

THE QUALITY OF VOTING PARTICIPATION IN THE 2024 KUPANG CITY REGIONAL ELECTIONS (A CASE STUDY OF GEN Z AND ELDERLY VOTERS)

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Abstract:

Voter participation is a key indicator of democratic quality in regional elections. This study analyzes the quality of voter participation in the 2024 Kupang City Regional Election by focusing on two voter groups: Generation Z voters and elderly voters. Using a qualitative phenomenological approach, this research explores the experiences, motivations, obstacles, and political behavior dynamics of both groups. Data were collected through in-depth interviews with 14 informants, consisting of the Chairperson of the Kupang City General Elections Commission (KPU), KPU secretariat staff, six Gen Z voters, and six elderly voters, supported by documentation studies and official KPU data. The findings show that Gen Z voter participation is largely influenced by rational considerations and access to digital information; however, political awareness and consistent voter turnout remain relatively weak. In contrast, elderly voters demonstrate more stable participation driven by emotional attachment, life experience, and social proximity to candidates. Supporting factors include political education initiatives by the KPU, social media campaigns, and accessible election information. Meanwhile, inhibiting factors involve technical and administrative issues, such as reduced polling stations, negative political perceptions, voter fatigue due to closely timed elections, and the prevalence of transactional politics. This study concludes that voter participation quality in the 2024 Kupang City Regional Election still faces substantial challenges and requires more adaptive outreach strategies, improved election governance, and strengthened political literacy, especially among younger voters.

Keywords: Voter Participation, Electoral Quality, Generation Z, Elderly Voters

INTRODUCTION

Regional head elections (pilkada) are a democratic mechanism for determining regional leaders at the provincial, city, and district levels in accordance with applicable general election principles (Febriantanto, 2019). In the context of local democracy, voter participation is an indicator of the success of regional elections. According to Salma and Muslim (2025), increased participation results in higher-quality regional elections. Furthermore, those who participate truly understand the importance of elections for themselves and society. The results can influence policy and self-efficacy. Educated voters tend to participate more in elections than those with less education. Furthermore, employment status also suggests that employed individuals are more likely to participate in elections than job seekers, as they are more focused on finding work and less likely to participate in elections or other political activities (A.B. Barrul Fuad, 2014). Meanwhile, research conducted by Mayasari (2019) showed a decline in political participation from 76% in 2014 to 72.36% in 2018 in the regional elections in Lampung Province, due to the proliferation of vote buying in the elections. Similar results also occurred in the Kupang City elections, where participation decreased from 75% in 2017 to 69.8% in 2024. Polling stations (TPS) located far from voters' homes also contributed to low voter participation (Salma and Muslim, 2025).



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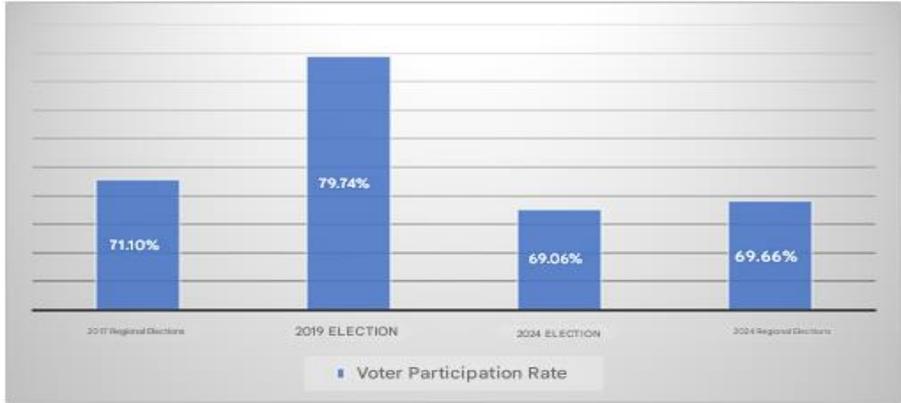
The details are as follows:

