



Socialization of the Regional General Election Commission to Beginning Voters in Regional Head Elections of Sumedang Regency

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Abstract

in this research is useful to provide broader information about how the effectiveness of elections in providing political understanding in order to increase public political awareness. The General Election Commission consistently strives to increase community participation, especially Sumedang Regency for the prevention of golput. That activities carried out by the General Election Commission and the Head of Cimanggung Regency socialized the election to the people who were present, explained in detail the importance of elections in people's lives after that also made a video which was uploaded to YouTube related to the socialization of the election.

Keywords: Outreach, general elections, prevention.

1. Introduction

General elections are an indicator of the stability and dynamics of the country's democratization. General elections in Indonesia have been held periodically since 1955, but the process of democratization through previous elections has not been able to produce mature democratic values because the political system is still authoritarian (King, 2003). This political awareness is reflected in how big the participation and role of the community is in the election process, by providing an opportunity for every citizen to vote in support of the process of determining the government, both the executive and the legislature as policy makers, can be a means for the community to control the running of the government that will be elected. The community has the right to determine and hand over their mandate to those who are worthy and trusted to run the wheels of government in the future (Chandler, 2001).

Number 22 of 2007 concerning the Implementation of General Elections states that direct elections by the people are a means of realizing people's sovereignty in order to produce a democratic state government based on Pancasila and the Constitution of the Republic of Indonesia (Henriksen, 2008). General election activities are one of the components of political development in realizing a sovereign Indonesia based on democracy. The development will be successful if there is support and participation from the community (Abbott, 1995). Participation or participation society in the life of the nation and state is one of the benchmarks for the success of the implementation of development, bearing in mind that the existence of community participation in development will place the status of society which is not only the target of development but also the subject of the process of modernization and change desired by the development itself (Tosun, 2000).

The level of public participation in general elections is a measure of the success of elections (Amrizal, 2018). The low level of public election participation is caused by several factors that can be classified namely; internal and external factors (Clarke, 1989). Internal factors are in the form of technical factors and work factors, while external factors are in the form of administrative, socialization and political factors. So that the lack of community participation lately has become an important problem to find a solution (Yang, 2007). Political socialization involves families, schools, and certain institutions in society. The function of political socialization is to increase people's knowledge and understanding of political life, as well as to encourage maximum participation in their political life (Niemi & Hepburn, 1995). This is in line with the concept of democracy that has been explained where the people must participate in political life (Hooghe, 2004). Community political participation can also be a tool to express the existence of individuals or social groups in society by influencing the government through political mechanisms (Nie, 1996). Low political participation generally arises due to apathy and a priori attitude towards political activities and

activities, where people prefer to carry out their daily activities such as work, sports, social clubs, excursions and so on, which are felt to provide a more tangible benefit compared to having to participate in politics (White, 1981).

McCarthy & Gordon (2011) said that effectiveness relates to optimizing the achievement of work plans (targets), both in terms of quality, quantity, duration of work completion, and accuracy of allocating organizational resources. Strader (1998) explains effectiveness is an ability to choose goals by utilizing a certain number of facilities and infrastructure in order to achieve predetermined organizational goals. Political socialization is a being able to participate effectively in political life (Clawson, 1973). The process of political socialization is an effort made by a person or group to provide an inculcation or internalization of an idea or political value to the community so that later it creates a political attitude (participation) in a society or institution.

2. Literature Review

2.1 Definition of the General Election Commission (KPU)

KPU is an independent election organizer in Indonesia that is national, permanent and independent, as stated in Article 1 paragraph (6) of Law No. 22 of 2007 concerning Election Management, it is stated that the General Election Commission, hereinafter referred to as the KPU, is an election management body that is national, permanent and independent (Syaiful, 2022).

2.2 Socialization

The definition of socialization according to Wright (1960) "The process when an individual acquires the culture of his group and internalizes to a certain degree its social norms, thereby guiding that person to take into account the expectations of others". While socialization is based on General Election Commission Regulation (PKPU) Number 10 of 2018, election socialization is the process of conveying information about the stages and programs of holding elections (Gelgel, 2020). Based on some of the definitions above, what is meant by socialization in this study is a process of communication patterns for the integration of humans with social life which refers to a system of values, norms and customs to regulate balance in people's lives (Banerjee, 2008).

