

# Communication planning model in optimizing information management for the 2024 Election Based on Bakohumas (Public relations coordinating agency) at KPU Bantul

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## ABSTRACT

### Keywords

Bakohumas  
Election 2024  
Communication Model

This study aims to analyze in-depth the communication planning model of Bantul KPU through the media and Bakohumas as a strategic mode related to the implementation of the 2024 election. Various agendas to implement the socialization program have been done through the election socialization information, policies, electoral and institutional activity programs, Bakohumas KPU, Provincial KPU and Regency / City KPU. They were Analyzing Problems, analyzing audiences, formulating goals, selecting media, developing messages, planning media production, planning program management and monitoring and evaluation. The findings in this research showed that Bantul KPU pursued 4 stages. They are (1) determining the problem, (2) planning and program preparation, (3) action and communication, and (4) evaluation. In determining the problems, the problems were found related to obstacles and lack of public information mainly those related to the stages of the election and its implementation. Planning and preparing the program were set based on the response to the fact finding such as by increasing insight through organizing training, voter education and recruitment of democracy volunteers through Bakohumas. Action and communication were taken from KPU Bantul through its strategic program that is by optimizing the role of Bakohumas. Evaluation was done by identify its strength, weaknesses, and strategic steps for the future. The interesting findings in this study at the stage of action and communication aspects, the public relations coordinating body becomes a strategic space or node to improve coordination and communication between agencies, institutions and partners of the KPU Bantul related (I am not sure about this sentence).

## 1. Introduction

The General Election Commission (KPU) as an election committee has important role to convey election messages related to all stages to the public (Sari et al., 2023). Since public has the right to know the process and all stages of the election, participation' contribution in this case has the potential values to increase voter involvement. Therefore, it is expected that the election participation will increase. According to (Akbar et al., 2021), the legitimization function is a logical consequence of elections, namely, to change a mass political involvement from a dangerous one to a major source of national political authority and power. Referring to research done by (Tasente, 2020), a good communication planning model and cooperating with democracy volunteers have a strategic role to increase voter participation (Ahmed et al., 2010).

The strategic efforts of Bantul Regency KPU during the implementation of the 2020 Pilkada were done by conducting socialization to optimize its role of all elements of election organizers (Fajri & Fadillah, 2017). It is also activating the community participation. In addition, to do the coordination with local stakeholders in conducting offline socialization, Bantul Regency KPU also optimized social media as a means of publishing information on all stages of the election so that the voter participation

rate in Bantul Regency reached 80.32% with the highest participation (Ashrianto & Sosiawan, 2020). In Dlingo District, it reached 86.01% and the lowest participation of 71.92% was in Banguntapan District. This participation rate of 80.32% has exceeded the DIY target of 80% and the national target of 77.5% (Source; KPU Bantul).

According to the Association for Elections and Democracy, in its recommendations at the Perludem knowledge sharing workshop as stated by Amir et al., (2020), KPU has duties and functions for taking responsibilities for voter participation. As an election organizer, especially ahead of the 2024 political year, a good communication planning model is the key to KPU's success in increasing the optimization of voter involvement. The obstacles found in 2019 socialization from the KPU were fewer than those in the last election. Furthermore, socialization regarding the use of ballots, has not been maximized. Face-to-face socialization has not reached all elements of society (<https://radarbromo.jawapos.com>).

KPU is not only organizing the election but also providing education to voters among the swift tap of information from various sources (Akhrani et al., 2020). Criticizing the implementation of elections in 2019, political hoaxes were increasing along with the approaching presidential election (Khairiza & Kusumasari, 2020). Based on MAFINDO Central Research Team, it is stated that in 2019 political hoaxes were increasingly massive with the circulation of 5-10 hoaxes per day. Based on data collected by that team, the circulation of fake news or hoaxes was increasing. In total, there had been 320 hoax contents circulated during 2019. In January, there were 109 contents while on February, there were 104 contents and on March it was 107 contents. Stated that political-related hoaxes dominated around 50% to 75%. Political-themed hoaxes were increasingly prevalent ahead of the 2019 elections, the majority of which were spread on Facebook, Twitter and Whatsapp. The most massive spread was the hoax news of the KPU server in Singapore. More than 45,000 shares and 974,000 views were within 24 hours (Igwebuike & Chimunya, 2021). Welcoming the political year in 2024, KPU should expose its strategy by optimizing all social media as a strategic step to maximize information on the implementation and stages of the election. It also provides literacy education to voters by conducting socialization and sharing some interesting information on social media.

