

West Papua Province political communication strategy in implementing 2020 regional head elections

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ABSTRACT

Keywords

Communication Strategy
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Implementing Pilkada (Regional Head Elections) in 2020 for the history of the Indonesian state is the most challenging Pilkada because the 2020 Democratic party coincided with the Covid-19 pandemic that hit the whole world. The uncertainty in guaranteeing democracy is enormous, especially in achieving the target of political participation. The West Papua KPU (General Election Commission) in organizing the 2020 Pilkada has succeeded in obtaining or reaching the level of implementation of the Pilkada with 79.15% participation. This fact is a significant asset that the threat to democracy during the Covid pandemic can be handled wisely by the West Papua KPU as an opportunity for democracy in general elections. The purpose of this study is to describe the political communication strategy of the KPU for West Papua Province during the 2020 Pilkada. The method used in this study is to use a qualitative case study. The results of the study show that the West Papua Province KPU carries out a communication strategy during the 2020 local elections, namely by maintaining character by adhering to credibility during the general election process, strengthening institutions by outreach to stakeholders regarding the regional elections, and outreach to the community regarding education choose. Creating togetherness with local community configurations within the KPU, creating persuasive messages with online media, creating public service advertisements with local content, building consensus by inviting traditional leaders involved in conflicts and holding regional head elections based on laws and regulations, and disclosing information related to general elections to the public.

1. Introduction

Regional head elections (Pilkada), or general elections, are a means of competition between several political parties in Indonesia. The implementation of the 2020 regional elections held in West Papua was attended by many political parties, which has implications for the intense competition between political parties in the struggle for voter votes (Putra & Ochirov, 2020). In getting votes in implementing Pilkada, the parties must have a good communication relationship. As a strategy to get the most votes to win the party, both through organizing and consolidating cadres, it can also be through good communication. (Soter Jangkup, Arpi R. Rondonuwu, 2019).

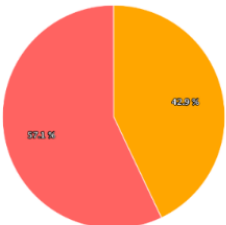

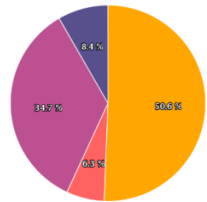
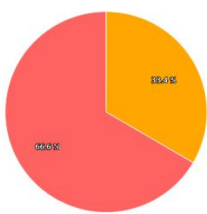
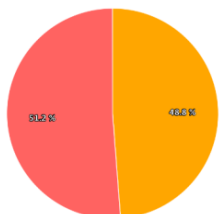
Political communication as a political activity is the delivery of messages characterized by politics by political actors to other parties (Fadillah & Zhenglin, 2020). This activity is empirical because it is carried out in real social life. As a scientific activity, political communication is one of the political activities in the political system. Political communication is generally defined as talks and actions to influence people in society and the state. (Basri, 2021).

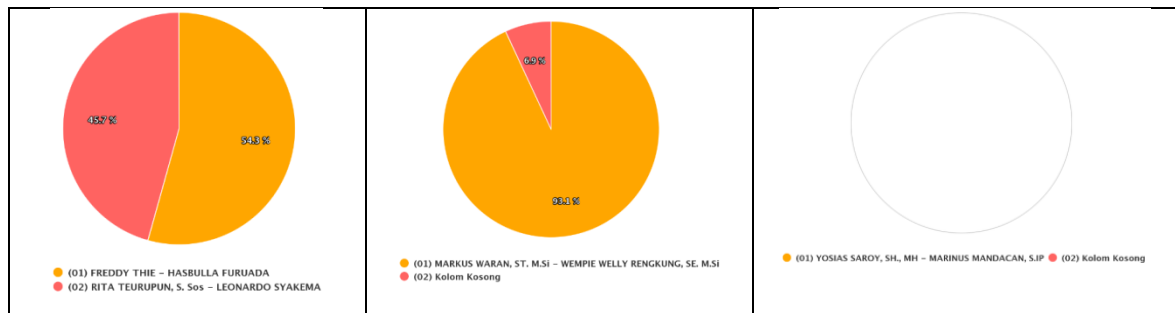
The 2020 West Papua Provincial Elections experienced changes in the social structure experienced by voters, and the level of satisfaction with the old electoral leadership was relatively low. Voters needed more information about the profiles of the new elections candidates, and this lack made it

