ADICCOM
AHMAD DAHLAN INTERNATIONAL
CONFERENCE ON COMMUNICATION & MEDIA

Persuasive communication model of KPU DIY in increasing voter participation in the 2024 simultaneous elections

Irfan Efendi[1*]

[1]Communication Studies Program, Faculty of Economics, Social Sciences and Humanities, Universitas 'Aisiyiyah Yogyakarta, Indonesia 55292
[*]Corresponding author's email: irfanefendi392@gmail.com

ABSTRACT

Keywords:

Persuasive Communication
Socialisation, Election

Indonesia is a democratic country where sovereignty is in the hands of the people and elected through general elections. In elections, citizens who have the right to vote, channel their votes. The use of voting rights by citizens is a very important thing because it determines the victory of candidates in both executive and legislative elections. elections are held by the General Election Commission (KPU), KPU has the duty and authority as the organiser or presenter of general elections. The purpose of this research is to find out the DIY KPU's persuasive communication model in increasing voter participation in the 2024 simultaneous elections. The method used in this research is descriptive qualitative. The results of this study show that the persuasive communication strategies carried out by the DIY KPU in increasing voter participation in the 2024 simultaneous elections include: Working together in preparing for the 2024 general election, continuous technical guidance and training to improve performance in the 2024 election, inviting the younger generation to participate in the election by socialising in the community and campus environment, utilising social media to invite people to use their voting rights in the 2024 election. The results of this study show that the role of the General Election Commission in increasing voter participation in the 2024 elections in the province of Yogyakarta Special Region, the DIY KPU has conducted interactional socialisation (carried out in programs involving elements of society, and community organisations with the aim of providing education about the 2024 elections). Information dissemination is also through social media and public information such as public service advertisements broadcast through television, radio and print media.

1. Introduction

Indonesia is a democracy and in a democracy sovereignty is in the hands of the people. The sovereignty of the people is actualized through general elections (elections) (Fadillah, 2019). Elections aim to elect state leaders, namely the head of state (president and vice president) and the legislature. The legislature consists of the DPR RI, DPD, Provincial DPRD, Regency / City DPRD (Sulaeman, 2017). Referring to Article 1 paragraph (1) of Law No. 7/2017 on General Elections, elections are a means of popular sovereignty to elect members of the House of Representatives, members of the Regional Representatives Council, Regional Representatives Council, President and Vice President. By being carried out directly, publicly, freely, secretly, honestly, and fairly based on Pancasila and the 1945 Constitution of the Republic of Indonesia (Susanto, 2013).

In Indonesia, elections are organized by the General Election Commission (KPU), the KPU has the duty and authority as the organizer of general elections. There are several types of elections in Indonesia such as Presidential Elections (Pilpres), Legislative Elections (Pileg), Governor Elections (Pilgub) and Regional Head Elections (Pilkada) (Basri, 2021). The KPU in carrying out its duties must be in accordance with its position, in this case the DIY KPU which will hold the general election on February 14, 2024. Law No. 13 of 2012 concerning the Privileges of Yogyakarta authorizes the

Special Region of Yogyakarta as an autonomous region to manage the procedures for filling positions, positions, duties, and authority of the Governor and Deputy Governor, Yogyakarta Special Region government institutions, culture, land, and spatial planning. This is in accordance with Law No. 13/2012 Article 7 which states that the implementation of authority in special affairs is carried out in accordance with the values of local wisdom and alignment with the people (Hasfi, 2019).

Table 1. Voter participation in presidential elections in 2004, 2009, 2014, 2019 and 2024 in the Province of Yogyakarta Istimewah Region

No.	ELECTION YEAR	NUMBER OF CANDIDATE PAIRS	PERMANENT VOTER LIST (DPT)	PERSENTASE
1	Election 2004	2	Pilpres I: 2.531,341 Pilpres II: 2.537,412	PilpresI 81% Pilpres II 78%
2	Election 2009	3	2.780,987	75.97%
3	Election 2014	2	2.752.275	79.84%
4	Election 2019	2	2.695,805	84,9%
5	Election 2024	3	2.870.974	-

Source: WEB KPU DIY (data processed)

Table 1. Voter participation in legislative elections in 2004, 2009, 2014, and 2019 in the Province of Yogyakarta Istimewah Region