The positive value of social media used as a means of communication, in line with Rojabiaturohmah's research (2020) that social media is a real form of democratization in a real sense. The presence of social media cannot be underestimated because we can really feel its impact personally. Social media has indirectly been very influential as an information medium that reports news related to elections. Sharing information for voters, and a means of socialization between the KPU and novice voters, in this case the millennial generation who are very familiar with the digital world. Reisach (2021) also stated that novice voter education is one of the KPU's strategies by paying special attention to novice voters. Through social media accounts, especially through Instagram, websites, Facebook and other accounts. Technical electoral socialization is carried out by the KPU because voters have different or heterogeneous characteristics through strategic bases, both groups and communities, including various women's bases (Family Welfare Empowerment (PKK), religious-based women's organizations, mosque congregations, arisan (regular social gathering whose members contribute to and take turns at winning an aggregate sum of money done by women), and others).

Through the public relations coordination among institutions and agencies, optimizing all social media accounts is one of the ways to increase public understanding on democracy and general elections (Men et al., 2018). Additionally, the technical socialization of the electoral stages is expected to support voters to have more understanding the technicalities of elections such as procedures for moving to vote, voting, political parties participating in the election, individual candidates for DPD RI, as well as the vision and mission of presidential and vice-presidential candidates. Elections with integrity must be supported by voters who are smart and understand the common sense and conscience (Basri, 2021).

The aspect of democracy needs to be analyzed and must be considered as 2024 is a political year. The role of the communication planning model through BAKOHUMAS is an important aspect to increase voter participation. Some social media owned by KPU Bantul including Instagram, Facebook, and website are important tools to build effective information. Good communication planning, paying attention to coordination, building strategic communication through voter education can optimize all elements of Bantul KPU media space related to the 2024 Election.

## 2. Method

This research uses a qualitative descriptive method by describing the data obtained from interviews, documentation, and observation. Bantul Regency General Election Commission (KPU) is the main source of this research in which documents were directly taken from it. The informant interviewed was Musnif Istiqomah, S.Pd.I, as the Head of the division of socialization, voter education, community participation, and human resources of Bantul KPU.

Research related to this communication planning model is to find out the implementation of media optimization and the strategic role of Bakohumas formed by Bantul KPU regarding the delivery of 2024 election stages. Triangulation technique was used to test the stability and validity of the data. According to Patton, data triangulation is an effort to compare and cross-check the degree of trust of the information obtained through different times and tools in qualitative methods (Moleong, 2019).

Based on Cangara (2016) concept, there are several definitions of communication planning when applied in a communication planning model in KPU Bantul. Among them are communication planning in which the process of allocating communication resources is to achieve organizational goals. In this case, the goal or vision of the election organizers is handled by KPU Bantul. These resources include not only mass media and interpersonal communication, but also any activities designed to change behaviour and create certain skills among individuals and groups within the scope of the tasks imposed by the organization. Systematic and continuous efforts in organizing human activities are done towards the efficient use of communication resources to realize communication policies.

The existence of a complex evaluation, making election organizers prepare an effective and efficient strategy. This is carried out to realize the General Election with full of integrity. One of the most important plans is the communication strategy that will be implemented by the election organizers. This strategy can be used as a great tool in achieving an institutional orientation. "Communication strategy is a guide to do communication planning and management (communications management) to achieve a goal. To do this, the communication strategy must be able to show how to achieve the goal.

Communication planning is "a technique in processing various alternatives to achieve a goal." Then according to Assifi and French in Alexander & Cangara (2018) there are 8 steps that must be taken in preparing communication planning. Among them are analyzing problems, analyzing audiences, formulating goals, selecting media, developing messages, planning media production, planning program management and monitoring and evaluation. Election organizers, in this case Bantul Regency KPU as political communicators, certainly has political communication planning in facing the 2024 election. Therefore, the political communication planning of the election organizers will be an interesting thing to examine in the face of the 2024 Election with the various complexities of the problems that will be faced.

