

Will Agus Harimurti Yudhoyono attract voters from the millennials?

Description



Source: <https://www.pikiran-rakyat.com/>

It may not be difficult to answer the question.

Because, of course, he will attract millennials in the upcoming election. I think this answer is straightforward.

AHY is a former mid-level military officer who retired at a young age. His wife is a former famous artist. His father was the former president of the Republic of Indonesia. His communication style is very authoritative, just like his father's. His posture is very energetic. Having studied higher education abroad, it is almost similar to the experience of Luhut Binsar Panjaitan's son. Both of them departed from Indonesia when they were still majors. SBY's charisma is still visible in AHY. He is 43 years old.

However, for the Indonesian context, this political capital is not enough. AHY was tested by "political drama" last year.

When the party he leads is about to be seized by a group of people from within his party, it will continue to loom. AHY's leadership factor as party leader will continue to be tested, especially when cadres do not show their loyalty to the party. Those who are "offended" will continue to seek ways to seize

the party led by AHY.

Fortunately, the solidity of the party was re-established. At that time, SBY had to “go down the mountain” to secure his son’s position as Head of the Partai Demokrat. Millennials may not consider this event meaningful; some will join this party.

So far, the youngest chairman of a national political party, whose members have “seats” in Parliament, is AHY. However, the seniors of this party, who were expelled from party members, will undoubtedly find a way to emboss this party one day.

Hopefully, the parliamentarians from their party will not be involved in corruption cases. However, the political opponents of the Democratic Party, of course, will “play tapes” against several corruption cases that ensnared members of the Democratic Party. AHY must be wise in dealing with this attack, both from political opponents and within his party.

Therefore, AHY needs to carry out various public activities that attract millennials. Millennials are fast learners and have fast thinking. So, AHY must be able to enter the minds of the millennial group. They are speedy to sympathize if their emotions are touched. AHY must be able to manage the thinking and emotions of millennials.

The main thing that AHY must master is choosing a communication strategy in politics. His father had developed a political strategy by managing his mind and setting a clear heart when carrying out political missions until he stepped up to the palace.

I suspect AHY has and will teach AHY what and how to do political communication strategies. If he can copy and paste from his father’s figure, this is the initial capital to captivate the hearts of millennials. Almost, if not all, millennials like the figure of SBY.

After having a good communication strategy, AHY must also choose the moment and comment at the right time. He does not need to be quick to offend if something he does not like is in the public domain. Refraining from commenting at inappropriate times is the main recipe for AHY. He must take the lesson to learn the impact of the style of Puan Maharani’s communication strategies.

AHY also needs to respond to diplomatic issues at the regional and international levels. I have no doubts about his English, but what matters is the impact of his speeches in international forums. He should open his arms to many groups and parties at the international level. Sometimes, intelligence analysts will analyze the content of a leader's opinion in the international forum.

Usually, every young Indonesian leader candidate will be invited to various international forums. They were asked to give public lectures in front of academics. They were giving his views in front of senior diplomats. Express his thoughts on global issues, including the economy, security, climate change, and health. This process will finalize these young leaders candidates' way and appearance before they get strategic positions in their country.

The role of the think tank behind AHY is very significant. His father used to take advantage of the academic group that provided various inputs to SBY when he had to give lectures in international forums. Sometimes, the content of the speech must be corrected so that the message conveyed is measurable, directed, and systematic.

SBY also seems to be used to giving speeches without text because he has a good memory in remembering what to say, with the level of emotions and thoughts that are managed by himself. Young people are very quickly fascinated by the disposition of someone who is looking bright. Nevertheless, they also analyze how a person behaves behind his charismatic demeanor.

Therefore, if AHY's character is as desired, then it is possible that in 2029 or 2034, he will be able to compete for the opportunity to lead the country. This space and opportunity are still wide open for AHY. I am not worried about the year 2024 to continue AHY's political career. As long as he can build good leadership and maintain the loyalty of his party members, this success may be his "savings" for him in 2029.

So, suppose we return to the original question about AHY's ability to attract millennials. In that case, the answer lies with AHY. Is he preparing himself to be an "example" of future Indonesian leaders? If this is done, then millennials may deliver themselves to the pinnacle of leadership in this republic. Maybe this is an exaggerated answer, but above all, I might be wrong in understanding AHY.