	Number of DPT	Total Number of Voting Rights	Number of DPT Voting Rights Users	Number of Voters on the DPTb	Number of DPK Voting Rights Users	Number of Disability Rights Users
Man	134,400	90,490	89,312	392	786	322
Woman	140,685	102,261	101,021	409	831	321
Total	275,085	192,751	90,333	801	1,617	643

KPU Data Source: 2024 Kupang City Regional Election
Figure 1. Voting Participation Level Data in the 2024 Regional Elections

The decline in voter participation is further supported by quantitative data, as shown in Figure 1.1, which shows a 5.2% decline in voter turnout from 2017 to 2024. This pattern of decline illustrates a serious challenge that requires analysis, particularly in the context of the increasing use of information technology, local political dynamics, and changing voter demographics, such as the increasing number of first-time voters and young voters (Gen Z).

The breakdown of voter participation is as follows:



KPU Data Source: 2025 Kupang City Regional Election
Figure 2. Voting Participation

The graph above shows the development of voter participation rates in several general elections and regional elections in Kupang City, namely the 2017 Regional Election, the 2019 Election, the 2024 Election, and the 2024 Regional Election. In general, the data indicate fluctuating participation dynamics from year to year.

Voter participation is a key indicator in assessing the success of the Regional Head Election (Pilkada). Public participation in exercising their right to vote reflects the level of political awareness and trust in the ongoing democratic process. In the context of the 2024 Pilkada in Kupang City, the number of voters can be seen based on age distribution and region per sub-district. The following

data shows the number of voters in six sub-districts in Kupang City, grouped into three age categories: 17–25 years old, 26–40 years old, and over 40 years old.

Table 1. Kupang City Voter Data by Age

SUBDISTRICT	17-25 year	26-40 year	Over 40 Years	Grand Total
ALAK	12722	18387	20660	51769
L	6431	8866	10083	25380
P	6291	9521	10577	26389
KELAPA LIMA	10634	15503	17352	43489
L	5413	7663	8600	21676
P	5221	7840	8752	21813
KOTA LAMA	4781	6574	9806	21161
L	2463	3185	4590	10238
P	2318	3389	5216	10923
KOTA RAJA	7942	10778	15032	33752
L	4008	5213	6986	16207
P	3934	5565	8046	17545
MAULafa	15386	23157	26246	64789
L	7816	11107	12738	31661
P	7570	12050	13508	33128
OEOBOBO	14508	20877	24740	60125
L	7271	10173	11794	29238
P	7237	10704	12946	30887
Grand Total	65973	95276	113836	275085

Source: Interview Data, 2025

It was followed by voters aged 26–40, with 95,276, and voters aged 17–25, or Gen Z, with 65,973. It indicates that adult and senior voters significantly dominate the 2024 Kupang City Pilkada. While Gen Z voters, although the smallest in number, remain a strategic group to study, given their unique socio-political characteristics.

Regionally, Maulafa District had the largest number of voters, with 64,789, dominated by voters aged 26–40 and over 40. Oebobo District followed it with 60,125 voters, and Alak District with 51,769 voters. Meanwhile, Kota Lama District had the smallest number of voters, with 21,161.

In terms of gender distribution, the distribution of male and female voters is relatively balanced across all sub-districts. In several sub-districts, such as Maulafa, Kelapa Lima, and Oebobo, the number of female voters is slightly higher than that of male voters, indicating strong female participation and involvement in the democratic process in Kupang City.

The 17–25 age group is most prevalent in Maulafa and Oebobo sub-districts, which are areas with high population densities and centers of economic growth and education. Meanwhile, voters over 40 are most prevalent in Maulafa, Oebobo, and Alak sub-districts, reflecting the large distribution of adult and elderly populations in these areas.



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Overall, this voter age composition provides important insights into the potential for voter participation in the 2024 Kupang City Pilkada. The dominance of voters aged 40 and over and 26–40 indicates that the adult voter base remains a key determinant in the election process, while Gen Z voters continue to have a significant presence, particularly in terms of participation patterns, political information preferences, and challenges in improving the quality of their participation. This data serves as an important basis for analyzing the quality of voter participation, especially among Gen Z and elderly voters, as the main focus of this study.