difficult for them to make an informed decision. This led to voters not electing the candidates they had hoped to see in their local communities in neighborhoods and villages throughout West Papua Province (Khair & Adhani, 2021). Papua and West Papua provinces are famous for the noken system used in organizing elections, which entrusts decisions to tribal elders or leaders (Munardin Hadma & Dwi Anggoro, 2021). However, this noken system does not apply in West Papua because this noken system only applies in Papua Province, a mountainous area with traditional cultures and customs that are still thick (Jung, 2019). That the difference between elections in Papua and West Papua is different. in the implementation of the 2020 elections, Papua Province still uses the noken system while the election system in West Papua does not use the noken system (Santoso & Fatimah, 2021). So it can be concluded that related to the implementation of the 2020 elections, West Papua itself has developed or is at the same level as other provinces or cities in Indonesia (KPU DIY, 2016).

General Election Commissions (KPU), or Commissioner of the General Election Commission of West Papua Province Fahri Rafli stated that voter participation in West Papua in the implementation of the 2020 Pilkada exceeded the national target. Voter participation in West Papua reached 79.15 percent (Sulaeman, 2017). Unexpectedly, community participation in organizing the 2020 Pilkada in West Papua Province is nearly 80 percent. The target to be achieved by the West Papua Provincial KPU itself was initially only 60-68 percent; this makes the author want to explore the methods and patterns of political communication strategies carried out by the West Papua Provincial KPU in the 2020 Pilkada process.

Table 1. List of Vote Recapitulation of Regent and Vice Regent Elections for All Regencies in West Papua

Manokwari	Fakfak	South Sorong
 <p> ● (01) SIUS DOWANSIBA - MOZES RUDY FRANS TIMISELA ● (02) HERMUS INDOU, S.IP., MH - Drs. EDI BUDYOYO </p>	 <p> ● (01) SAMAUIN DAHLAN, S.Sos, M.AP - CLIFFORD H. NDANDARMANA, SE ● (02) UNTUNG TAMSIL, S. Sos, M.Si - YOHANA DINA HINDOM, SE, MM </p>	 <p> ● (01) SAMSUDIN ANGILILILI, SE - Drs. ALFONS SESA, MM ● (02) YUNUS SAFLEBOLO, SE, MTP - ALEXANDER S.E. DEDAIDA, SP ● (03) YANCE SALAMBAUW, SH, MH - dr FELIKS DUWIT, MSc, MPH, SpPD ● (04) PIETER KONDJOL, SE, MA - MADUN NARWAWAN </p>
Raja Ampat	Bintuni	Wondama
 <p> ● (01) Kolom Kosong ● (02) ABDUL FARIS UMLATI, SE - ORIDEKO L. BURDAM, S.IP,MM,MLec.Dev. </p>	 <p> ● (01) . ALI IBRAHIM BALIW, SE, MT - . YOHANIS MANIBUY., ● (02) h PETRUS KASHIW, MT - . MATRET KOKOP, SH </p>	 <p> ● (01) ELYSA AURI, SE., MM - FERY MICHAEL DEMINIKUS AUPARAY, S. Sos ● (02) Drs. BERNADUS ALKHATIB IMBURI, M.Si - ZETH BARNABAS MARANI, SH ● (03) Dr. Drs. PAULUS YULIUS INDUBRI, MM - KURO M.R. MATANI, S. Sos ● (04) Ir. HENDRIK SYAKE MAMBOR, MM - Drs. ANDARIAS KAYUKATULI, M.Si </p>
Kaimana	South Manokwari	Arfak Mountains



The research questions were determined as follows: How is the Political Communication Strategy of the West Papua Provincial KPU in implementing the 2020 Pilkada?. It is expected to be helpful to increase knowledge of the political communication strategy of the West Papua Provincial KPU in the Implementation of Pilkada. This research can be used as a study for future research by selecting the same or similar themes. Able to contribute to the election organizing institution. So the success of the political communication strategy implemented by the KPUD in West Papua can be used as a reference for the success of other KPUD in organizing future elections.

