

Government Political Communication in Improving the Quality of Generation Z Human Resources

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Abstract

Human resources are an important element in management of state organizations. In fact, government prioritizing this program and at the same time making a message in government political communication, so that people have sufficient knowledge about it. This research reveals Government (Indonesian) Political Communication in Improving the Quality of Generation Z Human Resources. By using a mix method, a descriptive study was presented, a study of 2023 Government documents, observations on infrastructure and superstructure political communications, as well as distribution of questionnaires to 249 Generation Z, the following conclusions were obtained. The Government's program in 2023 prioritizes human resource development, specifically Generation Z through various statutory and regulatory policies; The Indonesian Government's political communication in improving the quality of Generation Z human resources more central to the Ministry of Education and Culture, dominantly using social media; Generation Z level of knowledge about Government Programs in Human Resource Development in digital era is high or 79.4 percent.

Keywords: Political Communication, Government, Indonesia, Generation Z, Digitalization.

INTRODUCTION

For an organization, including large organizations such as countries, human resources are a very important factor. In fact, Henry Fayol's Classical Management Theory (Firmansyah & Mahardhika, 2018) which still a reference for many scientists today, put man at number one, followed by money, material, machine, and method. This theory emphasizes that human resources are the main factor and cannot be defeated in their level of urgency when compared to other factors, including money.

Whether money, materials, machines or methods, it really depends on the man. These four things can provide benefits or benefits for an organization, determined by the thoughts, attitudes and actions of humans in that organization. A lot of capital money is not a guarantee and will run out if it is not managed by people who understand how to manage money properly and correctly. Abundant materials will not provide benefits if they are not powered by people who understand the beneficial aspects of these items. Advanced machines will be useless if they are not handled by humans who understand how to use them. A good method will not be able to lead to the highest achievement finish if it is not carried out by people who understand how to do it.

Human loneliness, like the historical story of Prophet Adam AS and Siti Hawa when they were sent to the world in separate places, but with their wits they can survive for thousands of years until they meet again on the hill of love (Jabal Rahmah). Acosta (30), a man from Bolivia managed to survive alone for 31 days after getting lost in Amazon forest. He survived in the middle of a wilderness filled with wild animals after being separated from his four friends while going hunting in northern Bolivia (Cristiastuti, 2023). Japanese soldier, Shoichi Yokoi (26) hid for 27 years in a cave he dug himself in Guam, west of the Pacific Ocean. He avoided being chased by the United States army into Oceania, July 1944 (Wulandari, 2022).

There are actually many heroic stories that show the extraordinary human ability to survive in loneliness. All of this shows that how great human survival and against nature violence; all natural resources, including money, materials, machines, and methods can be controlled by humans. This reality also confirms that in various aspects, including in an organization, people are the most important factor.

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Countries in the world have realized this, so that quantitatively, the large amount of human resources perceived as a demographic dividend. Demographic dividend is a condition that described by the large population of productive age. Not only are there many, but the population dominates the non-productive age group. The productive age range in question is 15 to 64 years old (Warsito, 2019).

Indonesia categorized as a country that has a demographic dividend. Indonesia is the fourth most populous in the world after China, India, the United States with a population reaching 278.69 million people in mid-2023 (Annur, 2023). Of the total population, around 67% or around 180.226 million are of productive age, namely 85.941 million men and 94.285 of million women. They range in age from 15 to 64 years (Finaka, 2023). This large number of productive age is categorized as a Demographic Bonus for Indonesia.

However, Demographic Dividend for Indonesia cannot be optimized because the most of them are unemployed and on average have low education. Of the 146.62 million workforce, employment can only absorb 62.8% or around 92.16 million, the remaining 36.88 million work part time, 9.59 are half unemployed, and 7.99 million are unemployed (Antara, 2023). Of the 146.621 million workforce, only 9.3% are college graduates or around 13.654 million, diplomas 2.2% or around 3.245 million, vocational high schools 11.83% or around 17.352 million, high school & equivalent 19.6% or 28.803 million, junior high school & equivalent 18.2% or 26.725 million, primary school & equivalent 25.4% or 37.246 million, those who do not/have never attended primary school are 1.8% or 2.594 million (BPS, 2023). Indonesia's Human Development Index still low, far behind other countries in the world, which has only reached 0.750 points, ranking 114th out of 191 countries in the world (GoodStat, 2022).

In fact, Indonesia also gets other bonuses because of large population of productive age. Between productive ages of 15 and 64 years, there are also quite a lot of Generation Z. Generation Z or known as Gen-Z are residents born between 1995 and 2010. They are the first generation to be exposed to information technology from an early age through the internet using computers, cell phones and social media applications on various platforms. They grew up with a digital and technology-centric social web (Singh & Dangmei, 2016). Gen-Z was born and raised along with advances in digital world, so this generation different from previous generations. A very striking difference between Gen-Z and other generations is in their hobby of using cell phones (Firamadhina & Krisnani, 2020).