METHODS

This research used qualitative phenomenology. According to Yusuf (2017), a phenomenological approach is the study of symptoms or visible things. However, it is important to understand that a phenomenon is essentially a consciousness and interaction observed by the researcher. The aim is to provide an overview of the quality of voting participation in the 2024 Kupang City regional elections. This phenomenon is then analyzed and described in a research analysis.

The rationale for using qualitative research is that it is considered more subjective because the method used is more in-depth, involving individual data collection and interviews. The researcher, who conducted the interviews, obtained data through informants and observations during the interviews. The data obtained in this study focused on more precise words, rather than simply numbers. Therefore, this study contains data quotations to enhance the research.

RESULT AND DISCUSSION

Quality of Voter Participation in the 2024 Kupang City Regional Election. The quality of voter participation is a key indicator in assessing the success of regional head elections (Pilkada). Public participation in exercising their right to vote reflects the level of political awareness and trust in the ongoing democratic process. In the context of the 2024 Kupang City regional election, voter turnout can be measured by age, gender, and region per sub-district. The breakdown is as follows:

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Source: Interview Data, 2025

The Kupang City voter data for the 2024 Pilkada above shows a diverse distribution of voters across six sub-districts, namely Alak, Kelapa Lima, Kota Lama, Kota Raja, Maulafa, and Oebobo. Voters are grouped into three age categories, namely 17–25 years, 26–40 years, and over 40 years, and are detailed by gender (male) and female (F). Overall, the number of voters in Kupang City reached 275,085 people. In terms of area, Maulafa District was recorded as the sub-district with the largest number of voters, namely 64,789 people, dominated by voters aged 26–40 years and over 40 years. Followed by Oebobo District with 60,125 voters, and Alak District with 51,769 voters.

Meanwhile, Kota Lama District was the sub-district with the fewest number of voters, namely 21,161 people. The age group above 40 years old constitutes the largest voter category with 113,836 people, followed by voters aged 26–40 years old with 95,276 people, while voters aged 17–25 years old, or the Gen Z group, numbered 65,973 people. It shows that adult voters and senior voters have a significant dominance in the 2024 Kupang City Pilkada, while Gen Z voters, although the smallest in number, remain a strategic group to study given their unique socio-political characteristics. When viewed from the gender division, the distribution between male and female voters is relatively balanced across all sub-districts. In several sub-districts such as Maulafa, Kelapa Lima, and Oebobo, the number of female voters is slightly higher than male, indicating strong female participation and involvement in the democratic process in Kupang City.

The 17–25 age group was recorded as being the largest in Maulafa and Oebobo Districts, which are areas with high population density and centers of economic growth and education. Meanwhile, voters over 40 years old were most dominant in Maulafa, Oebobo, and Alak Districts, indicating a large distribution of adult and elderly populations in these areas. Overall, this voter age composition provides an important insight into the potential for voter participation in the 2024 Kupang City Pilkada. The dominance of voters aged over 40 and 26–40 years old indicates that the adult voter base remains a key determinant in the election process, while Gen Z voters continue to have their own significance, particularly regarding participation patterns, political information preferences, and challenges in improving the quality of their participation. This data serves as an important basis for analyzing the quality of voter participation, particularly among the Gen Z and elderly voter groups, the main focus of this study. Based on the table above, the highest participation rate was from Maulafa sub-district with 64,789 people, then in Oebobo sub-district with 60,125 people, then in Alak sub-district with 51,769 people, then in Kelapa Lima sub-district with 43,489 people, then in Kota Raja sub-district with 33,752 people, and the lowest was in Kota Lama sub-district with 21,161 people.

The Quality of Voter Participation of Gen Z (17–25 Years Old).

- 1) High Political Interest, but Not Always Stable. Gen Z in Kupang City shows interest in the regional election process, especially through social media. They are exposed to various political



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information more quickly than other age groups. However, this high level of interest does not always translate into consistent action. Gen Z's interest is often momentary, depending on trending issues, candidates' communication styles, or prevailing sentiments on digital platforms.