2.3 Beginner Selector

According to article paragraph (22) of Law no. 10 in 2008, voters were Indonesian citizens who had reached the age of 17 (seventeen) years or more or had/never married (Indrayana, 2008). Then article 19 paragraph (1 and 2) of Law no. 10 of 2008 stipulates that voters who have the right to vote are Indonesian citizens who are registered by the regional election organizers on the voter list and on voting day are even 17 (seventeen) years old or more or have been married.

The conditions that must be owned to make someone able to vote are:

- 1) Indonesian citizens aged 17 years or over or have/have been married.
- 2) Not being disturbed mentally / memory
- 3) Registered as a voter.
- 4) Not a member of the TNI/Polri (Retired / No longer a member TNI / Police).
- 5) Not being revoked
- 6) Registered at DPT.
- 7) Specifically for the Regional Head Election, the prospective voters must be domiciled for at least 6 (six) months in the area concerned.

2.4 Factors Affecting the Socialization Process

The process of human development as a social being or personality is influenced by several factors. In this process there are several factors that influence. According to John (2010), there are five factors, namely:

1) Basic nature, which is the overall potential inherited by a person from his father and mother. The basic characteristics which are still potentials develop into actualization due to the influence of other factors.

2) Prenatal environment, namely the environment in the mother's womb. In this period the individual gets indirect influences from the mother, for example several types of diseases (diabetes, cancer, syphilis) indirectly affect the mental growth, vision, hearing of the child in the womb.

3) Individual differences, including differences in physical characteristics (body shape, skin color, eye color, etc.), physiological characteristics (functioning of the endocrine system), mental and emotional characteristics, personal and social characteristics.

4) Environment, the conditions surrounding the individual that affect the socialization process, such as:

- a. The natural environment, namely the state of the soil, climate, flora and fauna around the individual.

b. Culture, namely the way of life of the community where the individual lives, this culture has material aspects (living equipment, other technological results) and non-material aspects (values, way of life, customs and so on).

c. Other humans and society around the individual, other human influences and society can stimulate or limit the process socialization.

5) Motivation, namely the forces from within the individual who move individuals to action. This motivation is divided into drives and needs. Drive is a state of imbalance within the individual. Needs are drives that have been determined personally, socially, and culturally.

3. Methods

This type of research uses a qualitative descriptive method with a qualitative approach because the researcher wants to see and describe the phenomena that occur in the socialization carried out by the KPUD of Sumedang Regency in order to increase the participation of first-time voters in the general election for regional heads. Thus the researchers hope to be able to collect and analyze the data obtained properly and correctly, to illustrate how effective the socialization of the Sumedang District KPUD is in order to increase voter participation in the Pilkada. Data collection techniques with literature studies and field studies (Observations, Interviews, Recording and/or recording answers related to the effectiveness of socialization and documentation studies).

Data analysis was carried out by collecting qualitative data, with a grounded theory strategy including: Creating categories for the information obtained (open coding); Choose a category; Placing it in a theoretical model (axial coding); Assembling a story from the relationship between certain categories (selective coding). Qualitative descriptive analysis in this study was carried out based on the Miles and Huberman data model analysis method.

4. Results and Discussion

Based on the results of the acquisition of primary data regarding Pilkada socialization to first-time voters, the aims and objectives of the socialization, the socialization strategy, the effectiveness of the socialization, and the inhibiting factors of the socialization carried out by the regional general election commission in Sumedang Regency, in the following the author will analyze the results of the data acquisition. Socialization according to Charles R Wright cited by (Sutaryo 2004) is a process when individuals acquire the culture of their group and internalize to a certain extent their social norms. The socialization carried out by the KPUD of Sumedang Regency is to provide understanding and knowledge about Pilkada and to increase voter participation. In addition to trying to increase public participation to participate in the general election process, the Sumedang Regency Regional General Election Commission is also trying to attract first-time voters to participate in the general election. The participation of novice voters is very important as a lesson to participate in the world of politics in Indonesia. In addition to attracting interest, providing understanding and education to first-time voters is a very important step so that they are not arbitrary in making their choices in general elections. In Indonesia itself, voters with the age range of 17-21 years who are students and university students are always a topic, so the Regional General Election Commission of Sumedang Regency is trying to find out how to enable first-time voters to participate actively in the upcoming Pilkada.

From the findings in the field, both through the interview process and by reviewing the socialization activity documents, the researchers found that it was in accordance with the criteria which are indicators of the concept of effectiveness. But related to the rise and fall in the level of participation both in general and first-time voters in particular influenced by the self-awareness of each individual voter and the first-time voters themselves about the meaning of democracy through post-conflict local elections.

