

The General Election Commission's Strategy in Increasing Public Participation in the City of Pekanbaru in the 2019 Simultaneous Elections

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Abstract

Democracy is a political system that provides space for justice and equality for all citizens. The fundamental characteristic of a democratic country is the existence of General Elections. Elections are the will of the people or the wishes of the people through general elections to elect leaders with a better and more open system in the election process. During the 2019 simultaneous elections, one of the exciting things was that public participation increased significantly compared to the general election. Previously, in 2014, this increase in participation could not be separated from the General Election Commission's strategy to increase public participation. This research aims to measure the KPU's Strategy for Increasing Community Participation in Pekanbaru City for the 2019 Simultaneous Elections and determine the factors that hinder the KPU's Strategy for Increasing Community Participation in Pekanbaru City for the 2019 Simultaneous Election. The method used in this research is qualitative analysis. Data processing from interviews in this research used the Nvivo 12 Plus application and documentation. This research concludes that the Pekanbaru City KPU, as the general election organizer, carries out its role very professionally. This is proven by the activities carried out by the KPU, which involve socialization in schools, socialization with existing community organizations, active social media in disseminating information related to elections, and collaboration with print media and electronic media in Pekanbaru City. The obstacle for the Pekanbaru City KPU is that the budget needs to be covered, so the Pekanbaru City KPU does not invite itself or create its activities to carry out outreach.

Keywords: Strategy, General Election, Participation, Government

Introduction

Democracy is a political system that provides space for justice and equality for all citizens. The fundamental characteristic of a democratic country is the existence of general elections. The general election is a democratic celebration of citizens that aims to realize the political desires of the people in electing leadership candidates worthy of occupying office based on the mandate given (Mahyudin et al., 2022). General elections are an actual manifestation of procedural democracy. However, democracy is not the same as general elections, and general elections are also an essential aspect of democracy in a country, which must also be held democratically and involve all elements of society in the general election process (Putu Served, 2018). New voters play a significant role in determining the direction of change in the progress of the Indonesian state. They have the potential to be successful in winning a general election that will take place. With a large estimated number of new voters, the votes of new voters will have the potential to win the election (Azirah, 2019). Political participation fulfills four types of functions, namely first, as a means to pursue economic needs; second, as a means of pursuing the need for social adjustment; third, as a means to pursue specific values; and fourth, as a means to fulfill subconscious and psychological needs (Yppt & Agus Fatah Hidayat, 2022). Socialization aims to make a person a political personality and political awareness, as well as people's political participation. Political education is critical in forming a democratic culture in society (Lesang & Daiyan n.d., 2022).

Participation is a perspective that creates a commitment to building leadership conditions that can create empowerment that exists in the present, which is less supervised and uncontrolled (Hidayati Djoeffan, 2022). Community participation involves community members in development, including planning and implementing development programs or projects in local communities (Kurniawan et al., 2023). Political participation is a voluntary activity of individuals or groups of people through parts they control or can participate in in selecting leaders in a country. This activity is carried out directly or indirectly to form general policies (Asrizal Saiin, 2020). Election is an abbreviation for general election, a process in which citizens elect representatives who believe in government or public institutions through democratic means. Elections are usually carried out by selecting specific candidates or political parties believed to have a program, a vision and mission based on the community's beliefs and needs (Fahrudin & Billah, 2023). Elections are a form of democratic means in a country; elections are a form of fulfilling the rights of citizens or society in using their votes to elect a candidate from the election participants who are trusted by the community to lead the country (Zulkarnaen et al., 2020). New voters are voters who have just participated or are just about to vote and vote in the general election. New voters are one crucial aspect that must be addressed by political parties participating in the general election process to obtain votes for the 2024 election (Musticho et al., 2023). This research aims to determine KPU's strategy for increasing public participation. To determine what strategies KPU will use, the researcher will conduct research based on Voter Education, Election Socialization, and Forms of Participation as described by the researcher. The researcher will conduct research entitled KPU's Strategy for Increasing Participation in Pekanbaru City Community for the 2024 Simultaneous Election.