- 2) **Critical but Selective Participation.** Gen Z in Kupang City tends to be more critical in assessing candidates. Their criticism is primarily directed at program transparency, candidate integrity, the relevance of their vision and mission to youth issues, and their political communication style. Although critical, they are not very active in traditional campaign activities such as face-to-face meetings or neighborhood association (RT/RW) meetings. They prefer low-engagement forms of participation, such as commenting online, sharing campaign content, or following candidate accounts.
- 3) **The High Influence of Social Media.** Gen Z in Kupang City is heavily influenced by TikTok and Instagram content, candidates' creative narratives, digital debates, and the opinions of local influencers. It makes the quality of the information they receive highly dependent on digital algorithms. Consequently, their political participation can increase drastically if an issue goes viral, but decline if there is no compelling digital trigger.
- 4) **Gen Z also exhibits Momentary Apathy.** Despite their high numbers (over 65,000 voters), some Gen Zers still exhibit symptoms of political apathy, such as viewing politics as irrelevant to their lives, being skeptical of campaign promises, and being more interested in entertainment. It impacts Gen Z's turnout at polling stations, which, while not low, is considered suboptimal compared to their significant potential.

Quality of Elderly Voter Participation (Above 40 Years).

- 1) **High and Consistent Motivation.** Voters over 40, including the elderly, have a very stable level of participation. They view regional elections as a moral obligation, a form of devotion to the region, and an opportunity to maintain sustainable development. They turned out in large numbers in almost all sub-districts – especially Maulafa, Oebobo, and Kota Raja.
- 2) **More Stable Access to Traditional Information.** Unlike Gen Z, older adults rely on direct meetings, face-to-face campaigns, neighborhood discussions, and invitations from community or church leaders. Their information sources are more curated, making their political choices more stable and less susceptible to change due to viral issues.
- 3) **High Loyalty to Candidates or Social Networks.** Many older voters in Kupang City make their choices based on social proximity to the candidate, the candidate's reputation in the community, their history of public service, and family values. It makes them the most consistent voter group. Once they have made up their mind, they rarely switch to another candidate.
- 4) **Very Strong Physical Participation.** Seniors are active in attending environmental campaigns, participating in outreach, engaging in discussions with church or family groups, and ensuring attendance at polling stations. This group is known to determine the stability of a candidate's vote share.

Table 3. Comparison of the Quality of Participation Between Gen Z and Seniors

Aspect	Gen Z (17-25)	Elderly (>40)
Number of Voters	65.973	113.836
Participation Patterns	Digital, fast, expressive	Face to face, regular, organized



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Motivation	Specific issues, candidate image, digital content	Social proximity, political experience
Stability of Choice	Low (volatile)	High (loyal and consistent)
Critical of Candidates	Very critical	Critical but more moderate
Attendance at polling stations	Currently	Tall
Vulnerability to Disinformation	High (viral content)	Currently

The quality of voter participation between Gen Z and senior citizens in Kupang City reflects two very different, yet complementary, political patterns.

- Gen Z emerges as a new, critical force and is highly responsive to digital issues. They are crucial in shaping candidates' image, creating new political discourse, and influencing public opinion through social media.
- Senior citizens are a key pillar in maintaining the city's political stability. Their participation is of the highest quality in terms of consistency, physical presence, and in-depth assessment of candidates' track records.

In the context of the 2024 regional elections, candidates who can combine digital strategies for Gen Z with a personal approach to senior citizens will have a greater chance of winning public support in Kupang City.

Analysis of Voter Participation Levels: Structural, Administrative, and Psychological Perspectives.

a. Structural Perspective: Urbanization, Social Mobility, and Polling Station Accessibility.

Urbanization was a key finding presented by the General Elections Commission (KPU). This phenomenon aligns with modern social mobility theory (Lipset, 1959), which explains that population movement from one region to another changes patterns of political participation. Voters who are not in their hometown on election day are more likely to become non-voters.