No	Election Year	Number of DPR candidates	Number of candidates for DPD	Number of DPRD candidates	Number of Political Parties	Number of Legislative Voters	Voter Percentage
1.	2004	119	33	104	24	2,457,168	84,13%
2.	2009	165	12	612	44	2,751,761	72,94%
3.	2014	120	13	580	15	2.723.621	80.02%
4.	2019	102	10	578	20	2.695.805	88%

Source: WEB KPU DIY (data processed)

In an effort to increase public awareness in Yogyakarta to use their voting rights, the Yogyakarta Istemewah Region (KPU) needs to conduct socialization. Socialization includes the stages of the 2024 elections. As for the factors that cause low public participation in carrying out elections, some of them are public saturation with elections, low trust or disappointment (with election organizers, election participants, namely legislative candidates, regional leader candidates and political parties), lack of encouragement to the community, low public awareness. This is due to lack of information, not wanting to participate, not knowing the day of voting and others. The tendency of the level of community participation in politics certainly cannot be separated from the role of all citizens, and the most important thing is the extent of persuasive communication carried out by the DIY KPU in increasing voter participation in the elections that will take place (Moreno Esparza, 2015). Therefore, the KPU must have a special strategy as an election organizer to continue to make efforts to increase active participation to the polling station. One of the strategies is that the KPU continues to socialize and educate the stages before voting to the community (Sari et al., 2023).

Persuasive communication is used by making efforts to change attitudes, opinions and behavior of a person through flexible, humane and subtle ways, with the result of the emergence of awareness, willingness, and feelings of pleasure and the desire to act in accordance with what the persuader/communicator says. The form of persuasive communication carried out by the DIY KPU is by conducting socialization and interacting directly with the community and by conveying election messages to the community in a clear and understandable way. The pattern of socialization is certainly directed to increase public participation to use their voting rights. For this reason, the KPU needs to think of a standard and pattern of socialization so that information about the implementation of this election really reaches the wider community, so that there is no more misinformation in the process of implementing the election.

2. Method

The type of research used in this research is descriptive type and uses qualitative methods (Arasid et al., 2022). Qualitative method is a scientific research that aims to understand a phenomenon in natural social contact in emphasizing the process of in-depth communication interaction between the researcher and the phenomenon under study (Sabri & Adiprabowo, 2023). The use of this method aims to carefully measure the persuasion communication model used by the DIY KPU in increasing voter participation in the 2024 simultaneous elections. By using qualitative analysis through systematic depiction and collection of facts that exist in research surveys whose data are collected from informants and key informants.The data collection in this study uses several methods including: (a) primary data, which is carried out by observation, as well as interviews related to the KPU DIY. (b) secondary data, which is complementary data with literature studies such as books, journals and other scientific works. Then, data analysis in this study follows the opinion of Miles and Huberman, there are three processes carried out interactively (Miles & Huberman, 1994). (c) Data reduction, is a form of analysis in which the analysis classifies something and adjusts the data, then the final result can be drawn in the conclusion. (d) Data presentation, is a collection of information arranged in such a way as to draw a conclusion. Conclusion/Verification, the decision-making process for drawing conclusions Sumber data sekunder berasal dari kepustakaan berupa buku, berita di laman resmi KPU DIY dan media cetak dan media online serta sumber-sumber lain yang memberikan kontribusi dalam melakukan analisis.

3. Result and Discussion

General Elections are a means of popular sovereignty to elect members of the House of Representatives, members of the Regional Representatives Council, the President and Vice President, and to elect members of the Regional Representatives Council, which are carried out directly, publicly, freely, secretly, honestly, and fairly in the Unitary State of the Republic of Indonesia based on Pancasila and the 1945 Constitution of the Republic of Indonesia (Law of the Republic of Indonesia Number 7 of 2017 concerning General Elections). Through this research, the results obtained regarding the DIY KPU's persuasive communication methods in increasing voter participation in elections, namely:

Voter Education Socialization

Regardless of the stages that will begin this year, KPU as a national, permanent and independent election organizer continues to carry out activities that have been included in the framework of the election stages. One of the activities that the KPU continues to carry out is voter education. As stipulated in KPU Regulation No. 10/2018, voter education is defined as the process of delivering information to voters to increase their knowledge, understanding, and awareness of elections. Referring to the definition above, voter education targets the cognitive, affective and psychomotor sides of a voter. Given the process that will be changed targeting the 3 (three) aspects above, comprehensive and sustainable efforts are needed in voter education activities. KPU has determined the objects or targets of voter education, including families, beginner voters, young voters, women voters, people with disabilities, voters with special needs, marginalized people, communities, religions, democracy volunteers and internet citizens (netizens).