Literature review

Election Improvement Strategy

The strategy is a series of stages that must be taken in order to achieve the set target. A good strategy provides a comprehensive picture of the main steps and decision patterns that must be taken in order to realize the goal. Strategy is all a person or organization's plans and actions to achieve victory in the election context (Muhammad et al., 2020). Strategy is a plan or planning and leadership to achieve a goal. The strategy must show how tactical operations can be carried out in that the approach can differ at any time depending on the existing situation and conditions (Paramasari & Nugroho, 2021). A good strategy contains the values of its members so that they feel connected to the goals a company wants to achieve and can provide continuous encouragement for its members (Dwi Haryono, 2018). Strategy refers to a particular set of components based on the context faced to achieve a goal or communication effectiveness. A communication strategy will involve planning, tactics, calculations, field recognition, and implementation to reach the target (Rachmiatie et al., 2013). The strategy consists of an offensive strategy and a defensive strategy; the offensive strategy is a strategy to increase a new vote base, and the defensive strategy is a strategy used to maintain a previously existing vote base (Bella Putriwani, 2021).

A strategy is a tool that aims to achieve a goal in a company or government agency about goals for long-term results, follow-up programs, and resource allocation priorities (Kurniawan et al., 2023). Public strategies in developing responsibility and participation between officials and the public (target public) to achieve common goals can be realized through several approach aspects, namely operational strategies, persuasive and educational approaches, public relations social responsibility approaches, cooperative approaches, and coordinative approaches and integrative (Ikhsanudin Muchlis, 2017). Strategy is an integrated part of a plan, while a plan is the product of a plan, which, in the end, planning is an essential function of the management process. Public strategy is the overall approach for a program that will be formed. The strategy will be the main idea and thinking behind the tactics that become the program's foundation (Maman Chatamallah, 2008). Strategy for setting targets and objectives in the long term for a company, as well as the direction of action and allocation of resources that will be needed to achieve the targets or goals of a company (Napir, 2016). Strategy is the use of combat to win a war. Then, he added that politics happens after the war is over. Strategy is divided into 5: strategy as a plan, strategy as pattern, strategy as position, strategy astactics and finally, strategy as perspective (Juliansyah et al., 2017).

Participation In Elections

The participation of a person or group in the development process, both in the form of statements and activities, by providing input such as thoughts, time, energy, expertise and capital (Kaehe et al., 2019). Participation is a perspective that creates a commitment to building leadership conditions that can create empowerment that exists in the present, which is less supervised and uncontrolled

(Hidayati Djoeffan, 2022). Political participation is a voluntary activity of individuals or groups of people through parts they control or can participate in in selecting leaders in a country. This activity is carried out directly or indirectly to form general policies (Asrizal Saiin, 2020). Political participation is the collective participation of the community in the process that determines leaders in a country, planning public policy, and monitoring government processes in a country (Lesang & Daiyan, n.d., 2022). Community participation, involvement and involvement of community members in development, including planning and implementing development programs or projects in local communities (Kurniawan et al., 2023).

Participation is a form of community participation in activities in the form of planning and implementation to achieve community development goals. Participation can be in the form of suggestions, services, or materials, either directly or indirectly, in a democratic atmosphere (Novendi Setiawan, 2015). Participation is one form of desire that will develop democracy through a decentralization process by involving the community in their community's planning and development process (R., Mone et al., n.d., 2021). Political participation is divided into four groups, where the first three indicate the level of participation—first, the apathetic group, namely those who are not involved or withdraw from the political process. Second, even though they are less interested in politics, the spectator group still exercises their right to vote. Third, the gladiator group, namely those very active in politics, including this category, are party activists, campaign workers, organizational activists, etc. Fourth, critics participate in non-conventional forms (Fitriyah et al., 2021).

