The Political Response of Millennial Generation to the Replacement of the Prosperous Justice Party (PKS) Logo

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ABSTRACT

The objective of this study is to understand the political response of millennials to the logo change of the Prosperous Justice Party (PKS), focusing on a case study involving students from the Islamic Politics Department at the Faculty of Adab and Humanities. The results of this study indicate that the changes made by PKS have impacted millennials, who perceive PKS as fresher, more youthful, and optimistic. With the logo change, PKS has successfully conveyed the party's vision and mission and its efforts to engage more closely with the millennial generation. This is attributed to the party's symbol, including its color, typography, and imagery, which are memorable, unique, and easily understood. The change not only brings a positive image to the party but also increases millennials' interest in getting to know PKS by seeking further information about the party, thereby enhancing their political awareness and understanding of PKS. However, this effect has yet to be proven during the 2024 election contest. It remains to be seen how voters will respond to PKS in the 2024 elections.

Keywords: political response, prosperous justice party, millennial

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui bagaimana respon politik kaum milenial terhadap pergantian logo partai keadilan sejahtera (PKS) studi kasus mahasiswa Prodi Politik Islam Fakultas Adab dan Humaniora. Hasil penelitian ini dengan perubahan yang dilakukan oleh PKS berdampak pada kaum milenial yang menilai PKS lebih fresh, penuh semangat muda, dan optimis. dengan perubahan logo, PKS berhasil menunjukan visi misi partai dan usahanya untuk lebih dekat dengan generasi milenial. Hal ini dikarenakan lambang partai mulai dari warna, tulisan hingga gambar yang mudah diingat, unik dan mudah dipahami. Perubahan tidak hanya membawa citra positif partai namun juga membuat kaum milenial semakin tertarik untuk mengenal PKS dengan mencari informasi lebih lanjut terkait PKS sehingga menambah wawasan politik dan pemahaman partai PKS. Namun hal tersebut belum terbukti Ketika kontestasi pemilu 2024. Dan kita akan melihat bagaimana respon pemilih terhadap pilihan mereka terhadap partai PKS tahun 2024.

Keywords: respon politik, partai keadilan sejahtera, millenial

INTRODUCTION

The essence of politics is an applied concept that discusses policies and power. These two entities become the main concepts when discussing political matters. Functionally, politics is translated as a means to govern the state so that its people can achieve both physical and spiritual well-being. This means that the urgency of politics is not just a discussion for statesmen. Religion also becomes an instrument to optimize political continuity.

Imam Al Mawardi, in his concept of leadership, mentions that an important instrument to continue the mission of prophethood is to maintain religion, the ummah, and to govern the world so that a prosperous nation is created. Building from this statement, politics and religion are two inseparable things. The presence of religious values in politics will certainly make it easier for the people to express their aspirations and to bind and strengthen the construct of norms and legislation that are drafted and agreed upon by the state.

Indonesia is an archipelago with vast diversity. This includes ethnic groups, customs, languages, cultures, and religions. In addition to ethnicity, religion also serves as a unifying instrument in Indonesia. Given the large and extensive Muslim population in Indonesia, it is only natural for Muslims to have a platform to gather their aspirations. Therefore, the presence of political parties becomes a necessity as a solution to collect and express these aspirations (Sutjipto et al., 2021).

The Prosperous Justice Party (PKS) is one of the Islamic parties in Indonesia and has an adaptive and transformative character towards societal developments. While other Islamic parties may have cultural proximity, PKS leans more towards a transformative approach that resonates closely with the millennial generation. In South Sumatra, PKS has a strong appeal to millennials. This support does not come suddenly; many ulama and Habibs actively provide political education both inside and outside of campus, attracting young people with their persuasive style. The existence of Islamic politics is

not only a topic for the older generation but is also frequently discussed by active students studying Islamic political constructs in South Sumatra.

If in the past, many were sympathetic and interested in the straightforward political style of figures like Bung Karno, today's generation prefers politics that is not only straightforward in narrative and argument but also carries symbolic meaning, colors, and unity logos of certain parties. This interest often serves as a means for them to identify themselves, their groups, communities, or organizations.