2. Method

This study uses a qualitative case study approach by conducting in-depth interviews (Sugiyono, 2017). This research was conducted with two resource persons, namely H. Abdul Halim Shidiq, who is a member of the West Papua Provincial KPU Socialization Division, Public Participation Voter Education, Human Resources, and Technical Implementation and Muji Warsito as the Secretary of the Manokwari Regency KPU. Primary data collection was centered on in-depth interviews conducted with one commissioner of the West Papua Provincial KPU.

3. Result and Discussion

3.1. Presenting the Results

Table 2. Analysis of the Political Communication Strategy of the West Papua Provincial KPU in the Implementation of the 2020 Pilkada

No	Political Communication	Indicator	Realization
1	Maintaining Character	Maintaining Character	Adhere to credibility during the electoral process Have clear regulations to strengthen the KPU in carrying out the elections Has rules that must be followed by election participants
2	Strengthening Institutionalization	Institutional Existence	Socialization to stakeholders regarding when the elections will be held, the nomination requirements and the nomination period. Socialization to the community regarding voter education
		Institutional Personality	Adhere to the code of ethics for organizing elections, namely the 11 principles of organizing elections
		Institutional Activities	Given service time according to calendar days Provide 24-hour service on the last of nomination registration
3	Creating Togetherness	Understanding the Audience	The configuration of the local community in the KPU
		Persuasive Message	Direct socialization both face-to-face and through social media
		Delivery Method	Creating public service announcements with regional content involving religious, traditional and women leaders

			Conduct elections in accordance with PKPU No. 12 of 2020 concerning the holding of elections during the Covid-19 period.
		Choosing Media	Selecting social media and sorting out media with unclear sources
4	Consensus Building	The Art of Compromise	Inviting traditional leaders, as well as prioritizing the applicable KPU laws and regulations
		Ability to Open Up	Disclosure of election-related information to the public

3.2. Create a Discussion

Implementation of Pilkada in West Papua Province

West Papua Province also has its own Regional KPU so that elections and local elections can be held for the first time in West Papua Province on April 5, 2004. West Papua Province 2020 held regional head or simultaneous elections for Regent and Deputy Regent in December 2020. Simultaneous elections in December 2020 took place in nine regions in West Papua Province, namely Manokwari, South Manokwari, Raja Ampat, Kaimana, Fakfak, South Sorong, Arfak Mountains, Bintuni Bay, and Wondama Bay regencies. West Papua Province Governor Dominggus Mandacan and Deputy Governor Edi Budoyo inaugurated four pairs of Regents and Deputy Regents in West Papua Province, which resulted from simultaneous regional head elections in December 2020. The four pairs of regional heads in West Papua who were inaugurated directly by Governor Dominggus Mandacan in Manokwari were the Regents and Deputy Regents of Manokwari, South Manokwari, Raja Ampat, and Arfak Mountains who will serve until 2025. Of the nine regions, eight regions have been determined by the KPU as the elected Regent and Deputy Regent pairs. Only one region has yet to be determined because it is waiting for the Constitutional Court's decision, namely Wondama Bay Regency. While the other four regions that have also been determined by the KPU, namely South Sorong, Fakfak, Kaimana, and Teluk Bintuni, will be carried out in stages adjusted to the end of the term of office of the Regent and Deputy Regent.

Political Communication Strategy of the West Papua Provincial KPU in the Implementation of the 2020 Pilkada

The main steps that must be taken to achieve the goals of political communication are for political imagery, namely by maintaining character by establishing institutions which mean a politician and establishing political institutions, and creating togetherness and building consensus, this will affect political communication. (Zahra et al., 2023). The West Papua Provincial KPU, in the implementation of the 2020 regional elections, carried out several activities as political communication, namely:

3.2.1. Maintaining Character

One of the main things in a political communication strategy is maintaining character, where voters in general elections tend to make choices for the ideal candidate for them. Political figures will then give birth to heroism, namely being trustworthy because of commendable character and morality in society (Moneter & Susanto, 2020).

