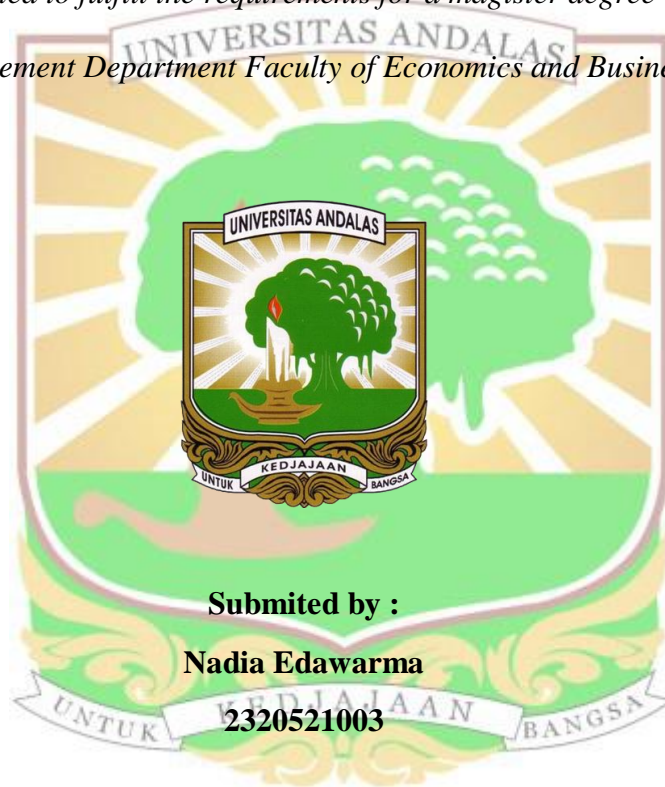


**EXPLORING THE DETERMINANTS OF GEN Z VOTER DECISION IN
WEST SUMATRA**

THESIS

*Thesis is submitted to fulfill the requirements for a magister degree in Magister
Management Department Faculty of Economics and Business*

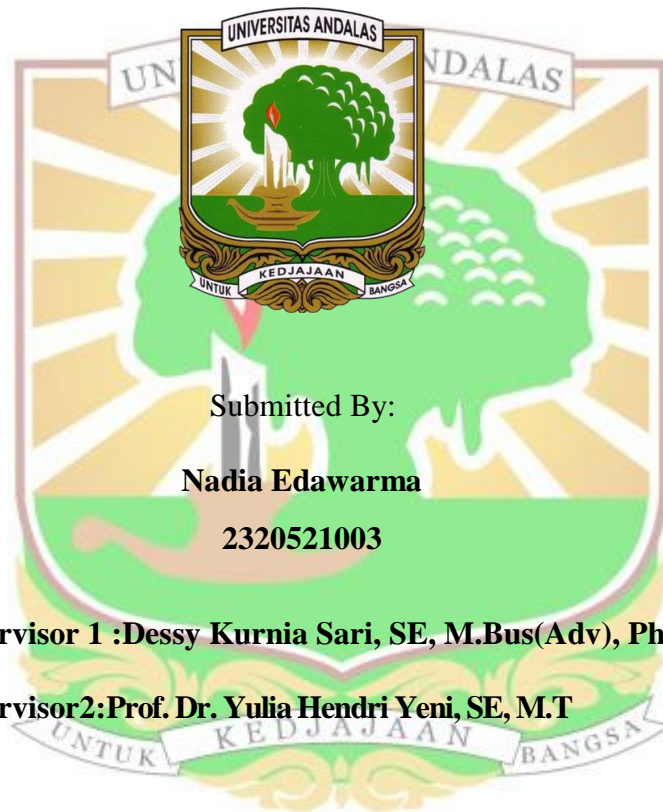


**MAGISTER MANAGEMENT
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS ANDALAS
PADANG
2025**

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THESIS

Submitted as One of the Requirements to Achieve a Master's Degree in
Management Studies, Faculty of Economics and Business, Andalas University



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MASTER OF MANAGEMENT STUDY PROGRAM

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EXPLORING THE DETERMINANTS OF GEN Z VOTER DECISION IN WEST SUMATRA

Thesis by Nadia Edawarma

Supervisors: Dessy Kurnia Sari, SE, M.Bus(Adv), PhD, and Prof. Dr. Yulia Hendri Yeni, SE, M.T

ABSTRACT

This study explores the determinants of voting decisions among Generation Z in West Sumatra, with a specific focus on CerintIraloza, a young candidate who emerged victorious in the 2024 DPD RI elections. Using a qualitative methodology, structured interviews were conducted with 30 respondents aged 17–27, representing a mix of urban and rural areas across West Sumatra. The findings highlight that social media marketing, political branding, and candidate image are key factors influencing the decision-making process of Gen Z voters. CerintIraloza effectively utilized social media platforms to disseminate her campaign messages, engage with voters, and address critical issues such as education, inclusivity, and social inequality. Her ability to present herself as an authentic, transparent, and approachable leader strengthened trust and created a close emotional connection with young voters. Moreover, her political branding characterized by relatable visual narratives and consistent messaging positioned her as a progressive and innovative leader. This research underscores the pivotal role of digital platforms in modern political campaigns and highlights how strategic branding and communication can align with the values of Generation Z. These insights offer valuable implications for political candidates aiming to engage and influence younger demographics in contemporary elections.

Keywords : Generation Z, voting decisions, social media marketing, political branding, candidate image, West Sumatra election