Post-conflict local election socialization activities for first-time voters are routine programs and do not significantly affect voter participation in general. However, according to the researcher's opinion, it is time for the KPU to make a special policy related to this group of first-time voters. Because in substance it is not just a matter of rising and falling in the level of people's political participation in an area, but it is also necessary to know the causes related to the activities of groups of first-time voters on voting day where many do not carry out their obligations in voting. The various reasons that were found stated that this group said they did not know the candidate pair well and the average answer of this group, according to the researchers, was irrational or more for reasons alone, not at the level of self-awareness of the group.

There are several points that are the goal of socialization in the local elections, namely increasing understanding, knowledge, awareness and community participation, in accordance with the objectives of the socialization carried out by the Sumedang Regency Election Commission, namely so that the socialization carried out can be easily understood and understood by the community so that they are aware of the importance of conveying their rights, vote and automatically increase voter turnout. In order for the democratic system to get better, it requires the participation of all voters, especially the participation of novice voters, up to the participant level and even the subject level. At these two levels, voters are very knowledgeable and actively involved in all stages of the general.

Efforts were made by the Pilkada organizers of Sumedang Regency and the Sumedang Regency government in outreach to attract first-time voters. For example, the Sumedang Regency KPUD institution is trying to hold a student

meeting in a seminar related to general election education or holding a youth community meeting. Through political education for novice voters, it is hoped that novice voters will actually participate in general elections, not just come to TPS and vote because it is the first experience for them.

they. The effectiveness of the socialization carried out by the KPUD of Sumedang Regency was felt to be less effective even though the KPUD had maximized in providing election socialization to the community, this was due to the lack of enthusiasm of the community to participate in the socialization, the socialization time was quite short or briefly due to limited funds so that it had an impact on decreasing the level of community participation in regional head elections. Based on the results of researchers' observations, the General Election Commission (KPUD) of Sumedang Regency has carried out socialization as much as possible. This can be seen from the socialization efforts carried out, namely as mentioned above. Even though the KPUD of Sumedang Regency has made every possible effort, these efforts have not been able to reduce the number of abstentions or non-participation of voters, especially first-time voters.

The inhibiting factors that have been described are of course not only the obstacles experienced by the Sumedang District KPUD but it has become a general problem experienced by KPUD institutions throughout Indonesia. The factors that affected the socialization were limited funds so that the socialization could only be carried out briefly and what most affected the level of participation was the lack of concern for the community to attend the socialization, according to F.G. Robbins (in Ahmadi, 2004) there are five factors that influence socialization, namely nature, prenatal environment, individual differences, environment, and motivation. Even so, of course the KPUD institution must continue to learn and keep trying to improve itself so that the holding of the regional elections takes place, so that voter participation continues to increase and can reduce abstentions because all of this has become the duties and responsibilities of the KPUD and is one of the benchmarks for the success of one of its activities. Pilkada and can prove the true democracy. According to Gunawan (2000: 49) so that socialization can run smoothly it must be accompanied by sincere tolerance, discipline and obedience to norms, with this the socialization process will run well.

According to Conyers (1994: 154), there are three main reasons why community participation is very important, namely:

1. Community participation is a tool to obtain information about conditions, needs and attitudes of the local community, without which development programs and projects will fail.
2. Communities will trust a development project or program more if they feel involved in the preparation and planning process, because they will know more about the ins and outs of the project and will have a sense of ownership of the project.
3. There is an assumption that it is a democratic right if people are involved in the development of their own society.

5. Conclusion

In this study, the effectiveness of the socialization carried out by the Sumedang Regency Election Commission for first-time voters in the local elections has been quite effective. It has been quite effective, meaning that the Sumedang Regency KPU in its outreach activities to first-time voters is procedurally and technically appropriate and innovative. The next problem is related to policies that are not accommodative. Among them is related to the detection of groups of first-time voters where technically there is no specific indicator to find out how big the participation of first-time voters is in each voting process. These conditions can be detected but can only be done manually by involving all election organizers. However, in general, the KPU only evaluates election results through the participation of the general public. In fact, the orientation of the election is to provide citizens with active political awareness, if the KPU itself forgets the small things by ignoring the participation of the first-time voter group, then this condition of young people's apathy will become increasingly uncontrollable in the future and will actually endanger the electoral system itself.

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