Bencsik, Csikos, and Juhez's research (Andrea et al., 2016) identified generations in six groups, there are: The generation born between 1925 and 1946 called veteran generation, born from 1946 to 1960, baby boom generation, from 1960 to 1980 called X generation, 1980 to 1995 called Y generation, 1995 to 2010 called Z generation, and those born after 2010 are called alpha generation. The six generations have different characteristics. The youngest generation entering the workforce is Generation Z or I-Generation or the internet generation. Generation Z has similarities with generation Y, but generation Z is able to apply all activities at one time (multi-tasking) such as using social media, cell-phones, browsing, PC, and music with a headset.

According to DataIndonesia.id (Pratiwi, 2023), the number of Gen-Z in Indonesia around 22 percent of Indonesia's total population. If Indonesia's population in mid-2023 around 278.69 million people, then the number of Gen-Z will be around 61.311 million people. This large number shows that Gen-Z is a part of Indonesian society that has great potential to determine the future direction of the nation and state. Gen-Z, also called Zillennials, has distinctive characteristics, they are very dependent on and fluent in digital technology, oriented towards progressive values, and have a desire for social change. Gen-Z in Indonesia grew up with the development of internet and social media which influenced the way they communicate and interact (Jurriens & Tapsell, 2017).

The large number of Gen-Z also a demographic dividend for Indonesia. In line with the era of globalization of information through digital technology, the large number of Gen-Z is an opportunity. Gen-Z fluency with digital technology is a golden opportunity for Indonesia to achieve progress for the country's development. Moreover, for Indonesia, digitalization is a necessity, whether we want it or not, we can or we can't, Indonesia still has to follow the flow of digitalization which has gone global in the world society. If Indonesia forces itself to "not digitalize" then the threat of being isolated and excluded from international relations will become a serious threat. However, even though information technology infrastructure and superstructure in Indonesia

have begun to be built, it is not evenly distributed because the earth's contour is not flat. Apart from many areas having blank spots, the vast area consisting of 17,001 islands divided by sea also poses a special challenge.

The digital era is an era when all activities that support people's lives become easier because the role of technology is increasingly developing rapidly, especially technology that uses internet network. Societies that have been digitized have special characteristics, including: Using digital technology in everyday life; Have a high need for information; Spatial or relating to space and time; Requires a large workforce in information and communications sector; Changes in interaction patterns from direct interaction to indirect interaction, for example through social media relationships (Mayasari, 2022).

Indonesian society, currently, can be categorized as a digital society because most or almost all of uses information technology with various social media platforms, such as Facebook, YouTube, Tik-Tok, Instagram, and others. In fact, in the world, Indonesia ranked 4th after Brazil, the United States and India as country that uses the most internet networks. In fact, data shows that cell-phone users in Indonesia exceed total population or 128% or around 353.8 million even though internet users are only 77% or 212.9 million of Indonesia's population of 276.4 million with majority (51.8%) residing on the island of Java (Pertiwi, 2023).

Indonesia has also provided an information technology superstructure in form of statutory regulations. In fact, constitutionally, the 1945 Constitution of the Republic of Indonesia as a result of 2nd amendment in 2000 includes Article 28F which very relevant regulating the right to communication, the right to information, and searching, storing and disseminating information through all channels, including channels that uses internet network. The existence of guaranteed constitutional rights of citizens followed up by existence of four packages of communication laws, namely Law Number 40 of 1999 concerning the Press, Law Number 32 of 2002 concerning Broadcasting, Law Number 14 of 2008 concerning Openness of Public Information, and Law Number 11 of 2008 concerning Information and Electronic Transactions.

The results of Junior High School Directorate Survey (2021) show that internet in Indonesia used more for the benefit of human life, such as: social media access 64%, searching for information 49%, sending/receiving emails 47%, downloading/watching 47%, and chatting 47%. However, another reality cannot be denied that the existence of internet network is a problem for some people, such as privacy violations, intellectual property violations, cyber sabotage and blackmail, unauthorized access to computer systems and services, illegal content, and others.

Among the positive and negative impacts of using the internet network, other facts show that internet and gadget users in Indonesia are growing rapidly. This happens because it becomes easier and cheaper for citizens to obtain and disseminate information. The existence of internet also provides great benefits, including saving the costs of communicating personally over long distances, great opportunities to meet other people who have the same interests throughout the world and discuss these interests together, open opportunities to build friendships and relationships between individuals throughout the world, can encourage someone to become more famous, a means of presenting advertisements efficiently, quickly and effectively, as well as a means of building branding.

In order to capture the huge opportunity for demographic dividend of the large number of Gen-Z, Government must be creative in programming human resource development in line with demands of digitalization. What is Indonesian Government's program for developing Gen-Z human resources, how does Government carry out political communication regarding this program, and what is the level of Gen-Z knowledge of Government program in question? These three things are focus of this research.