Voter education whose ultimate goal is to increase voter participation both in terms of quantity and quality certainly requires extra hard efforts from all levels of election organizers supported by related agencies and the community. The first thing that must be determined in the implementation of voter education is to determine the priority scale in determining the target of voter education. Determining the priority scale is important in order to focus voter education work to be effective and efficient. The determination of the priority scale of voter education is certainly based on the potential and opportunities of related parties that can be invited to cooperate, collaborate in voter education activities. Identifying the potential and opportunities for collaboration with related agencies is important in order to maintain the sustainability of voter education activities. The second thing to consider in determining voter education targets is the simultaneous effect of the success of the voter education process itself. The impact or outcome of voter education carried out is expected to have an effect on the organization of elections both in quantity and quality.

Disability Socialization

All people as citizens who have met the requirements as voters in elections have the same rights, position and role. Likewise, voters with disabilities have the same rights as citizens, as stated in Article 77 of Law Number 8 of 2016 concerning disabilities, it is expressly stated that the Government is obliged to guarantee the political rights of persons with disabilities by taking into account the diversity of disabilities. Another affirmation can be seen from the provisions of Article 13 of Law Number 8 of 2016 concerning Persons with Disabilities, which states that every person with disabilities has the same rights and opportunities in obtaining and exercising their political rights, namely: elect and be elected in public office, channel political aspirations both written and verbal, elect political parties and/or individuals who are participants in general elections, form, become members, and/or administrators of community organizations and/or political parties, form and join organizations of Persons with Disabilities and to represent Persons with Disabilities at the local, national, and international levels, actively participate in the general election system, elections of governors, regents/mayors, and elections of village heads or other names, and obtain political education.

The General Election Commission of Yogyakarta invites people with disabilities to exercise their political rights in the 2024 elections. The FGD with the theme Formulating Voter Socialization and Education Strategies for Segments with Disabilities in the 2024 Election is part of the socialization and voter education in the 2024 Election. The FGD participants formulated strategies for voter socialization and education for people with disabilities. This FGD was held with the main objective of formulating a strategy for voter socialization and education for persons with disabilities in the 2024 simultaneous elections. Of course, in formulating this strategy, the DIY KPU needs to receive input from groups of people with disabilities themselves so that the strategy is truly appropriate and effective for increasing the participation of people with disabilities in election contestation.

Elderly participation

Age is a factor that influences a person's attitude towards community activities. Those from the middle and upper age groups and those who are morally attached to the values and norms of society tend to participate more than those from other age groups. Elderly voters should have often participated in elections every time elections are held, so it can be seen that they have much more experience than beginner voters. Why is it important for the elderly to be able to play a role in political activities. Because in an election activity there are rights and obligations of the elderly to choose future leaders.

If the elderly do not participate in the democratic party, then their rights as citizens are not implemented, namely having the right to vote in elections. Therefore, it is important for the elderly to participate in the democratic party, namely general elections, in order to provide and encourage in choosing leaders who will be elected. Participation among the elderly needs to be increased, especially considering that the elderly have certain limitations. These limitations can be in the form of health problems or other things caused by age. It is our duty together to help the elderly to have high motivation and enthusiasm to continue participating in elections. All groups have the right to be involved in efforts to increase this participation.

Socialization of Women's Organizations

Talking about women and politics is an interesting topic. This is because the political role of women from the perspective of feminism is where there is a total transformation, the role of women in the domestic sphere to the public sphere. Or in popular language, gender equality (Huntington & Nelson, 1994). The involvement of women in the political arena is not new. In the history of women's struggle, women's participation in development, much progress has been made, especially in the fields of education, economy, social, culture and government. Law Number 39 of 1999 concerning human rights in its explanation, Article 46 can be seen as women's representation. It is interpreted that women's representation is the provision of equal opportunities and positions for women to carry out their roles in the executive, judicial, legislative, party, and general elections towards gender justice and equality, thus the need for policies that include women in general elections, the initial policy is an affirmation policy for women in the political field starting with the passing of Law Number 12 of 2003 concerning Elections of DPR, DPD and DPRD.