## 3. Result and Discussion

The results of this study showed that the communication planning model of Bantul KPU aims to increase the voters' participation. The steps of communication planning begin with analysing problems, analysing audiences, formulating goals, selecting media, developing messages, planning media production, planning program management, monitoring and evaluation. Bantul KPU conducts communication planning starting with analysing the problem. It was found that minimum information received by the community was about the election stages. For this reason, KPU Bantul has run a program to optimize all related elements through synergy with some institutions. Setting up MoUs was done to establish the partnership cooperation with related institutions. Then some strategic programs were conducted mainly those related to election socialization as well as making educational public service through advertisements for novice voters and how to do the implementation of public relations coordination between institutions and institutions through BAKOHUMAS. The following is a screenshot of KPU Bantul implementing partnership cooperation with related partners:

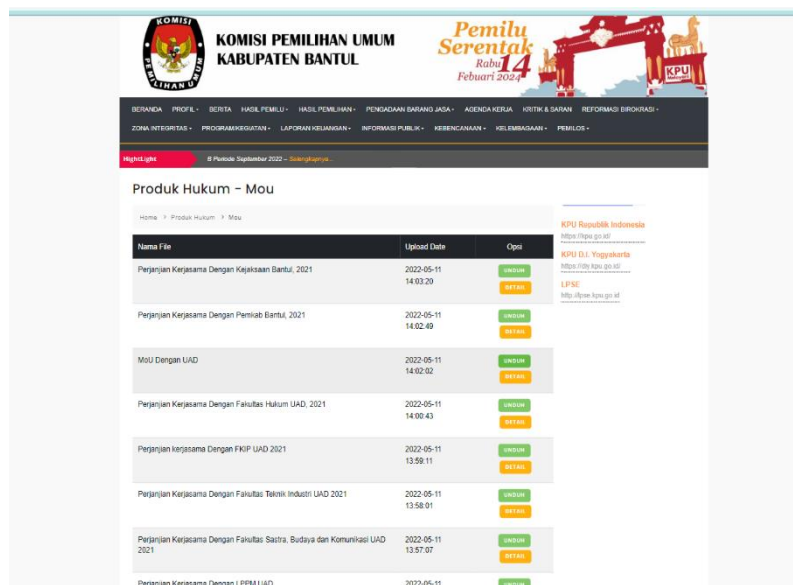


Figure 1. MOU KPU Bantul

Source: <https://kab-bantul.kpu.go.id/arsip/126/mou>

Bantul KPU has collaborated with Bantul Prosecutor's office, Bantul Regency Government, Ahmad Dahlan University, Faculties at UAD including FKIP, FTI, FSBK and LPPM UAD and other related partners to support the massive publication of information and education related to the implementation of the 2024 General Election. So far, the most massive or most accessible to the public is through the media or website. When visiting the website of all KPUs throughout Indonesia, flyers of the 2024 election flow stages will be appeared. The expectation is that anyone who visits KPU website to search for data or information, the first appearance is the information about the 2024 election stages.

In addition, beside using the website, Bantul KPU also uses Facebook and Instagram and YouTube. Although the level of achievement has not been measured yet, apart from the media, Bantul KPU also did the socialization in the form of workshops, conducting zoom meetings and live streaming on YouTube. Take for example, KPU Bantul has socialized to KPU 3 related to the stages of the election through setting up YouTube. In addition, there are also offline activities by inviting stakeholders, both regional apparatus, community organizations, and stakeholders or regions, and youth leaders including disability leaders who are considered to have a strategic role in driving their community. Then from that forum for the Public Relations Coordinating Board, it was expected that those involved in it can share their knowledge to the public.