Therefore, the object of this research is Government policy in human resource development, political communication of Government policy, and Gen-Z. Research that focuses on discussing Government policy in developing human resources, until 25 September 2023 on the site:go.id page there are 12,100,000 research titles (2023), political communication research on Government policy 12,300,000 titles (2023), and Gen research -Z there are 18,600,000 titles (2013). At Indonesian Institute of Sciences, until 25 September 2023, on its page site: <http://lipi.go.id> recorded 75,500 titles of Government Policy Research in human resource development (2023a), 58,400 titles of Government policy political communication research (2023a), and 58,700 Gen-Z

studies (2023a). At Sunan Gunung Djati State Islamic University, until September 25 2023, on its page site: uinsgd.ac.id there are 22,900 research titles on Government policy in human resource development (2023b), 25,500 research titles on political communication on Government policy (2023b), and 8 research title G-Z (2023b).

Recent research that focuses on political communication of government policies, includes research by Victoria Sophie Teschendorf (2022) with the title *The German media as amplifier of the political agenda: The economic policy framing of European conflicts in times of COVID-19*; research by Elifcan Celibi and Yilmaz Volkan (2023) entitled *The Political Messaging behind an Unexpected Advocacy Success in a De-Democratizing Context: Pension Policy Change in Türkiye*; research by Emiliano Grossman and Ana Ines Langer (2023) entitled *Political Communication and Policymaking in the Age of Digital Media*; research by Zejin Liu and Steven Van de Walle (2021) entitled *What determines the government's policy instrument choice for steering non-profit organizations? The role of government capacity and contextual complexity*; research by Evie Ariadne Shinta Dewi (2018) with the title *Political Communication of the West Bandung Regency Government in Socializing the ASEAN Economic Community (MEA)*; research by Mahi M. Hkikmat (2022) entitled *Government Political Communication in Packaging Policy Messages for the Existence of Non-ASN Workers to Strengthen Public Services*; Research by Rangga Eka Sakti and Bestian Nainggolan (2023) with the title *Understanding the Role of Social Media Toward Satisfaction of Government in Indonesia*.

These seven studies have similarities in examining political communication or government policy, especially political communication of the political superstructure. However, these studies are different from this research, mainly in human resource development programs that focus on Generation Z. This research useful for providing a clear picture of the political communication carried out by Indonesian Government in developing Generation Z human resources and what Gen-Z level of knowledge regarding the Government policies.

RESEARCH METHOD

This research uses a mix method, namely a combination of qualitative research methods using quantitative data (Creswell & Creswell, 2022) and presented descriptively. Descriptive research describes and interprets objects according to what they are based on the results of documentation studies, observations, and questionnaires to measure level of knowledge of Gen-Z through Gen-Z samples in West Java Province.

A documentation study was carried out on the Indonesian Government work program documents during the leadership of President Joko Widodo in 2023. Observations were made on the implementation of political communication for human resource development programs in Indonesia in 2023. The questionnaire structured with 20 statements with four answer choices that represent the respondent's level of perception: Strongly Agree, Agree, Disagree, and Strongly Disagree. The questionnaire was shared via Google Form application to WhatsApp groups whose members were Gen-Z in West Java Province for approximately one week. The results were analyzed and mapped according to the research objectives.

Human Resources Policy

The President of the Republic of Indonesia, Joko Widodo, as the highest leader in Indonesian Government, whose main task to carry out the country development, has a vision of realizing an advanced Indonesia that is sovereign, independent and has a personality based on mutual cooperation. Then, translating this vision, there are nine missions in the nine points of Nawacita, are: 1. Improve the quality of Indonesian people; 2. Productive, equitable and competitive economic structure; 3. Equal and just development; 4. Achieving a Sustainable Environment; 5. Cultural Progress that Reflects the Nation Personality; 6. Enforcement of a Corruption-Free, Dignified and Trusted Legal System; 7. Protection for the Entire Nation and Providing a Sense of Security to All Citizens; 8. Clean, Effective and Trustworthy Government Management; 9. Regional Government Synergy within the Framework of a Unitary State (panrb, 2023).

This vision and mission are contained in 2020-2024 National Medium Term Development Plan which stipulated in Presidential Regulation of the Republic of Indonesia Number 18 of 2020. The vision and mission are very explicit that focus of Indonesian development during President Joko Widodo's administration prioritized human resource development. In fact, improving the quality of human resources is mission number

one of President Joko Widodo's nine missions. Quality can be interpreted as the level of good or bad something; degree or level (intelligence, skill, and so on); quality: highly skilled workers are needed; A good personality is a form of good behaviour for a person as a member of society or a citizen who can be used as a role model in life in society and the state (KBBI, 2021).

