COMMUNICATION STRATEGY OF THE GENERAL ELECTION COMMISSION TO INCREASE COMMUNITY PARTICIPATION IN USING THE RIGHT TO VOTE IN THE 2019 ELECTION IN NGANJUK DISTRICT

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Abstract: *The purpose of this study is to describe the Communication Strategy of the General Elections Commission (KPU), to analyze the factors that influence public participation and to identify the barriers to increasing public participation. The researcher used a qualitative research approach, with data collection procedures using observation, in-depth interviews, and documentation. The data analysis used is the Miles and Huberman model data analysis technique which is carried out interactively and also takes place continuously including: data reduction, data presentation, conclusion drawing and verification. The results of this study are the strategies used by the Nganjuk KPU in increasing community participation by conducting face-to-face activities directly, carrying out activities that attract public attention, providing information through various media, using democratic volunteers to invite various segments of society. Factors that influence the increase in community participation are public awareness of elections, voter socialization and education, the role of election participants and finally the role of local governments and stakeholders. Then the obstacles to improving the community are administrative constraints, time, lack of human resources in the internet segment, election day elections, lack of coordination between KPU officers and KPPS.*

Keywords*: Communication Stratergy, Political Participation*

INTRODUCTION

The development of more and more types of information makes the dissemination of information easily accepted by the public. People are given the mind and the five senses as a tool to find a way out so that they can be directed and sort out what is right and wrong. Communicate with other people such as parents, siblings, neighbors, school friends, co-workers, and so on. On the unit with its environment. Communication is so important, considering that humans are social creatures, which means they need each other. Communicating is the essence of social relationships that can lead humans to goals and achieve their needs.

In order to achieve effective communication, it is necessary to have an efficient communication strategy. As in business strategy, in general, to determine and communicate the vision and mission of a company through the main objectives and policies. Strategy provides an overview of the direction that is supported by various existing resources. In addition, strategy is also

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very much needed in an institution or group. So that strategic communication has an understanding, all activities that will be carried out by communicators in conveying messages to communicants with certain goals in accordance with what has been previously planned. Whether it's with what media, how it is formulated and what effects it will have. Strategy on, which is about planning or planning and how to manage its operations. The communication strategy includes everything that is needed, which will be used to communicate with the community or target. Communities will benefit from the perspective and targets can be achieved more broadly and effectively.

Society plays a major role in state power based on the concept of democracy. The concept of democracy is sovereign with the people, so people's participation in voting rights to determine leaders becomes a benchmark for democracy in the country and measures how political participation is in it. As with political participation itself, namely, the participation of both individuals and groups in the process of political governance that has a real impact on their lives. Voter participation in general election politics is a serious concern by the organizers and the government. The reason is that one indicator of the success of holding elections when voter participation is high indicates that the holding of elections can be trusted by the public. Political impact, the resulting strong government legitimacy. The holding of general elections in Indonesia is a clear proof of the existence of democracy in the Indonesian government system.

General Elections or commonly called ELECTIONS are one of the moments that are always awaited by the public in 5 years, because the general election which we know as ELECTION is a people's democratic party to elect a leader candidate in a democratic manner. Where the people have the right to vote and vote on a candidate for a leader who they believe will be a good leader. "Man is fully sovereign over himself, he has rights that are born of and over himself. The sovereignty of the one person is neither less nor more than the other. In such a situation there will be no progress. So the humans simultaneously hand over their respective sovereignty to the community, then the executor of the orders is the state and the government. The submission is accompanied by one condition: he has the right to participate in formulating the general will, volonte generale, which will be made the will of the state. Election according to Sodikin. Based on Law No. 7 of 2017 concerning General Elections, the election management body becomes the KPU, Bawaslu, and DKPP as a single unit for organizing elections in Indonesia.

The 2019 General Election is a moment of general election or the first simultaneous general election, where for the first time the Indonesian people are given the opportunity to elect representatives of the people and the president at the same time. Several parties stated that the problems of the 2019 simultaneous elections in Indonesia were the most complex and most difficult

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elections in the world due to the election of members of the DPR/D and DPD, the President and the Vice President. Technical problems encountered in the field such as limited socialization to the public, the complexity of the process of voting at the voting booth, 5 ballot boxes must be filled, the weakness of the organizers, DPT, administrative problems, hoaxes spread, besides that not a few general election organizers died during the 2019 election process , presumably due to fatigue. KPU released the latest death toll, both election officers, KPPS and Panwas, which reached 554 people.

