). Political journalism plays a crucial role in shaping public perception of these celebrity politicians, either positively or negatively (Jati, 2014) [5]. Overall, the use of celebrities in Indonesian politics remains a complex and evolving phenomenon.

## 2. LITERATURE REVIEW

### 2.1 *Political Psychology*

Individual abilities and psychological temperament are not two separate reasons of psychology and political antagonism, but only two aspects of the phenomenon the same one. Motivating power in social activity, political struggle with the instinct for power, considered a fundamental human tendency.

Theologians view the instinct of mastery as a form of concupiscence pushing people towards bad actions. Concupiscentia dominantis is lust which he considered to be the main cause of political struggle. Freud provided a description of what he called infantile sexuality (childhood sexuality), diffuse, not concentrated in the organs the body is special, "polymorphous", and expressed in many ways. Although he does not always oblige others to give him pleasure, breastfeeding him, holding him, rocking him, stroking him, he couldn't forced to give up the pleasures he could obtain. Cry, writhing, sleeping, screaming. Thus a child's life is nominated by the pleasure principle. To be able to integrate into society, he must replace the pleasure

principle with the reality principle (reality principle) which means he must be able to let go of pleasure or restrict it very severely.

The desire to control and authoritarian attitudes can also be the result of the will to power from a strong and energetic individual, or from psychological weakness, inner self-disorder; inability to gain the respect of others. In this context, research carried out in the United States in 1950 by Theodora Adorno about the "authoritarian personality" is very interesting. He showed that attitude. Conservatives in politics are associated with a certain type of psychological structure. The authoritarian personality is defined by very strong conformity, blind adherence to traditional value systems, with no questioning obedience to authority, by a simplified view of the universe social and moral divisions into clear categories (good and bad, wrong and right, black and white), where everything is carefully divided, organized, and limited. A weak universe must get a place at the bottom because of in all respects they are inferior, and a person's value is determined by that criterion based on social conditions (Duverger, 2010, 57) [6].

### 2.2 *Political Trust*

Trust or confidence is the existence of expectations from someone towards other people (other parties) in social interaction, which includes risks associated with expectation. For example, someone who trusts someone else and it turns out they don't proven to be

trustworthy, then negative consequences will emerge such as anger, disappointment, and feeling betrayed. Trust is the level of trust a person has in another person which will consistently respond to their needs and desires. Apart from that, trust is considered a main component in relationships interpersonal. Component (Matulesy, 2018: 17) [7].

### 2.3 *Millennial Participation in Politic*

The Millennial Generation or Gen-Y is said to have a sense of curiosity high, critical, tend to collaborate and master technology better than others previous generations (Baby Boomers and Veterans and Generation X). Researchers' reasons taking this literature is to find out what forms of participation take millennials in politics are particularly associated with their roles in institutions legislative, the aim is for researchers to see millennial behavior patterns and how the overall orientation of millennial cognition, affection and conation in the field of politics.

With these characteristics, the existence of the millennial generation in welcoming the political year, on the one hand it can be very valuable to make political conditions in the country remain conducive, but on the other hand, they can. It will raise the political temperature to high, if this is not managed well.

Because armed with the technological capabilities of this generation, we can create something massive movements in positive and negative terms equally well. By therefore, the

millennial generation is expected to have high awareness and be mobile active in a more positive direction. In general, it is hoped that the millennial generation will not be lured into becoming political agents who easily spread information whose truth is not yet clear, which is deliberately circulated by political actors to widen the polarization of differences in society by bringing down political opponents. Efforts need to be made to improve domestic conditions remaining conducive and stable, including spreading a neutral and non-neutral attitude blind fanaticism towards a particular group or political party. Next effort fortify yourself so that you are not easily infiltrated by ideology and ideology in the end can divide unity must also continue to be done.

Basically, the goal of influencing the general public or certain groups is how politicians able to gain as many votes as possible. Various attempts to obtain as many votes as possible are carried out, including with the influence of ideology, as we have seen in recent years. Young groups like apart from being targets of political agents, the Millennial Generation is also a target political party recruitment for cadre formation.

### 3. METHODS

This research uses a qualitative approach method, where the researcher become a key instrument. Qualitative research departs from behavioral sciences and social sciences. Its essence is as a method of understanding uniqueness, dynamics, and holistic nature of human presence and interaction with environment (Elvinaro, 2010:

59) [8]. This research uses a constructivist paradigm with utilitarianism theory. data collection technique using in-depth interviews with representatives of millennial political activists in Indonesia

#### 4. RESULTS AND DISCUSSION

Adaptiveness is what differentiates celebrity politicians from the millennial generation from previous generations.

However, the chairman of the PSI DPP, informant Sumardy, believes that currently there is a disease that is affecting the millennial generation. He called it a 'half-robot millennial'. Sometimes millennials act by just following what's popular without involving their conscience, beliefs and firm principles. Based on the explanation above, the researcher outlined the findings of this sub-discussion in a mind map as follows.