According to one of the speakers, Mr. H. Abdul Halim Shidiq, who is a member of the West Papua Provincial KPU, explained that one of the ways to maintain the strength of the KPU is by complying with credibility where in the process of implementing elections or elections has credibility that is obeyed as proof that the KPU will maintain neutrality in elections. This neutralization itself is a treatment where the KPU will not differentiate and be equal in providing services to all communities and political parties that are participants in the regional head elections, one of which is the same interaction with each party from the election participants if it is a political party then it must be treated the same.

Another form KPU uses in maintaining character is that KPU must also have clear regulations to strengthen the KPU in carrying out elections and elections. This is also done to show that the general election commission can communicate to all components of society how they can understand the dignified election process. From here, the KPU, the election organizer, must have a good relationship

with all components, especially the political government and the community. So that with the formation of a good relationship, the community and also the political government will have more confidence in the performance of the general election commission and will also facilitate the course of the general election that will take place.

The speaker also added that in addition to this, the KPU also has institutional power where the KPU has regulations that must be followed by election participants, where the rules are used to provide order and direction in the implementation of elections that are considered by the expectations of the entire community. In honest and fair elections, the principle of direct general elections is free and secret.

3.2.2. Strengthen Institutionalization

a. Institutional existence

Institutional existence can be seen through activities carried out in order to fulfill public expectations. The West Papua Provincial KPU in implementing the 2020 regional elections for institutional existence by providing socialization to the community and stakeholders related to the implementation of the elections. Furthermore, the KPU also sets standard recruitment criteria to become part of the KPU. This is done to get competent human resources and proportional capabilities in carrying out duties and responsibilities so that the KPU as an election organizing institution must have principles in organizing elections so that the KPU truly becomes an institution that exists in carrying out elections.

One way to meet the community expects to socialize throughout the election, and secondly, the socialization of voter education where the KPU will socialize the community that how voter education, so how to choose a candidate pair is like how this is done so that it is not wrong to vote and not involved in money politics. The socialization of these stages is already in PKPU and is regulated in the law, namely Law No. 10/2016.

b. Institutional personality

The personality of the electoral institution can be assessed from various aspects, namely the character of the law-organizing institution, which is normative and impartial. KPU itself has a code of ethics for organizing elections both in the commissioners and the secretariat, which in this case will be bound by the code of ethics, namely the 11 principles of organizing elections such as independent, honest, fair, legally specific, orderly, open, proportional, professional, accountable, effective and efficient. The character of the organizer for the subject KPU itself has been bound by KPU regulations on the 11 principles of election organizers. These 11 principles are not just a slogan because if commissioners are dishonest or not independent, a code of ethics hearing will be held, and sanctions will be imposed for their mistakes.

The resource person, Mr. Muji Warsito, the Secretary of the Manokwari Regency KPU, explained that the institution's personality is independent and neutral, where the KPU must prove neutrality where the KPU is not involved in winning one of the election candidates. All can run with the primary democratic system so that the personality of this institution follows what is expected in the general election commission law. Then it must be able to carry out elections honestly and fairly; transparency is a commitment that must be implemented so that it can answer the involvement of the general election commission as an independent institution.

c. Institutional activities

In the activities of public institutions, political interests must be prioritized above all interests. In the system, the KPU will provide work services following the calendar day, where in its implementation, there will be seven working days in one week; it will also be given service time for 24 hours on the last day of registration for the election candidacy. The speaker Mr. Muji Warsito also added that the KPU, in its activities in organizing regional elections, both governors and regents, is to implement the regulations set by the law in the general election. The KPU will carry out the program stages and schedules under what has been determined in PKPU; this is the basis for providing exemplary service to the community, both election participants and voters. Moreover, the KPU is also equipped with regulations related to the work procedures of the general election commission, which are regulated by the general election commission regulations.

3.2.3. Creating Togetherness

a. Understanding the audience

The West Papua Provincial KPU in understanding the audience by providing the configuration of the local community as part of the KPU. According to the source, Mr. H. Abdul Halim Shidiq explained that those who sit in the KPU membership are representatives of the configuration of the local community of different ethnicities and religions; this represents the configuration of the local community. Where conflicts or problems will be resolved by people who have the same tribe, each representative carries out the approach according to the tribe or region. This is done to solve the problem more quickly because parties with the same tribe and region handle it.