Logos and political symbols are crucial elements in political parties. The importance of these logos and symbols compels party officials to conduct studies and evaluations to ensure the party has a strong appeal to its target audience (Muhammad, 2021). From this statement, the researcher aims to explore how millennials in South Sumatra, particularly students from the Islamic Political Studies Program at the Faculty of Adab and Humanities, UIN Raden Fatah Palembang, react to the changes in PKS's logo and colors. This department inherently studies and examines the existence of Islamic politics, particularly Islamic parties.

The researcher believes that since the blasphemy incident involving former Jakarta governor Basuki Tjahaja Purnama, also known as Ahok, many young people have been disturbed and have developed antipathy towards the event. Instead of supporting the incumbent-supporting party, they attacked back by supporting the rival party. Since then, PKS has garnered more attention and trust from millennials.

However, the above discussion is the researcher's basic argument to make the direction of this research easily understood. Therefore, a more detailed discussion will be presented during the analysis. Based on the above phenomena, the researcher is interested in studying the "political response of millennials to the change of the Prosperous Justice Party (PKS) logo, a case study of students from the Islamic Political Studies Program at UIN Raden Fatah Palembang.

LITERATURE REVIEW

In this study, the researcher will examine how millennials express themselves when they see the change in PKS's logo from its previous form to its current one. Additionally, the researcher will discuss why PKS is chosen as a representation of an Islamic party in this study. To answer this question, the researcher has two strong arguments.

First, PKS is a responsive and transformative Islamic party. It is responsive to sensitive issues within religion and social justice for all Indonesian people. PKS consistently critiques policies suspected of harming the poor. Thus, farmers, urban poor, and students channel their aspirations through PKS. Furthermore, PKS is a transformative party.

In this digital and technological era, it is appropriate for a party to keep up with the times. Millennials, especially Generation Z, have a high dependency on technology. Therefore, it is very important for a party to participate and be active in building a political image, both as an educational tool and a campaign tool to convince voters. Moreover, millennials often unify themselves through symbols or colors. Thus, it is imperative for PKS to conduct evaluations to be more flexible and have broader access and influence.

Secondly, the young generation of Palembang has a high sensitivity to religion and national policies and is more politically literate, especially Islamic political students. This generation prefers to obtain information by searching on Google or engaging in forums to stay up-to-date. The millennial generation's position is crucial as they are a

determining factor for the advancement and success of democracy at both local and national levels.

As we have observed, the current government's concept is the development of infrastructure in the eastern regions. Many areas are less touched by government policies, one of which is the South Sumatra area. PKS has successfully reflected to the youth the importance of political education. The Islamic nuance is often brought to the classroom and mosque pulpits, emphasizing the urgency of Islamic politics that can be implemented evolutionarily. This emotional closeness convinces millennials of the political education brought by PKS.

METHOD

In this research, the type of research used is descriptive research with a quantitative research method. Quantitative research methods can be defined as research methods based on the philosophy of positivism, used to study specific populations or samples. The sampling technique is generally conducted randomly, data collection utilizes research instruments, and data analysis is quantitative/statistical in nature with the aim of testing predetermined hypotheses (Sugiyono, 2018).

RESULTS AND DISCUSSION

Political parties are one of the means to achieve a democratic political system. Why? Because in a democratic political system, one of its characteristics is the guarantee of human rights. Political parties themselves are established based on Article 28 of the 1945 Constitution. So, in every democratic country, there will definitely be party institutions to achieve a certain position; parties are organized groups whose members have the same orientations, values, and aspirations. The main purpose of a party is to obtain political power and seize political positions (usually) through constitutional means to implement its program.

Certainly, in a structural order, there needs to be regeneration in continuity, both in institutions, organization, and leadership. Thus, in political parties, they need continuity to maintain their power in politics, and this is done by the PKS party, implementing strategies to attract millennials to participate in sustainable political activities, where millennials will certainly be able to break through with ideas, concepts, and policies determined in their political activities.

Millennials are synonymous with being tech-savvy because with the advancement of technology, access to information is easily obtained. Millennials will certainly easily find out about changes, including changes in the PKS logo. This change will certainly elicit a response from millennials and attract attention. What is the main purpose behind the change in the PKS logo, based on various sources, is because of the goal of the PKS change, due to the formulation of a new vision and mission in the new leadership and updating the face of PKS itself and adjustments.