Election in Indonesia

The general election of an institution and a political practice has two dimensions, where both dimensions have sides that appear to be at odds with each other. In the first dimension, general elections are seen as a means of realizing people's sovereignty and articulating society's interests to realize their representatives. In the second dimension, general elections are a suggestion to strengthen the government's political legitimacy so that its existence, policies, and programs can be achieved more efficiently and have strong sanctions ties (Eva & Antari, 2018). Election is an abbreviation for general election, a process in which citizens elect representatives who believe in government or public institutions through democratic means. Elections are usually carried out by selecting specific candidates or political parties believed to have a program, a vision and mission based on the community's beliefs and needs (Fahrudin & Billah, 2023). Elections are a form of democratic means in a country; elections are a form of fulfilling the rights of citizens or society in using their votes to elect a candidate from the election participants who are trusted by the community to lead the country (Zulkarnaen et al., 2020). Elections are the will of the people or the wishes of the people through general elections to elect leaders with a better and more open system in the election process. In the implementation of the election, there will be new voters participating or beginner voters, whether in the presidential election or regional head election (Mahyudin et al., 2022). New voters are voters who have just participated or are just about to vote and vote in the general election. New voters are one crucial aspect

that must be addressed by political parties participating in the general election process to obtain votes for the 2024 election (Musticho et al., 2023).

New voters play a significant role in determining the direction of change in the progress of the Indonesian state. They have the potential to be successful in winning a general election that will take place. With a large estimated number of new voters, the votes of new voters will have the potential to win the election (Azirah, 2019). There is no change in attitude among novice voters because these novice voters need to pay attention to the campaigns carried out by legislative candidates. After all, the information is considered unimportant. It has little to do with the personal, so novice voters do not express their thoughts and need to gain knowledge of previous elections. (Idris & Djumlani, 2014). According to Law No. 7 of 2017 concerning General Elections Article 1, Election organizers organize elections consisting of the General Election Commission, the Election Supervisory Body, and finally, the Election Organizing Honorary Council as one unit. The function of election organizers is to elect members of the People's Representative Council, members of the Regional Representative Council, and members of the Regional People's Representative Council and to elect the President and Vice President directly by the people (Mahyudin et al., 2022).

Research Methods

The method used in this research is a descriptive method using a qualitative approach. Qualitative, namely explaining the strategy carried out by the KPU to the public. This research was carried out by asking questions, collecting specific data from information and interpreting the meaning of data analysis from the object under study, namely the KPU's strategy in increasing the participation of the Pekanbaru city community for the 2019 simultaneous elections. In this research, the target of the KPU's strategy is to increase participation among the public, first-time voters, pupils, and university students. The measurements in this research were carried out using the interview method, which was processed using the Nvivo 12 Plus application to find out the strategies used by the KPU and the factors that were obstacles for the KPU in increasing participation.

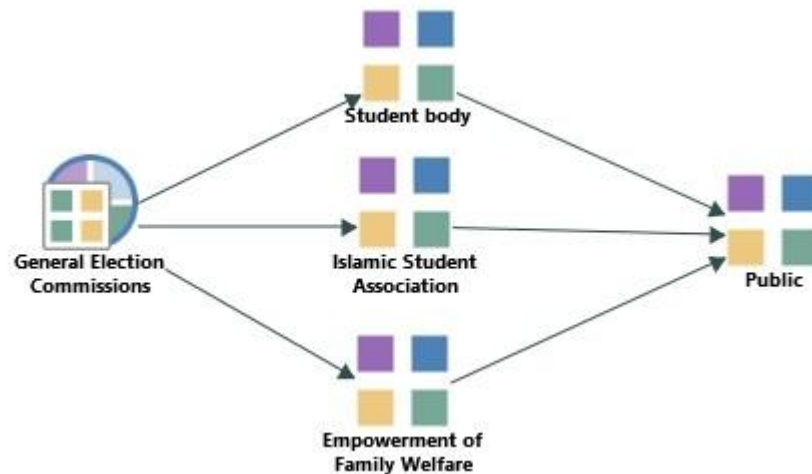
Results and Discussion

Strategy Of the Pekanbaru City General Election Commission

Voters are part of the general public who cannot become constituents of a particular political party. Meanwhile, the purpose of education in the context of election implementation is education that is effective in instilling the values related to elections and democracy in national and international life (Farida Julliani, 2021). With this understanding of voter education, the General Election Commission certainly has a strategy to increase community participation in Pekanbaru. In line with this, in order to find out the Strategy of the General Election Commission in the city of Pekanbaru, the author determined two assessment items, namely the plan to convey election information to the formal education system in the city of Pekanbaru,

the plan to involve community organizations. For more details, the Pekanbaru City KPU strategy in increasing community participation based on Voter Education indicators can be seen at:

Figure 1. Involvement of community organizations



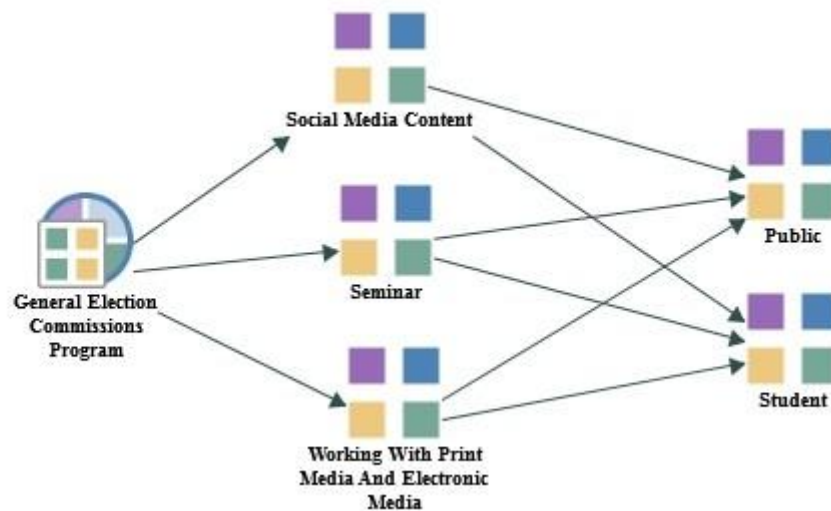
Based on the picture above, it can be analyzed that in carrying out election socialization to increase participation, the Umum Election Commission works together with community organizations, namely Student Body, Islamic Student Association, and Empowerment of Family Welfare, by carrying out total cooperation. Know all the information related to the election.

Based on the results of the research, it can be analyzed that in the plan to convey information about secondary elections in the formal education system in the city of Pekanbaru, the KPU of Pekanbaru City does not have the ultimate authority to implement secondary voter education in the school curriculum. Therefore, the KPU collaborates with the education department to implement I schools. The schools that will be visited will need to engage in socialization. In the plan to involve community organizations, the KPU of Pekanbaru City has involved existing community cells. Also, the KPU has collaborated with campus activists, including Student Body, Islamic Student Association and others.

Election Outreach

Socialization is a process that helps individuals or groups learn and adapt themselves, as well as how to live and think in their group so that they can fully play and function within their group (Ananda Hadi Ellyas et al., 2020). With this understanding of election socialization, the General Election Commission certainly has a strategy to increase community participation in Pekanbaru. In line with this, to find out the KPU's strategy in increasing community participation in Pekanbaru City, the author determined two assessment items: the role of social media and information technology and the types of socialization programs. For more details, the Pekanbaru City KPU strategy in increasing community participation based on Election Socialization indicators can be seen at:

Figure 2. Program carried out by the Pekanbaru City General Election Commission



Based on the picture above, the Umum Election Commission includes programs, namely social media content, seminars and collaboration with print and electronic media, to carry out socialization. This program is carried out by the Umum Election Commission to help the public and students obtain information about the election.

Based on the research results, it can be analyzed that the role of social media and information technology for the KPU is vast. The KPU already has several social media accounts, namely TikTok, Instagram, Facebook, and Twitter, and the KPU has a website. The KPU itself published information about the elections and activities carried out by the KPU on its social media accounts and received a good response from the public. One type of socialization program carried out by the KPU was uploading election cellphone content on social media. In addition to social media, the KPU also collaborated with print and media media. Elektronik in Pekanbaru and KPU also carry out face-to-face or out-of-field programs to carry out outreach.

Forms Of Participation

Political participation is the activity of citizens in the state who act as individuals or groups who ultimately exercise influence in the government's decision-making (Awalulddin Iqbal, 2020). With this understanding of forms of participation, the Pekanbaru City General Election Commission Strategy certainly has a strategy to increase community participation. In line with this, in order to find out the KPU's strategy in increasing community participation in Pekanbaru City, the author determined two assessment items, namely the steps taken to increase participation, the KPU's plan to maintain election integrity and ensure the voting process runs fairly and transparently. For more details, the Pekanbaru City KPU strategy in increasing community participation based on the Form of Participation indicator can be seen at:

Figure 2. WordCloud Of Interview Results



Based on the picture above, the Pekanbaru City Umum Election Commission, in increasing community participation, maintains its integrity so that every time it carries out its activities or work, the KPU can work smoothly according to the regulations that have been established.