President Joko Widodo's government has also prepared a Vision for Indonesia 2045, namely Advanced Indonesia. Indonesia's Vision 2045 directed at realizing an advanced, just and prosperous Indonesian nation within the framework of Unitary State of the Republic of Indonesia. In Indonesia's Vision 2045, the goal has been set to escape from the middle income trap (MIT) and become a developed country or high-income country before 2045. In implementing the Nawacita mission and efforts to achieve Indonesia's Vision 2045, President Joko Widodo provides direction by placing Human Resource Development is number one, followed by Infrastructure Development, Regulatory Simplification, Bureaucratic Simplification, and Economic Transformation. Human resource development directed at building hard-working human resources who are dynamic, productive, skilled, mastering science and technology, supported by industrial cooperation and global talent (Government of the Republic of Indonesia, 2022).

In Presidential Regulation Number 108 of 2022 concerning the Government Work Plan for 2023, indicated that based on the evaluation of previous year's Government Work Plan, the achievement of the Mission to Increase Quality and Competitive Human Resources reached 97.97. This means that the program has been implemented very well and is approaching perfect achievement according to the target point of 100. This data is a starting point for the continued implementation of the human resource improvement program planned and implemented by the Government.

Even though in 2022 the Program for Improving Human Resources will become the 3rd National Priority, it shows effectiveness performance by achieving targets in good category. Of 24 target indicators, 13 indicators have been achieved, including, prevalence of obesity in population aged >18 years 21.80 percent; smoking percentage of population aged 10-18 years 9.00 percent; the average length of schooling for residents aged 15 years and over is 8.97 years; Child Protection Index 68.10; percentage of workforce with upper secondary education is 45.69 percent; the number of universities included in the World Class University Top 300 is 1 and 2 are included in the World Class University Top 500; Youth Development Index 54.00; the proportion of workers working in medium and high skilled fields is 40.39 percent; as well as a Global Innovation Index ranking of 87.

Efforts to accelerate the development of quality and competitive human resources in 2023 Government Work Plan are carried out by continuing to increase Human Development Index to reach 72.29 (2021). In Years 2023, The Indonesian Human Development Index targeted to reach 73.3 to 73.49. This will be achieved through:

Increasing access and quality of health services focused on strengthening maternal and child health services, family planning and reproductive health, nutrition services, elderly health services, and disease control supported by accelerating the strengthening of the national health system and cultivating healthy living in society;

Increasing distribution of quality education services through improving the quality of teaching and learning, including distance learning and the use of technology in education, increasing access at all levels of education, especially in accelerating the implementation of 12 Year Compulsory Education and higher education, with special attention to handling children who are not in school and favoring children from underprivileged families;

Efforts in economic sector, especially increasing productivity in all sectors, strengthening inclusive social recovery through distribution of social assistance and subsidies to low-income groups, and incentives to business world (Government of the Republic of Indonesia, 2022).

Operationalization of 2023 development policy direction, a development strategy for 2023 drawn up which attached to each policy direction. Increasing human resources with the policy direction of improving the quality of Indonesian human health and education which implemented through the strategy: strengthening the national health system and improving the quality of education (education system and character education).

Regarding efforts to improve competence of the younger generation or Gen-Z, this is starting to be reflected in achievement of development targets in Government Work Plan for 2023 which focuses on policy highlights through the implementation of several major projects that specifically and significantly support achievement of targets, policy directions and development strategies in 2023.

Of the 14 major projects directly related to Gen-Z, Major Project is Vocational Education and Training for Industry 4.0. In fact, or outcome in this major project, hoped that the proportion of workers working in medium and high skilled fields will increase to 43.00% in 2023 and 43.10% in 2024 as well as an increase in vocational education graduates who get jobs within one year after graduation to 25.10% in 2023 and to 26.08% in 2024. Meanwhile, expected major project output, the number of vocational higher education students with competency certification will be 7,500 in 2023, the number of Vocational High Schools developed on an industry 4.0 basis will be 4,031 in 2023, and the number of Job Training Agencies that will be transformed into 1 Job Training Agency in 2023 and 1 Job Training Agency in 2024 (Government of the Republic of Indonesia, 2022).

The Government 2023 of Work Plan also highlights all-digital world of Gen-Z with Digital Transformation Major Project. The expected impact or outcome of this major project that 99.5% of populated villages will have access to mobile broadband networks by 2023 and 100% of populated villages will have access to mobile broadband networks by 2024. The output of this major project is construction of new 141 BTS (Base Transceiver Station) USO (Universal Service Obligation) in 2023 and the availability of 9,568 BTS USO 4 G On Air in 2024.