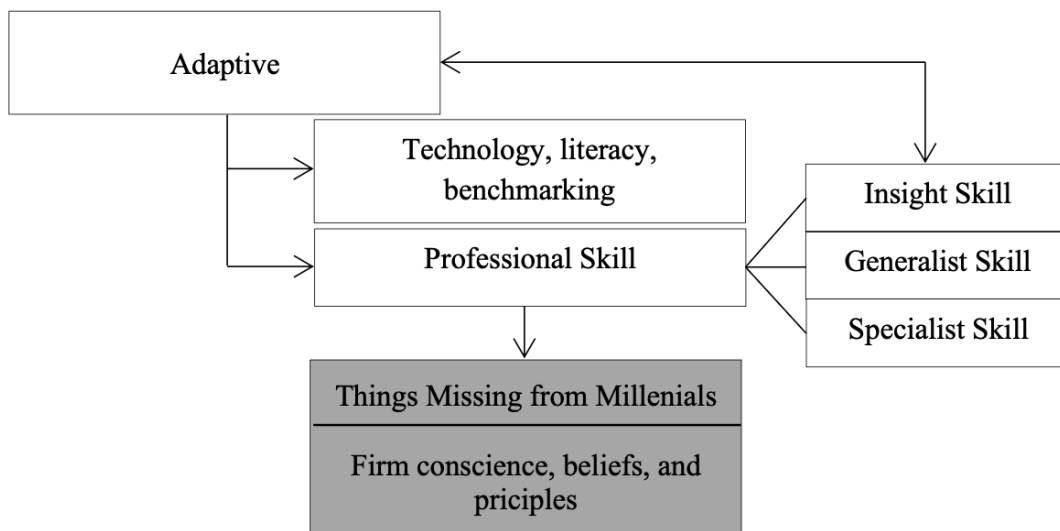


Figure 1. Reasons for Choosing Celebrity Politicians

However, there is further scrutiny regarding the progress of Indonesian celebrity politicians, who are considered to only be based on the aspect of being close to millennials but not touching conscience, people's beliefs and ethical principles. On the other hand, society has not been fully touched by political literacy so it does not attach much importance to the vision and mission and background of politicians.

Every individual citizen, whether they like it or not, directly or indirectly, has been involved in political activities. Politics is very integral in the lives of citizens because the state is a forum where residents or society entrust themselves to various policies taken from the ongoing political process. Good political activities from a country should involve the community because the people are the main stakeholders of the country.

Politics is an entity in creating and maintaining dynamic relationships between the state and society in political policy. As a glue for the interaction process, political activity cannot be ignored by society, especially in the decision-making process. As stated by informant Yoel in the research findings chapter, we cannot avoid politics.

Politics is needed to make policies and fulfill public interests, namely the public who have trust and confidence in the political process. The aim of politics is to create welfare for the wider community, which in the process requires political action. Political action is necessary because the decision-making process is an effort to meet the needs and interests of the wider community. This requires a joint policy, this policy is produced in the political process

In this analysis, the researcher presents the meaning of PSI politics in Indonesian democratic life, including basic obligations, these obligations are implemented through breaking down old standards which are the antithesis of the previous generation. Political temperaments are categories that apply to produce individuals according to their overall behavior and attitudes. Controversy arises over the nature of the elements that are components of different party psychological types. This temperament is obtained through psychosocial relationships.

Political manner consists of three psychological components, including emotive, active, and primary. Heymans & Wierzma stated that the attitudes reflected in political parties, one of which is choleric. An attitude that is attracted to political upheavals and struggles to seize power; the first are usually authoritarian leaders, and the second are more people who form public opinion, orators, reporters or journalists. An attitude that arises from the conflict between the reality principle and the pleasure principle. However, a type of power emerges that does not arise from the principle of pleasure but is more likely to be based on the principle of seeing existing reality.

Based on the political manner explanation above, PSI is included in this type. Based on the findings, PSI has the same attitude as what Heymans & Wierzma conveyed. Choleric, which consists of three components, forms a political temperament and becomes a typical attitude in a political party.

**Emotive**, emotive is related to emotional feelings; aggressive, assertive or passive. Based on the results of research findings which are elaborated with theory, PSI's attitude, which consists of three things, is included in the emotive component.

**Active**, related to a person's ambition, courage and boldness in political participation. Based on the results of research findings, as was done by Grace Natalie, which is an implementation of what Heymans & Wierzma said.

**Primary**, this relates to "the main thing" which places something exclusively or differently from others. Based on the opinion expressed by Heymans & Wierzma, the three findings that the researchers found were included in the primary category. PSI politicians try to bridge politics with life which means sustainable efforts (sustainability) considering that politics is fluid. Of course, this meaning is based on the common good in Indonesian democratic life.

## 5. CONCLUSION

The meaning of politics according to PSI millennial generation politicians includes: life, self-awareness, basic obligations, benefiting people many, power, interests, collective work, policies binding, bringing change, bringing prosperity. The political meaning of these components are the internalization of those who have been in apolitical thinking.

The involvement of PSI millennial politicians is in practical politics including a form of self-actualization by participating fighting for anti-corruption and anti-intolerance, with enthusiasm Bhinneka Tunggal Ika includes: transparency, honesty, never giving up, breaking old standards, and competing skillfully so that you can showing pride in politics. PSI millennial politicians tried to attend with a new political spirit and style as a breakthrough and antithesis from the previous generation (baby boomers). The goal is to create laws, regulations and institutions that can accommodate aspirations society, especially millennials, creates a good image for council members or DPR, and create equality without discrimination in form whatever.

Five years of political experience brings these millennial politicians requires special efforts in building political relations with millennial. Of course this is not something easy, but they can do it learn through political mistakes that have often occurred in Indonesia, or by benchmarking other people's experiences. The key is adaptation, because adaptation is a step in

which we hone your ability to respond to facts. Another thing that what is needed is insight skills, specialist skills, generalist skills.



To achieve professional skills for millennial politicians, PSI uses approaches include: technology savvy, enthusiasm,

blended learning, passionate, self-development, and pushing the limits. So based on results research on the political character of PSI millennial politicians is egalitarian and utilitarian character.

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