Based on the research results, the steps taken by the KPU ultimately increase participation, namely completing the voter list at every stage to ensure that no more people are registered in the DPT. The KPU has also conducted socialization on related social media regarding information about the election. In order to maintain the integrity of the election and ensure that the election process runs fairly and transparently, the KPU maintains its integrity as an organizer. In maintaining that integrity, the KPU conveys this to the co-workers in the KPU. The KPU also ensures that there is no such thing as helping or assisting the KPU election candidate. It has also been working in conjunction with regulations that have been established by law and also by the KPU.

Barrier Factors in Increasing Participation

Obstacles are all the elements that hinder or impede what a person's cells encounter in their daily lives that come and go, thus creating obstacles for the cells of the person who is going through it to ultimately achieve the goal (Sulyeldi & Idruls, 2019). With such an understanding of obstacles, the obstacles in the KPU's strategy for increasing community participation certainly influence the strategies that the KPU will use. In line with this, to determine the factors that are obstacles for the KPU in increasing participation, the author determines two assessment items: obstacles and overcoming obstacles.

Based on the research results, it can be analyzed that the factor that hinders the implementation of election outreach is the budget, which is not covered. This is why the KPU rarely holds activities or does not personally participate when carrying out activities held by the KPU because the KPU's budget cannot be covered. In overcoming these obstacles, the KPU can collaborate with community organizations and student activists with a limited budget and carry out outreach so that more people can participate in the election.

Plans for conveying information on classroom elections in the formal education system in the city of Pekanbaru Formal education is a learning activity intentionally carried out, whether by the community or by learning in a school-structured setting . The KPU itself has no authority to implement voter education in the curriculum, so the KPU works with the school districts by sending a letter to the Seltellah education service and then assists the school districts. So far, the school district has also had a program that has gradually challenged the KPU by making it possible for the KPU to be able to carry out the education of primary voters for the Z election in the city of Pekanbaru itself in the list of voters with the highest Z number, so by working together with the KPU school, we can do it honestly go to school and invite primary voters to abstain from voting and provide information about the election.

The role of social media and information technology Social media is an internet platform that allows users to express themselves and interact, collaborate, share and communicate with other users who form social ties online. The use of social media is very large. According to the KPU Pekanbaru City, we already have TikTok, Instagram, Facebook, Twitter and a Website. Whatever activities the KPU carries out, and all the information that must be conveyed will be uploaded to the online social media accounts, and this will get a good response from the public.

Steps taken to increase participation Participation is the role of individuals or groups of society in the development process, either in terms of implementation or in carrying out activities by contributing thoughts, energy, skills, time, capital, as well as taking part in utilizing and enjoying the results.

The KPU has made efforts at every stage. It has revised the voter list (DPT) so that no more people are included in it, and it has socialized this. After that, the KPU launched social media accounts so that the public would know the stages of the election until the day the final election was held. Factors that become obstacles obstacles are undesirable or undesirable situations that can interfere with the psychological development of one's cells, cause difficulties for oneself and others and must be overcome (Putri et al., 2021). The KPU does not have any obstacles, but the reason it does not carry out its activities or act independently is that its budget is not fully covered.

Conclusion

The Pekanbaru City Umum Election Commission carries out its role as the professional organizer of the Umum elections. This is proven by the activities carried out by the Umum Election Commission of Pekanbaru City, which is involved in socialization in the community, including in schools, socialization among existing organizations, and collaboration with print media and electronic media in Pekanbaru City. The Umum Election Commission of Pekanbaru City has also carried out voter education to the community by carrying out social mobilization utilizing social media to disseminate information about the election stages, election schedule and program. The obstacle to the Pekanbaru City KPU's increasing community participation is that the KPU's budget needs to be covered. This is why the KPU needs to create its activities or invite itself to carry out outreach to overcome obstacles to the KPU by collaborating with community organizations or activists. Student activists to carry out outreach.

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