Also in National Priority 3, both Increasing Quality and Competitive Human Resources, there are also programs that are synergistic with Gen-Z, namely, improving the quality of youth which focused on the following: 1. strengthening coordination across youth service sectors, especially central and regional synergy, including encouraging preparation of regulations at regional level; 2. increasing active youth participation, especially through innovation and technology-based entrepreneurship, as well as participation in international forums; and 3. preventing risky behaviour in youth, including preventing dangers of violence, bullying, intolerance, drug abuse, alcoholism, spread of HIV/AIDS and sexually transmitted diseases.

Government Political Communication

Political Communication Studies are positions Government as a political actor. In linear communication approach, Government categorized as a political communicator; in a circular approach Government is the main political communication participant. In both linear and circular approaches, government has a very strong political determination and has a big influence on the cognition, affection and conation of citizens. Circular communication also faces great difficulties when it comes to opening up sufficient space for development of healthy two-way traffic communication. Especially if the system that applies to an absolute monarchy country.

Political communication in a country really depends on political system that develops in that country (Amah, 2017). Political Communication that lives in the implementation of Indonesian Government is democratic political communication because Indonesia is a democratic country. This is directly stated in the constitution of Unitary State of the Republic of Indonesia, Article 2 paragraph 1 of 1945 Constitution, Sovereignty in the hands of people and implemented according to Constitution. Sovereignty or supreme power in the hands of people is what identifies that Indonesia is a democratic country because according to 16th American President, Abraham Lincoln, democracy is a government of people, by people, and for people.

In a government with a democratic political system, political communication is more fluid because there is two-way traffic communication between government and people. Government administrators are political actors who are in political superstructure area, while people are in political infrastructure (Hkikmat, 2021). Therefore, in a circular communication approach, both government managers and people are participants in political communication, so that they are equal and convey political messages to each other (Hikmat, 2019).

Political communication that occurs in a democratic political system, people have power over management of the State Government which, in Surbakti's terms (2008), delegates sovereignty to the Government managers who sit in political superstructure, such as the President, members of the People's Representative Council,

members of the Regional Representative Council, even down to local level in regional government management.

Therefore, in developing Gen-Z human resources, Government is the main political communication participant which has obligation to convey messages regarding various policies related to Gen-Z human resource development. The government is not only obliged to plan, implement and evaluate the development of Gen-Z human resources as explained above in Human Resources Policy Sub-Chapter, but also provide accountability to the people who delegate power. One form of government responsibility for implementing development, such as human resource development, through political communication with the people.

Legislation made by the Government is a political communication message from the political superstructure (Government) to people as well as accountability for the people's representatives who receive delegation of power from the people. Both the President of Indonesia and People's Representative Council of the Republic of Indonesia are representatives of the people because they are elected by the people directly through General Elections. Therefore, the product of work of these two political superstructure institutions, namely, laws are political communication messages as well as political accountability towards the people.

For example, the existence of Law Number 13 of 2003 concerning Employment which substantially states how Government and Companies can improve the quality and legally protect human resources in Indonesia is one of political communication messages towards the people. According to Iroth's research results (2017), the existence of this Law shows Government's role in increasing clear and fair legal protection for all workers (human resources), including socializing these legal products and taking action against law violators of these regulations.

Likewise, President Joko Widodo's Development Mission which places Improving the Quality of Indonesian Humans at number one of nine points of Nawacita communicates politically that Government attention to human resources is great. This is also confirmed in the Presidential Regulation of the Republic of Indonesia Number 18 of 2020 concerning the National Medium Term Development Plan for 2020-2024 which will be implemented further for 2023 through Presidential Regulation Number 108 of 2022 concerning the Government Work Plan for 2023. The Government Work Plan for 2023 also highlights all-digital world of Gen-Z with Digital Transformation Major Project. This is a political communication message from Government that shows great concern for Gen-Z human resources.

This political policy is a necessity as an effort to prepare for globalization, industrial revolution and society 5.0. Generation Z career planning is one solution in facing various challenges to create superior human resources for advanced Indonesia. The research results of Hanifah and Wardono (2020) show that Generation Z who is looking for work has several distinctive dimensions, namely altruistic, status and social dimensions. They obsess over a comfortable work environment, so that relationships between colleagues help each other. Research by Dwidienawati and Gandasari (2018) also found that Generation Z in Indonesia prioritizes face-to-face communication. Factors that can increase Generation Z's interest in working include company support, work environment, work flexibility, direct financial compensation and indirect financial compensation.

Therefore, Government political communication policy in developing Generation Z human resources must depart from a strategy formulated based on their characteristics. Generation Z is familiar with social media, but this does not mean it is without negative excesses, for example, Generation Z spends more time using gadgets, consumptive, individualistic, and wants to get everything instantly.

According to Fitriyani (2018), these negative impacts can be overcome by implementing character education, namely education that balances science and technology with religious knowledge. Another strategy for increasing Generation Z career maturity by providing interactive multimedia-based career planning guidance and training (Lekmana, 2015).