Studies in various regions in Indonesia, such as those conducted by Rahman (2020) in Bandung and Sari (2022) in Denpasar, indicate that urbanization leads to decreased participation due to voters working or studying outside the region, unfamiliarity with procedures for moving to vote, and a lack of administrative awareness regarding Form A5. It aligns with findings in Kupang City, where many productive-age groups (including Gen Z) are outside the city for work or study, resulting in an increase in absentee voting rates.

The consolidation of polling stations also has a structural impact. In Downs' (1957) rational choice theory, voters consider the "cost of participation" (effort, distance, time). The farther the polling station, the higher the cost, and the lower the motivation to attend. It explains some elderly voters' difficulty accessing polling stations after the merger.

b. Administrative Perspective: Suboptimal Voter Transfer Mechanism.

Administrative constraints, particularly those related to Form A5, indicate a suboptimal voter data collection and service system. A study by the Indonesian General Elections Commission (KPU RI) (2019–2020)

showed that Form A5 was often not utilized due to a lack of information, perceived complexity in processing times, and minimal administrative assistance.

According to the theory of State Capacity and Electoral Management (Norris, 2016), the quality of election governance significantly determines how effectively citizens can exercise their right to vote. If administrative capacity is weak, participation can be hampered, even if voter interest is actually high.

c. Psychological Perspective: Political Fatigue and Apathy. The phenomenon of political fatigue due to the proximity of the 2024 General Election and the 2024 Regional Elections is a significant finding. This theory is explained in a study by Kriesi (2013), who argued that exposure to intensive campaigning and frequent contestation can lead to political boredom, cognitive fatigue, decreased enthusiasm, and a general feeling of boredom with political issues.

In the Indonesian context, research by Setiawan (2021) found that voters participating in legislative, presidential, and regional elections in close succession showed higher levels of apathy, particularly among the productive age group 20–40. This finding aligns with conditions in Kupang City, where some residents felt the frequency of elections was too frequent and chose not to participate actively.

Analysis of the Quality of Voter Participation: Rationality, Emotionality, and Transactionality. The quality of voter participation reflects not only attendance, but also the depth of understanding, rationality of choice, and political responsibility of voters in selecting candidates. Field findings indicate a relatively good quality, but still far from ideal. The following analysis supports each finding with theory and research findings.

a. Increasing Political Awareness of Young Voters. Some people, particularly Gen Z and the highly educated, are beginning to demonstrate rational participation, choosing based on the candidate's vision and mission, track record, work programs, and integrity.

This phenomenon aligns with Downs' (1957) model of voter rationality, which states that voters will choose the candidate they perceive as providing the greatest benefit for their future. Furthermore, Gen Z is known as a group characterized by: digital natives, critical of social issues, sensitive to the integrity of public officials, and more trusting of information from social media than conventional media.

Research by the Katadata Insight Center (2023) shows that 73% of Gen Z choose candidates based on access to information on digital media, rather than primordial factors. This finding aligns with conditions in Kupang City, where many young voters evaluate candidates based on the quality of their programs, rather than ethnicity or emotional closeness.

b. Formalistic Participation: High Turnout, Low Quality of Choice. Some voters attend polling stations to fulfill their obligations, not out of political awareness. They do not evaluate candidates in depth. This phenomenon aligns with the theory of passive participation (Milbrath, 1965), which is participation that involves simply following procedures without cognitive involvement. This type of voter attends but does not understand the program, does not participate in the campaign, votes randomly or follows others, and merely follows a checklist of obligations.

LIPI research (2018) shows that this formalistic participation is often found in cities with heterogeneous voters and lower-middle-class education. In the context of Kupang City, this condition occurs among both young and elderly voters.

c. Money Politics: A Serious Challenge to the Quality of Local Democracy. The practice of money politics remains strong in Kupang City. Voters who receive money or necessities tend to vote based on transactions, not rationality.



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According to the theory of clientelism and patron-client relationships (Scott, 1972), pragmatic voters view elections as an opportunity to gain short-term benefits, political relationships are transactional, and democratic morality is weakened. Research by Aspinall & Berenschot (2020) shows that money politics remains rampant in Indonesia, especially in regions with moderate to high levels of economic inequality. In East Nusa Tenggara (NTT), money politics is recorded as one of the most dominant forms of vote mobilization (Imparsial, 2022).