Tabel 1.1
The level of community participation in Nganjuk Regency in the 2014 2018 and 2019 general elections

No.	Year	DPT	Voting Users	Attendance percentage
1.	Pilpres 2014	874.919	612.241	70,08%
2.	Bupati/gubernur 2018	848.657	587.761	69,14%
3.	Pilpres 2019	859.478	693.770	80,01%

Source: KPU Nganjuk

Based on the table above, the level of public participation in Nganjuk Regency from the last three general elections has increased from 2014 to 2019. In 2014 the number of participation with invalid votes was small, in 2018 the number of participations decreased but the number of invalid votes increased considerably significant. The situation began to improve during the 2019 simultaneous general elections, but although the number of participation increased and invalid votes decreased. This is when compared to 2014, the number of invalid votes is still higher in 2019. Of course, it is the task of the KPU to re-evaluate the communication strategy used in election socialization.

The communication strategy carried out by the KPU so far has not made the public understand who is elected and what is the importance of exercising their right to vote. Considering that there are still many people who rule out general elections, because they are considered less important to them.

METHOD

To answer the formulation of the problem in this study, the researcher used a qualitative approach through data analysis. The analysis used was when data collection took place and after data collection was completed, it was carried out interactively within a certain period. This data analysis is carried out continuously until complete until all the data is saturated. Miles and Huberman model data analysis through data reduction, data presentation and drawing conclusions and verification. The location of this research was carried out at KPU Nganjuk Regency, Jl. Widas, Begadung, Nganjuk

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District, Nganjuk Regency, East Java.

THEORITICAL REVIEW
A. Communication strategy

1. Understanding Communication Strategy

Strategy essentially consists of planning (planning) and management (management) in achieving a goal. Roge from Harfied Cangara said that the limitation of communication strategy is a plan made to change the behavior of a person or other person through various views and other angles in order to get new ideas.

The bridge that connects policy with goals, in other words from strategy. In general, strategy is a concept that leads to a network of thoughts, ideas, in-depth understanding based on experience, strategic goals, having expertise in strategies based on perceptions that later there is hope that will help in achieving goals.

Success in achieving the goals of active communication activities is largely determined by the form of the communication strategy. in other words, if a good communication strategy does not exist, then it is not impossible that later negative influences will arise. Communication strategy is a combination of communication planning (communication planning) with communication management (communication management). The combination of these two can later achieve the goal. A good communication strategy must be able to show how the strategy in its operations is practical and easy to accept, of course with variations in each situation and condition.

The purpose of a communication strategy consists of three goals according to R. Wayne, Brent D. Peterson and M. Dallas in a book entitled Techniques for Effective Communication, namely:

a. To secure understanding, namely ensuring that the communicant can understand the message that has been received.

b. To establish acceptance, that is, if the communicant is able to understand and receive the message, then the recipient of the message must be nurtured.

c. To motivate action, that is, after receiving the message, the activity must be motivated.

2. Components of the target communication strategy

The development of a communication strategy requires thinking that takes into account what are the supporting and inhibiting factors, therefore it is better if the communication strategy considers the successive communication components of the communicant as a target, media, message and communicator. components to consider such

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as: Identify communication goals, selection of communication media, Assessment of the purpose of communication messages, and The role of communicators in communication

3. The Form of Strategy

According to Newman, there are four strategic options, namely:

a. Strengthening strategy.

This strategy can be used for contestants who are elected because they have a certain image, as evidenced by their political performance while holding certain public positions. This can be seen from the efforts to increase participation by looking at the performance of the KPU, improving coordination among KPU members, increasing the capacity and quality of the KPU by strengthening communication between KPU members and with the public.

b. Rationalization strategy

The rationalist strategy can be applied to groups of voters who previously chose contestants because the contestants succeeded in developing a certain image that the voters liked, but their performance did not match their image. With groups like this, the KPU makes efforts by providing information on the candidate pair through various media. Among other things, through print media (newspapers or paper leaflets containing candidates taking part in the election), sound media (radio), pictures or billboards with the aim of providing information to the public.

c. Persuasion strategy

This strategy can be applied by groups or organizations that perceive that they have a certain image but also have performance that matches others. The approach is carried out with a direct approach to the community as voters with various activities, this activity aims to attract voters in increasing voter participation. Activities carried out such as healthy walks program, KPU dialogue directly to the community or KPU goes to campus.

d. Confrontation strategy

The application of this strategy can be done to voters who have chosen a contestant with a certain image, but are deemed unsuitable by the voter and then the contestant does not produce a satisfactory performance for the voter. The steps taken by the KPU in responding to this are by providing a kind of socialization on how to vote and the disadvantages of not voting. Losses that are obtained when not voting, will lose political rights. The target groups that received socialization were students and college students,

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women's groups, religious groups, the marginalized and the novice voter group.