The real political communication carried out by the Government regarding improving the quality of Generation Z mostly carried out by the Ministry of Education and Culture by implementing several programs as an effort to develop human resources towards an advanced Indonesia. These efforts include the Government carrying out learning from home with various relaxations so that students are physically and mentally healthy, support for internet access, scholarships, technological assistance, and transformation of teachers and education staff.

Quality education can encourage the competence of Generation Z in Indonesia to improve and be able to compete in global competition.

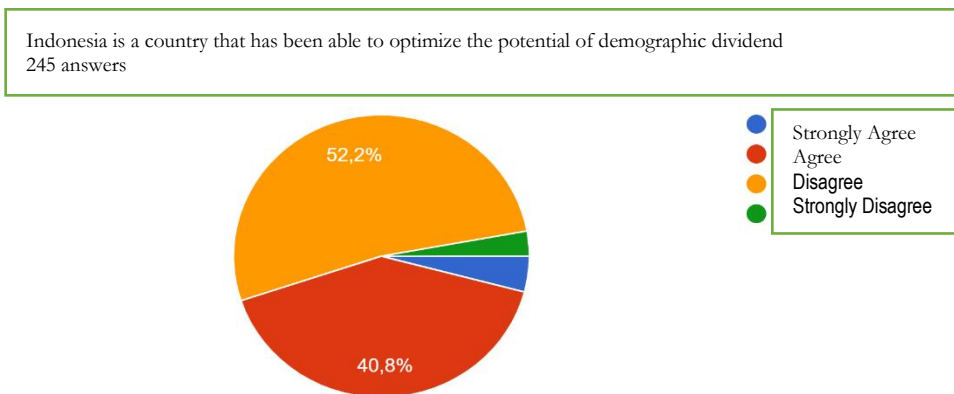
Gen-Z Knowledge Level

Although the results of browsing on social media show the number of socialization and campaigns for Indonesian Government's Work Plan for 2023 large, both in form of news, articles, images, photos, videos, info-graphics and others; Likewise in outreach and campaign for Gen-Z Human Resources Capacity Building Program, but the level of Gen-Z knowledge and understanding of this information still has to be proven.

In circular approach communication research, apart from having the main element of participants (communication participants), there is also a response (feedback) because of two-way traffic communication model. Political participants are called political actors and their responses are also called political effects. Tan (1981) divides three effects of political communication, are cognitive, affective and conative effects. The effect of political communication is stronger when using mass media, especially social media as a political communication tool.

This research only measures the cognitive effects of Generation Z regarding government policies in increasing human resource potential. Respondents measured were selected purposively, Generation Z students from various universities in West Java Province. From the questionnaire containing 20 statements distributed, 249 students filled out the questionnaire with age characteristics ranging from 18 to 21 years and 100% were active social media users (Generation Z).

The level of knowledge of respondents is good regarding awareness that humans are the most important factor in a country's development: 64% of respondents strongly agree and 36% agree. Regarding the large population being a demographic dividend for a country, 18.9% of respondents strongly agreed, 75.9% agreed, 5.2% disagreed. Then, 70.9% of respondents agreed that Indonesia was one of the countries that deserved a demographic dividend, 21.9% strongly agreed, and 7.2% disagreed. However, when asked that Indonesia was a country that had been able to optimize demographic dividend, only 4.1% strongly agreed, 40.80% agreed, 52.2% disagreed, and 2.9% strongly disagreed.

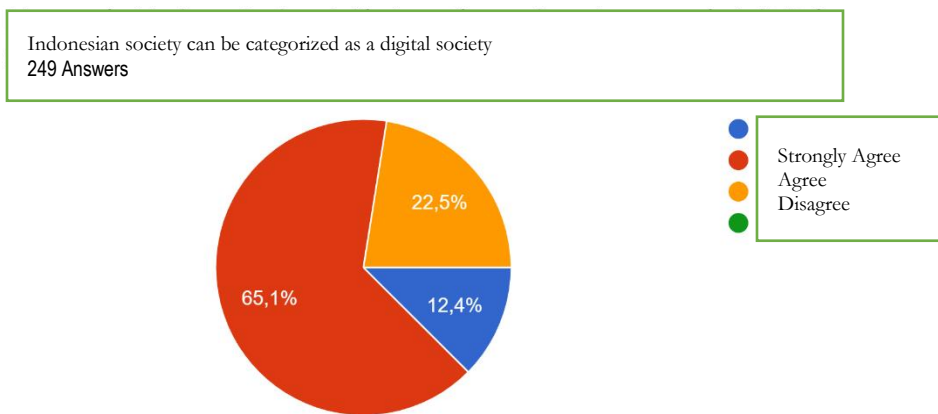


Regarding the statement that Indonesia's development prioritizes Human Resource Development, there were 54.45 agreeing, 4.4% strongly agreeing and 37.5% disagreeing and 3.6% strongly disagreeing. There were 69.1% of respondents who agreed and 5.2% strongly agreed that many human resource development programs in Indonesia focus on increasing competence of Generation Z, but 24.9% disagreed and 0.8% strongly disagreed.