Logos, whether for companies, institutions, or organizations, are crucial considerations for everyone involved in their creation process. Similarly, in the realm of political parties gearing up for electoral contests, strategic planning is essential in facing political opponents to garner votes. This is because logos serve as distinctive identities

that differentiate one political party from another and are necessary for building trust. Additionally, logos reflect the vision, mission, and culture of your organization.

Logos hold such significant meaning, so why do many companies choose to redesign their logos, which are already well-established in the public consciousness? It is essential to understand the key reasons underlying logo redesign. Reasons may include a logo not keeping up with the times, changes in the company's vision and mission, technical issues with logo usage, similarity with other company logos, especially for a growing company. Generally, we find that logos originally created to reflect a brand's services and values can become outdated.

At such times, the decision to redesign a company's logo becomes a wise step to refresh the company's identity accurately to communicate with whom and what they represent now, rather than who and what they represented ten years ago.

Political branding can assist political organizations such as politicians, candidates, or parties in garnering support, changing support, and maintaining the support, image, or reputation they possess. Moreover, political branding also helps create identities for politicians, making it easier for the public to differentiate between one politician and another. Ultimately, these identities, images, and reputations are expected to create a relationship of mutual trust between politicians and political consumers or the public (Lees-Marshment, 2014).

Millennials often respond to political party logo changes in various ways, and their perspectives can significantly influence how they perceive the party's identity. If the new logo is seen as more modern, inclusive, or aligned with their values, it may receive a positive response. Conversely, if it is perceived as failing to reflect the desired identity, it can lead to distrust. A new logo can trigger emotional responses; if it evokes positive emotions, such as innovation or progressiveness, millennials are more likely to accept it. However, if it does not align with their values or desired associations, it can generate dissatisfaction. In the case of PKS's logo change, millennials have responded positively.

The importance of millennials in political parties extends beyond their participation and contribution as voters. They also play a crucial role in shaping political agendas, influencing policies, and enhancing the representation of their generation in the political arena. The response of millennials to a new logo is also influenced by the party's ideology and policies. If the new logo is accompanied by substantial policy changes that meet their expectations, it can garner support. However, if there are no substantial changes, it can lead to distrust in the party's objectives.

When a logo change occurs, millennials tend to assess the party's credibility and consistency. If the logo change is accompanied by clear and consistent explanations, as well as corresponding actions, their response is likely to be more positive. However, if the change appears inconsistent or lacks credibility, it can cause doubt. Therefore, the response of millennials to PKS's logo change is significantly influenced by how the new logo is perceived in the context of their values, the party's ideology, and the credibility and consistency of the explanations provided by PKS regarding the change.

According to branding theory, the political response of millennials to the PKS logo change is positive. Millennials welcome the logo change because the values and programs promoted by the party, such as the emphasis on morality, religion, or specific social issues, align with their own values. These values are reflected in the new logo, making it easier for millennials to understand and absorb the party's message.

From the perspective of political party theory, the political response of millennials to the PKS logo change has not been uniformly positive. Millennials who identify with PKS may have varied responses to this change. For some, the logo change could signify an evolution or adaptation to values more relevant to contemporary times. For others, it may raise doubts or concerns about the party's consistency and reliability.

CONCLUSION

Based on the research findings, it is evident that the logo change has had a positive impact on the image of the PKS party in the eyes of millennials. Millennials favor the new PKS emblem, finding the design and colors significantly different from the old logo, which appeared outdated and monotonous, making the younger generation less interested in learning more about PKS.

Moreover, the changes implemented by PKS have led millennials to perceive the party as more fresh, youthful, and optimistic. The new logo has successfully conveyed the party's vision and mission, as well as its efforts to connect with the millennial generation. This is due to the emblem's memorable, unique, and easily understandable design, including its colors, text, and imagery. The change not only enhanced the party's positive image but also increased millennials' interest in learning more about PKS, thus expanding their political awareness and understanding of the party. However, this has yet to be proven in the 2024 election contest. We will see how voters respond to their choices regarding the PKS party in 2024.

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