#### 4.1. KPU Target Classification Planning

In developing a strategy, it is adjusted to the target to be addressed. What strategy or approach is taken, what method is used, and what media that will be used. Beginner voters certainly optimize social media, then elderly voters use face-to-face socialization in the form of workshops. So far, the data of elderly voters is not intensively targeted on a massive scale, if the elderly voters are only representatives through the village head, RT (small part of institution in the district) head who are invited to the socialization conducted by PPK and PPS. PPK is the scope of the sub-district, those invited are *lurah* and *dukuh* policy makers. Then the invited village PPS is *RT*. Another strategy besides face-to-face is the media coordination through whatsapp. Then this year, Bantul KPU collaborated with the cultural office and tourism office which had events targeting the elderly which would later be inserted to provide socialization related to election stage information. various activities carried out by Bantul KPU with various media and creative message packaging considering the age classification of various criteria based on the permanent voter list (DPT).





Figure 2. Recapitulation of the 2024 Permanent Voter List (DPT).

Source: Instagram KPU Bantul

The following is the final recapitulation of the permanent voter list (DPT) for the 2024 Election in Bantul Regency based on age classification with a total of 742,074 voters with the following criteria Generation Z, Millennials, Generation Z, Generation X, Elderly, Boomers, the age classification of the Bantul KPU has a specific mapping with various groups including 1. Novice voters 2. Young voters 3. Voters with disabilities who are very prominent 4. Voters with special limitations, namely those who cannot be accessed by outside information, such as mining areas, those who work in hospitals, prisons, boarding schools 5. Community (bird lover community, bicycle community) 6. Religious based 7. Women voters 8. Family base, such as PKK mothers, the hope is that through this base, information or election stages become issues discussed by certain families 9.

#### 4.2. Optimizing voter education through Social Media

The age classification above is dominated by millennials and Generation Z and Generation X which are closely related to social media, education for novice voters determines the message strategy communicated to voters, especially through social media has a strategic role for novice voters through educational and creative messages both through websites, Instagram, Facebook, WhatsApp, YouTube. Because many of these media have access. Because nowadays the era is turning to information media, one of which is social media. Because after all, along with the rapid development of information technology, the KPU takes the side to utilize social media so that its reach or reach is wider. In contrast to face-to-face socialization that invites many people at a fairly high cost and is different from social media that only capitalizes on kouta. Through the election jingle cover video competition, the competition requires young people to be creative in packaging the election invitation message as well as a means of massive media optimization carried out by the KPU Bantul.



Figure 3. Education of new voters

Source: Instagram

Positive education for beginner voters is an interesting study and important identification for KPU Bantul so that awareness of voter participation increases, the identification stage begins with conducting regular evaluations carried out by KPU Bantul). Starting with problem identification and mapping, in determining the problem or fact finding, problems were found related to findings in the community related to the lack of publications and information related to elections, then planning and programming. From the identification of the problem above, the planning and preparation of the program as a response to the fact finding by increasing human resources in the form of organizing training, education for voters and recruitment of a team of democracy volunteers through related strategic partners either by MoU or cooperation through Bakohumas then action and communication. The actions taken by KPU Bantul through a strategic program to optimize information through the role of Bakohumas and voter education by optimizing all elements of social media owned by the KPU and coordinating with public relations network partners in various other related institutions, the next stage is through communication using social media by packaging creative and innovative messages, one of which is by making an election jingle video cover contest. Evaluation of the Bantul KPU program related to the optimization of election information needs to evaluate the program to identify strengths, weaknesses and steps.

#### 4. Conclusion

PR-based communication planning model among institutions under the coordination of KPU Bantul was done to create voter participation in the 2024 elections. Communication planning is the art and science of reaching target audiences using marketing communication channels, such as advertising, public relations. KPU RI program as a form of national scale program commitment through public relations between two or more institutions. Marketing communication channels in the form of positive education for audiences or voters carried out by KPU Bantul include optimizing all social media channels, banners, leaflets, public service advertisements and other positive education, and strategic nodes through Bakohumas (Public Relations Coordinating Board) among related institutions and institutions. It is expected to be able to reach all segments of voters.

Bantul KPU carries out communication planning by determining the problem. In determining the problem or fact finding, problems were found related to obstacles and lack of public information related to the steps of the election and its implementation Planning and program preparation. From the identification of the problem above, the planning and preparation of the program was prepared as a response to the fact finding by increasing insight through organizing training, voter education and recruitment of democracy volunteers through Bakohumas. Action and communication were conducted by KPU Bantul through a strategic program to optimize information through the role of Bakohumas.

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