There were 34.7% of respondents who strongly agreed that Generation Z was a population group of productive age, 56.9% agreed, 7.3% disagreed, and 1.2% strongly disagreed. One of things that makes Indonesia get a demographic dividend because the population of Generation Z is large, 12.6% strongly agree, 73.3% agree, 13% disagree, and 1.2% strongly disagree. Then, 64.3% of respondents strongly agreed

that the existence of Generation Z closely related to development of digital technology (digitization), 34.5% agreed, and 1.2% disagreed. Therefore, regarding Major Project statement, digital transformation in Indonesia involves a lot of Generation Z, 77.5% agree and 6.8% strongly agree, remaining 15.7% disagree. The proof is, in the statement that Generation Z widely involved in increasing active participation based on innovation and technology, as well as participation in international forums, there are 66.3% agreeing and 22.9% strongly agreeing, although there are 10.4% disagreeing and 0.4% % strongly disagree.

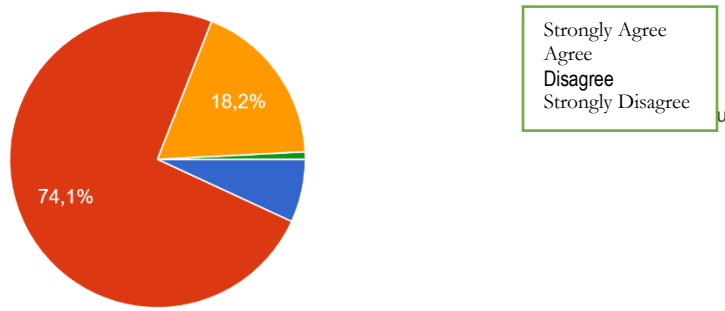
There were 14.9% who agreed and 75.4% agreed that in this era, digitalization in a country's development is a necessity and 9.7% disagreed. Therefore, regarding characteristics of Indonesian society, can be categorized as a digital society, 12.4% strongly agree, 65.1% agree, 22.5% disagree. This stems from 54.2% of respondents stating they did not agree and 5.2% strongly disagreed that superstructure and infrastructure for digitalization in Indonesia were adequate, but there were 38.9% who agreed and only 0.8% who strongly agreed.



Regarding the statement that Indonesia has made good use of internet network, 48.2% disagreed and 3.2% strongly disagreed, but 45% agreed and 3.6% strongly agreed. However, in the statement that Indonesian Government's program appropriate in utilizing internet technology, there were 47.8% agreeing and 1.6% strongly agreeing and 46.65 disagreeing and 4% strongly disagreeing.

However, regarding the statement that Indonesian Government's political communication in improving human resources, both directly and through mass media, has more content on strengthening competence of Generation Z, 74.1% agreed and 6.9% strongly agreed, although 18.2% disagreed, agree and 0.8% strongly disagree. As for government's political communication strategy through statements, Indonesian government carries out many political campaigns via social media with a focus on strengthening the competence of Generation Z. 71.5% of respondents agreed and 15.7% strongly agreed, but 10.8% disagreed and 2 % strongly disagree. Likewise, regarding statement that many officials' speeches took theme of the importance of developing Generation Z competencies, there were 72.3% agreeing and 12% strongly agreeing and 14.9% disagreeing and 0.8% strongly disagreeing.

The Indonesian Government's political communication in improving Human Resources, both directly and through mass media, has more content on strengthening the competence of Generation Z ^g



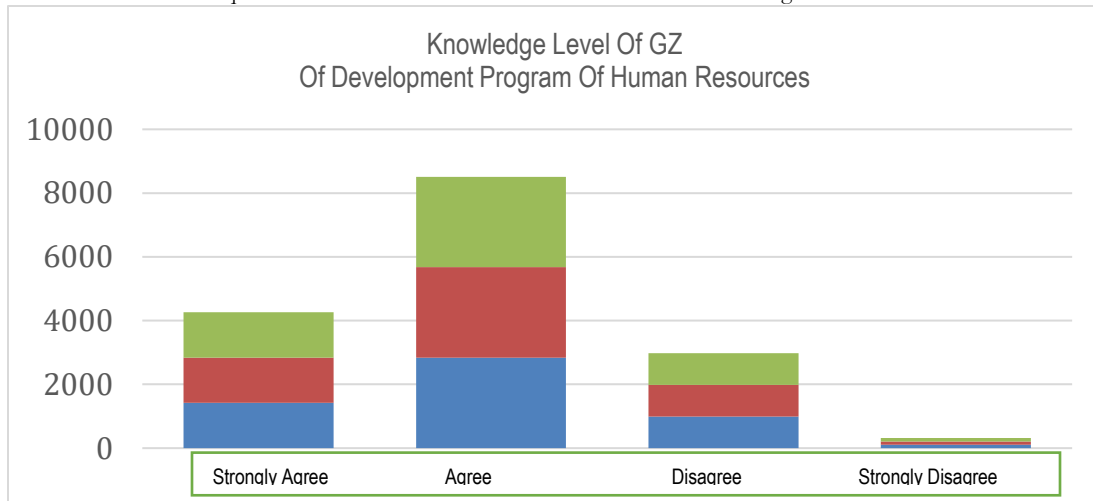
Generation Z perceptions as well as the characteristics of research respondents can be an illustration of Generation Z cognitive level in Government's political communication in policies to increase human resources in digital era. This description can use quantitative data as a realistic measure of the questionnaire results.