The involvement of women in political decision-making, women's involvement is because women are encouraged in their equal rights, therefore based on the needs of women who are different from men, the balance of representation is very important to be able to ensure that various laws and other regulations are made and implemented to reflect not only the needs and interests of women, but more importantly the realization of the principles of political equality and social justice. With the socialization of the grouping of women voters, it will be easier to develop programs that will be implemented in political socialization activities. The program to be implemented in political socialization activities must be tailored to the characteristics of the target group of women voters, so that electoral information and stages can be more easily accepted and right on target.

Socialization through online media

The General Election Commission has effectively utilized social media such as Facebook, Instagram and the web for a long time as a medium to convey electoral-related information. Posts related to election activities are assigned to several staff to handle. In addition, the commissioners also technically manage them. Information is disseminated in the form of e-flyers on Facebook and Instagram as well as the web. More complete information is presented through the KPU website, such as rules or regulations. While on Facebook and Instagram, it is short and instant information or links that are directly accessed to the KPU website.

The use of institutional social media accounts is maximized, especially during the election stage. Important information continues to be updated and repeated so that the wider community knows and continues to remember what is conveyed, such as the procedures for moving to vote, voter registration time, election stages, and so on.
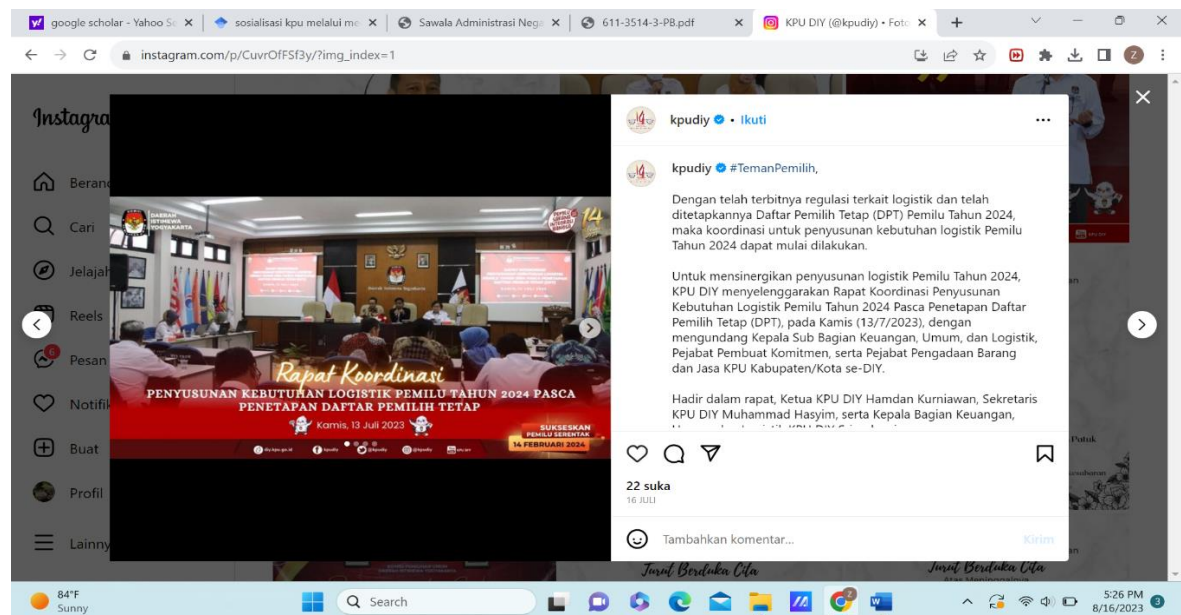
Posts on KPU DIY's Instagram social media account
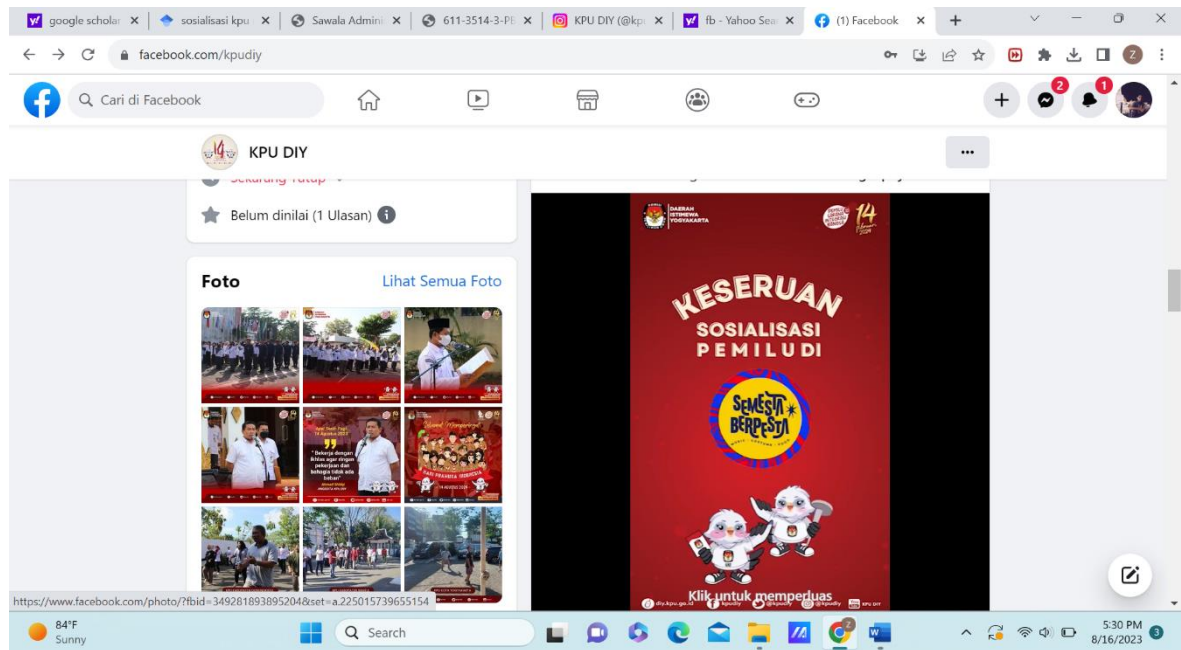
Postings on KPU DIY's facebook social media account
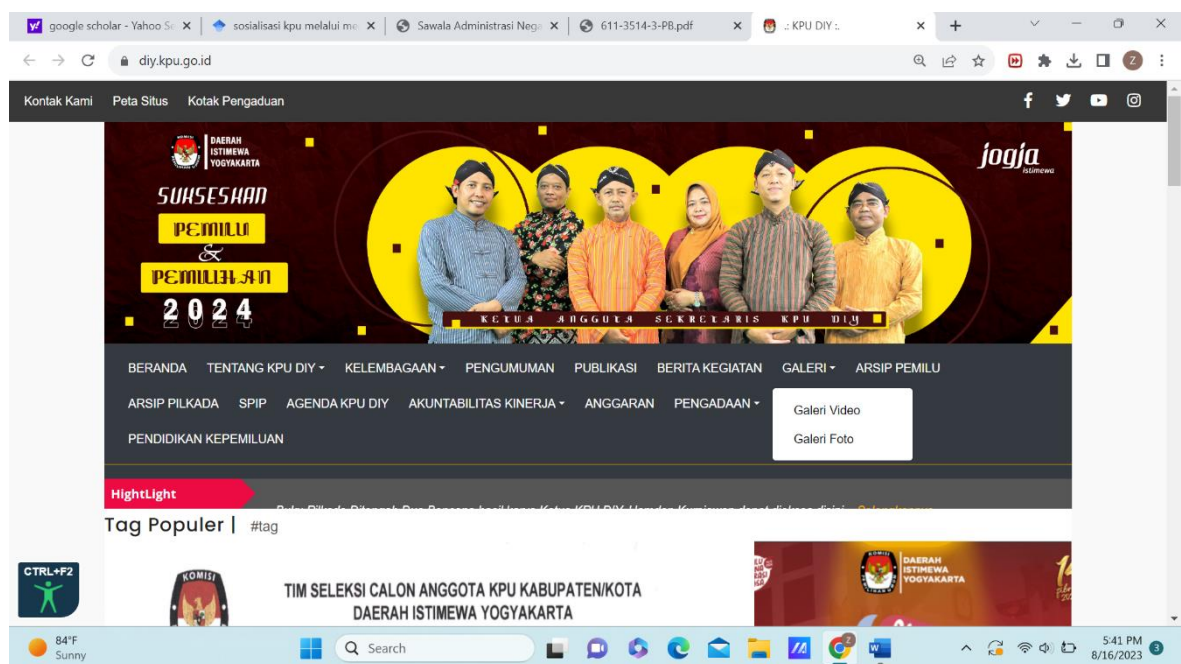
Web KPU DIY as a source of information