The impact: participation suffers, voter decisions do not reflect long-term aspirations, candidates with significant resources gain an advantage, and the quality of governance tends to decline after the election.

d. KPU's Efforts to Improve the Quality of Participation. The KPU has implemented various innovations, such as digital outreach, anti-money politics campaigns, community- and school-based voter education, and collaboration with civil society organizations. However, their effectiveness remains suboptimal. It is explained by the Electoral Governance theory (Mozaffar & Schedler, 2002), which states that election regulations, election administration, and election law enforcement greatly influence the quality of election administration.

If any of these factors is weakened (for example, enforcement of money politics), the quality of voter participation will decline. The Kupang City KPU is on the right track, but needs to expand its outreach, especially in densely populated areas and with vulnerable groups such as elderly voters.

e. Quality of Participation in Kupang City. Based on interviews and theoretical studies, it can be concluded that:

1. The level of participation is sufficient, but not yet ideal (77% < the target of 82%).
2. The quality of participation is moderate, characterized by some rational voters, a majority still formalistic, the continued dominance of money politics, and potential but not yet optimal participation from Gen Z.

Theoretically, voter participation in Kupang City is a combination of rational, passive, and transactional participation, indicating that local democracy is still in the consolidation stage.

Factors Influencing Voter Participation in the 2024 Kupang City Regional Elections. Voter participation in regional elections is a crucial parameter in measuring the quality of local democracy. The level of participation not only reflects citizen enthusiasm in determining the future of their region but also reflects the quality of election administration, the level of public political literacy, voters' experience with the election bureaucracy, and the social and cultural dynamics that influence political behavior.

In the context of the 2024 Kupang City regional elections, voter participation is influenced by several factors that can be grouped into three main dimensions: institutional dimensions, voter dimensions, and technical and administrative dimensions. These three dimensions are interconnected and create a complex participation ecosystem. The following analysis is based on field findings, including interviews with the Head of the Kupang City Election Commission (KPU), in-depth interviews with voters from different age groups (seniors and Gen Z). Supporting factors include:

1. Institutional Dimension: The KPU's Strategic Role in Increasing Voter Participation. In political participation theory, election management institutions play a fundamental role in creating conditions that enable the public to participate freely, safely, and meaningfully. Huntington & Nelson (1976) emphasize that participation cannot thrive in an environment that does not facilitate



channels for political expression. The KPU, as an independent institution, is responsible for ensuring that the entire election process is democratic and inclusive.

a. Socialization Innovations Through Social Media and Face-to-Face Campaigns. Field findings indicate that the Kupang City Election Commission (KPU) has implemented various socialization innovations to increase voter awareness. One such innovation is optimizing social media as a means of political education. This utilization of digital platforms aligns with the view of Loader et al. (2014), who stated that social media has now become a new public space that expands channels for political participation, especially for the younger generation who are digitally native. According to Ismael Manoe, Chairman of the Kupang City KPU, the use of social media platforms is intended to accelerate information dissemination, save costs, and reach first-time voters who are more actively consuming information online. This step also demonstrates institutional adaptation to changing public communication patterns. Research by Rohim (2023) confirms that digital-based information campaigns in the context of elections have been shown to increase political literacy and reduce the potential for misunderstandings related to the election process. However, the use of social media is not entirely without challenges. Sari (2022) states that social media is vulnerable to political hoaxes and misinformation. Therefore, a combination of digital and face-to-face socialization is crucial. The Kupang City Election Commission (KPU) took a strategic step by visiting schools and universities through its "go-to-campus" and "go-to-school" programs, providing direct voter education. This approach reflects the theory of two-way communication, which emphasizes that face-to-face communication can deepen public understanding and reduce information distortion.

b. Professionalism and Service Quality of Polling Station (KPPS) Officers. From the perspective of Lipsky's (1980) street-level bureaucracy theory, field officers are actors who directly interact with the public and provide concrete experience regarding public policy. In the context of regional elections, polling station (KPPS) officers play a crucial role because they represent the election management body.