To quantitatively quantify the data, a constant value was determined for each respondent's answer proportionally, namely for the answer strongly agree the value was 5, agree 3, strongly disagree 5, and disagree 3.

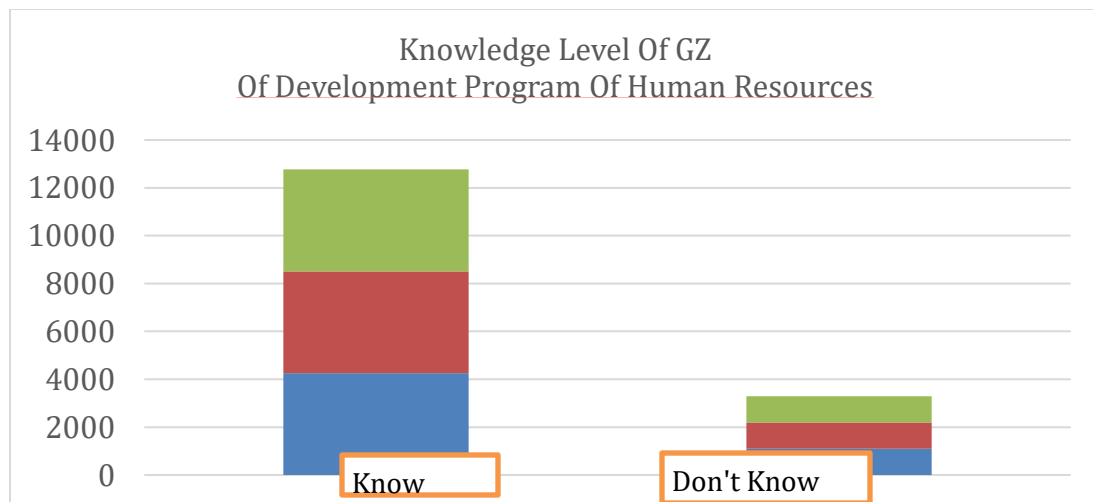
Table of Quantitative Data of Questionnaire Result

No	Indicator	Answers			
		Strongly Agree	Agree	Disagree	Strongly Disagree
		5 x Q	3 x Q	3 x Q	5 x Q
		Values		Values	
1	Indonesian Demographic Dividend (5 dimension)	1.380	1.641	474	40
		3.021		514	
2	Development priority of Human Resources (2 dimension)	120	921	465	55
		1.041		520	
3	Gen-Z participation (5 dimension)	1.755	2.298	354	35
		4.053		389	
4	Digitalization of Indonesian society (3 dimension)	350	1.344	643	65
		1.694		708	
5	Internet using Indonesia (2 dimension)	225	684	714	80
		909		794	
6	Indonesia political communication for Gen-Z (3 dimension)	430	1.623	327	45
		2.053		372	
Total		4.260	8.511	2.977	320
Total Number		12.771		3.297	

This quantitative data can be described in the form of a block diagram as follows:



If qualitatively determined that Generation Z respondents who strongly agree and those who agree are in the know category and those who disagree and strongly disagree are categorized as don't know, then it can be compared as follows:



If presented, the level of knowledge of Generation Z respondents regarding Human Resource Development Program in digital era in Indonesia is high, of 249 Generation Z who are students in the West Java Province region, 79.4 percent know or 20.6 percent do not know.

This data can be an indicator of the level of success of Indonesian Government's Political Communication in disseminating Human Resources Development Program in Digital Era to Generation Z. One of the effects of Political Communication is cognitive effect or increasing public knowledge (communicate), which in context of this research is level of Generation Z knowledge in West Java Province.

CONCLUSION

The Indonesian Government's program in 2023 explicitly focuses on human resource development priorities with special attention to Generation Z through various statutory and regulatory policies. Political communication carried out by Indonesian Government in improving the quality of Generation Z human resources more central to the Ministry of Education and Culture by dominantly using social media. Generation Z level of knowledge about Indonesian Government's Program for Human Resource Development in digital era is high or 79.4 percent.

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