In addition, the involvement of adhock bodies such as the District Election Committee (PPK) and the Voting Committee (PPS) to help socialize the KPU's official account to the community. In the 2019 elections, the KPU also formed Democracy Volunteers and Socialization Agents who were then asked to be friends with the KPU's social media accounts, then their job was to repost all information posted on the KPU's social media accounts on their respective social media accounts.

4. Conclusion

Based on the results of research conducted at KPU DIY, the conclusions can be drawn as follows: Voter Education Strategy is one of the methods of KPU DIY by giving special attention to beginner voters and people who already have the right to vote. Political Socialization Strategy is one of the ways done by KPU to increase voter participation, namely by face to face socialization methods and

through the media. In this case the activities carried out are meetings with community leaders, youth leaders, women's groups and student groups. The media used are print media, mass media and electronic media.

That in one-way communication socialization activities (directional), using media such as through pamphlets / posters, brochures, banners, as well as through public information media such as public service announcements broadcast through television, radio and print media. In addition, the development of information technology has also created alternative communication media such as social media, which is an interesting media to be used to provide election socialization, including through web pages, Facebook accounts, Twitter or bloggers.The content of the message to be conveyed (content) is essentially to invite people who have the right to vote to get involved in election activities.

The inhibiting factors for people not using their voting rights are the lack of early election education, the existence of indifference and lack of self-awareness which causes there are still voters who do not use their voting rights, but the level of community participation, especially novice voters, continues to increase every year. As for other obstacles that are often felt by the DIY KPU during socialization in the field, namely the presence of people who are less and do not participate when socialization is carried out so that more information is disseminated through social media where people are easier to access information about elections.

5. References

Arasid, M. I., Djuyandi, Y., & Sumadinata, R. W. (2022). Strategi Komunikasi Politik Untuk Memperoleh Dukungan Pemuda Dalam Pilkada Kota Serang: Studi Pada Pasangan Calon Syafrudin-Subadri. *Jurnal Sosial Politik*, *8*(1), 62–77. Https://doi.org/10.22219/jurnalsospol.v8i1.12779

Basri, H. (2021). Strategi Komunikasi Politik Dpd Partai Golkar Pada Pemilu Legislatif Aceh Tengah 2019. *Interaksi: Jurnal Ilmu Komunikasi*, *10*(1), 22–32. Https://doi.org/10.14710/interaksi.10.1.22-32

Fadillah, D. (2019). Social media and general election in southeast asia (malaysia 2018 and indonesia 2019). *Jurnal Komunikasi: Ikatan Sarjana Komunikasi Indonesia*, *4*(1). Https://doi.org/10.25008/jkiski.v4i1.255

Hasfi, N. (2019). Komunikasi Politik Di Era Digital. *POLITIKA*, *10*(1).

Miles, M. B., & Huberman, A. M. (1994). *Qualitative data analysis: An expanded sourcebook*. Sage.

Moreno Esparza, G. A. (2015). Communication Power. *Comunicación y Sociedad*. Https://doi.org/10.32870/cys.v0i15.1148

Sabri, S., & Adiprabowo, V. D. A. (2023). Visual narrative of the pandemic as a form of health communication in the digital age. *COMMICAST*, *4*(1), 81–90. Https://doi.org/10.12928/commicast.v4i1.7670

Sari, E. A., Setiawan, R. A. D., & Jandevi, U. (2023). Social Media in Electoral Communication: A Case Study of Strategic Initiatives by Bantul Election Commission for the 2024 Elections. *CHANNEL: Jurnal Komunikasi*, *11*(2), 137–143. Https://doi.org/10.12928/channel.v11i2.377

Sulaeman, A. (2017). Demokrasi, partai politik dan pemilihan kepala daerah. *Cosmogov*. Https://doi.org/10.24198/cosmogov.v1i1.11857

Susanto, E. H. (2013). Dinamika komunikasi politik dalam pemilihan umum. *Jurnal Kajian Komunikasi*. https://doi.org/10.24198/jkk.vol1n2.6