Your field findings show that voters, especially the elderly, place a high value on the friendly service and assistance provided by KPPS officers. Seniors feel valued when officers are polite, helpful, and unhurried. It suggests that voters' emotional experiences at polling stations have a significant impact on turnout. Firdaus' (2021) research supports this finding by showing that the quality of interactions between KPPS officers and voters is positively correlated with voters' intention to participate again in the next election.

On the other hand, several young voters reported that at some polling stations, officers appeared less efficient, leading to long lines. It reflects a gap in human resource management that the General Elections Commission (KPU) needs to address. The professionalism of KPPS officers is not only a technical matter but also a matter of service ethics. Regular training (bimtek) conducted by the KPU is a supporting factor in ensuring that KPPS officers understand election procedures and possess good communication skills. In modern public administration theory, humanistic public service is considered a factor that increases public trust in government institutions (Denhardt & Denhardt, 2007).

2. Voter Dimensions: Political Awareness, Motivation, and Orientation Toward Change. Voter dimensions encompass the internal factors that motivate citizens to exercise their right to vote. Verba, Nie, & Kim (1978) stated that political participation is influenced by three main variables: capital (resources), psychological engagement, and mobilization. These three variables were clearly evident in the field findings in Kupang City.



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a. Civic Awareness. Political awareness is a dominant factor, especially among older and younger voters. Older adults view voting as a moral obligation, even as a sign of their identity as good citizens. It aligns with the theory of civic duty, which states that some voters are motivated by the belief that they are obligated to participate in the political process for the common good (Blais, 2000). Interview data indicate that older adults feel that not voting could open up opportunities for voter abuse, a reasonable concern in a region with a long history of vote-buying. This awareness drives them to attend polling stations despite their physical limitations. Unlike older adults, Gen Z voters tend to be motivated by curiosity, new experiences, and a desire to be part of the political process (Heykal et al., 2024). Interviewed students indicated that they attended polling stations not simply out of obligation, but because they wanted to understand and experience the election process firsthand. It aligns with research by Yusoff (2023), who found that young people in Indonesia view elections as an arena for political learning, not simply a civic ritual.

b. Dynamics of Political Socialization in the Family. Several young voters admitted to voting for their parents' preferred candidates, indicating that the family remains a powerful agent of political socialization in Kupang City. In political socialization theory, the family is considered the primary institution shaping an individual's political orientation (Hess & Torney, 1967). In communal cultures like those in NTT, parental influence is stronger because social relations are built on hierarchy and obedience. Nevertheless, some young voters have shown a shift in political preferences. They vote based on personal preferences, even if they differ from their family's. This shift demonstrates the emergence of political individuality, a phenomenon where individuals develop independent political attitudes with increasing access to information and education.

c. The Desire for Change and Voter Rationality. The desire for change is a strong motivation for many voters. Young voters tend to choose candidates who are perceived as capable of delivering innovative programs and bringing change to Kupang City. This view reflects Downs' (1957) rational choice voting theory, which states that voters will exercise their right to vote if they calculate the benefits of a better future. Older voters, although more influenced by a sense of duty, also show concern for the future of the region. They do not want to be led by officials who only make promises without delivering. It indicates that voter orientation in Kupang City is not merely symbolic or emotional, but also substantive and evaluative.

CONCLUSION

The participation rate is sufficient, but not yet ideal (77% < target 82%). The quality of participation is in the moderate category, characterized by some rational voters; most are still formalistic, money politics is still dominant, and Gen Z participation is potential but not yet optimal. Supporting factors for voting participation in the 2024 Kupang City elections are divided into 3 dimensions, namely the institutional dimension, the voter dimension and the technical and administrative dimension. Among others: the success of the KPU in conducting socialization, public political awareness (for elderly and Gen Z voters), easily accessible TPS locations and professional KPPS officers in carrying out their duties and responsibilities. The role of the Election Organizing Institution in encouraging Voter Participation by: conducting direct and digital socialization, political education with "go to school" and "go to campus" activities, utilizing social media such as platforms so that it can reach a wide audience and making important affirmations to voters to be smart and refuse giving money or other things.

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