KPU must prioritize the togetherness of the team solidarity with the personnel in the general election commission must have a vision and mission under the vision and mission of the election institution, namely the realization of a dignified election institution based on lumbar and juridical. Of course, the general election commission needs to pay attention to personnel in this human resources in the institution must have the same motivation so that in its implementation, it is monitored by the institution, namely the leadership in stages.

b. Persuasive message

Persuasive messages in the KPU are socialization to the community both directly and with existing communication media, namely social communication media, both print and electronic media. KPU also exists as a form of giving rise to public attention to communicate to bridge the community with organizers so that regulations and rules related to election elections can be conveyed to the public. According to the resource person, Mr. H. Abdul Halim Shidiq explained that during the 2020 elections, there was a lot of hoax information. With this, the KPU used local language for persuasive messages; besides that, the KPU was also assigned to create social media accounts, where the KPU in all provinces had social media accounts, be it Instagram, Facebook, or Twitter. This is because the number of voters is, on average, the millennial party whose information spreads through social media.

c. Delivery method

The delivery method carried out by the West Papua Provincial KPU in the implementation of the 2020 regional elections is by making public service advertisements with regional content and making local content films. In terms of its making, the KPU also always involves religious leaders, traditional leaders, and women leaders by adding regional language as the primary language. The resource person Mr. Muji Warsito also explained that during the 2020 regional elections coincided with Covid-19, so the KPU had to follow regulations related to the rules for implementing state regulations. The KPU makes regulations related to organizing the PKPU No. 12 of 2020 concerning the holding of elections during covid-19. All must follow PPE procedures for communicating with the public; the KPU must make a booth designed for someone who cannot communicate and is safe. Communication to the public can be conveyed both online media, and its implementation must be equipped with PPE.

d. Choosing media

The media selection carried out by the KPU is by building its media, namely social media. This is due to the spread of unclear content, so the KPU is required to create a personal account. It is, moreover, sorting credible media and filtering media whose sources need to be clarified. When using media with unclear sources, it is feared that miscommunication will occur. Organizing, of course, must refer to fixed regulations and restrictions and be conveyed related to organizing elections and socializing the stages of the election, from the nomination and the campaign to the voting process and recapitulation. Determining the results must adjust the PKPU regulations regulating the scheduled program and election stages.

3.2.4. Building Consensus

a. The art of compromise

The compromise art carried out by the KPU itself invites traditional leaders who are involved in the conflict. In this case, conflict resolution among KPU members is carried out if the laws and regulations of the KPU regulate differences of opinion and interests. Therefore, the KPU always holds firm that the KPU organizes the elections by the laws and regulations. It must be in accordance with legal, process, and methodological logic. In addition, communication media is essential in socializing with the community or participants; the KPU is committed to using effective communication media.

In this case, the KPU uses the most local and national communication, such as print and electronic media in the place or region; of course, this helps socialize the community.

b. Ability to open up

The West Papua Provincial KPU shows the ability to open itself in implementing the 2020 regional elections by disclosing election-related information to the public. Institutionally, the KPU follows the government regulations stipulated in the sense that as a government institution, it must have access to transparency and exemplary service to the community. Therefore, the KPU has the slogan KPU serves, which is the KPU's sincere effort to the community. Where the organization of elections has openness at any time to the community in the sense that if the community needs information and explanations related to elections, it is obliged to provide its services to the community. In this case, the KPU has created a social media website that can be accessed publicly. Arguing that discussion between citizens is an important thing to do, this is useful for translating specialist knowledge into practical knowledge, thereby making knowledge and conflict solutions a product that emerges from the social system. (Arasid et al., 2022).

4. Conclusion

The political communication strategy carried out by the KPU of West Papua Province in the implementation of the 2020 elections is based on four political communication strategies, namely in terms of maintaining character by complying with credibility during the process of implementing elections, establishing institutions by conducting socialization to stakeholders related to elections and socialization to the public regarding voting education. Caring for togetherness by configuring the local community in the KPU, creating persuasive messages with online media, creating public service advertisements with local content, building consensus by inviting customary leaders involved in conflict, and disclosing election-related information to the public. The compromise art carried out by the KPU itself invites traditional leaders who are involved in the conflict.

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