4. Communication Strategy Function

Communication strategy is a very important thing in communication, where the communication strategy makes the communication process successful until the message or information to be conveyed is in accordance with its initial purpose. The success and failure of a communication activity is largely determined by the communication strategy.

The communication strategy has several functions, both macro (planned multimedia strategy) and micro (single communication medium strategy), such as: Disseminate communication messages that are communicative, persuasive and instructive systematically to the target with the aim of obtaining optimal results. Bridging the "cultural gap" or (cultural group) due to the ease with which it is obtained and the ease with which the mass media can be operated, which is so powerful, if left unchecked, it will destroy cultural values.

B. Political Participation

1. Terminology of Political Participation

In general, political participation is a citizen activity that aims to influence decision-making by people in their position as citizens. Political participation here is voluntary, not based on mobilization by individuals, parties or other countries in power.

The activities of citizens cannot be separated from the political process that runs in the country. The political participation of citizens affects the making and implementation of determining leaders in government. Activities included in citizen participation can include paying taxes, implementing decisions, asking for demands, submitting criticisms, and correcting the implementation of existing policies. In addition, citizen participation can support and oppose leaders who are not in accordance with the law, can propose leaders and can choose representatives in general elections.

Political parties have the function of encouraging, providing opportunities and inviting community members to use political parties as activities that go hand in hand with the political process. Political parties can be said to be forums or rooms for political participation. The function that political parties have is higher in a democratic political system than a totalitarian political system, where the latter political system expects obedience and obedience from citizens rather than independent activities or independent activities.

Political participation according to Surbakti is grouped into two, namely:

a. Active Participation

Active participation is an activity oriented to input and output processes in politics.

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Things that are part of active participation are proposing general policies, proposing various alternative policy options with policies that have been prepared by the government, submitting criticisms and improvements to improve policies, paying taxes, and electing government leaders.

b. Passive Participation

Passive participation is an output process-oriented activity. Activities called passive participation are activities that obey the government, accept and implement every government decision.

2. Factors influencing political participation

There are many factors that influence a person's political participation in an activity. As Myron Weiner points out, there are 5 factors that lead to a movement towards wider participation in the political process:

a. Modernization

Modernization is happening today in many fields related to agriculture, industrialization, increasing education levels, increasing urbanization flows, expanding the role of mass media and communication media. This progress resulted in increased participation of citizens in exercising their right to vote, especially in urban areas, to participate in political power. As well as from the workers, traders and big businessmen who are busy doing business.

b. There is a change in the essential class structure

The emergence of essential classes such as the middle class and the new working class is increasingly widespread in the era of industrialization. The emergence of this class along with new demands, will later affect the policies of the government.

c. The influence of intellectuals and the rise of mass communication   Intellectuals are increasingly making the ideas of nationalism, liberalism and egalitarianism generate mass demands to participate in decision-making.

c. There is conflict between political leaders

Political leaders who fight for power, often justify any means to gain mass support in large numbers. In this case, there is often a mobilization of mass participation in order to get a large mass.

d. Extensive government involvement in social, economic and cultural affairs

The government's increasingly broad scope of involvement often results in the growth of organized demands to participate in influencing political decision-making. This

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includes the consequences of government actions that are too broad in all fields of society.

Another factor that affects political participation, namely, changes and political reforms that continue to exist and with a visionary vision and mission make the community very enthusiastic so that it touches people's hearts to be moved to use their voices. In addition, campaign activities also affect public political participation and the image of the candidate pair based on social image, candidate image, religious and aspirational candidate image, and individual events with a good track record during organization and career, affecting the political participation of youth or society.

C. Communication barriers

In implementing coordination to achieve effective communication, organizations often face obstacles in the communication process in the field. This barrier is usually called distortion, where as Ludlow and Panton said, obstacles or obstacles in every communication will always exist. Distortions or barriers in communication will always occur during the communication process. Causes of distortion include status effects or differences in social status, semantic problems, perceptual distortion or the meaning of sentences, cultural differences or differences in background, physical distraction or physical disturbances, poor communication channel or communication media disturbances And no feedback or no response.

RESULTS AND DISCUSSION

1.   KPU's communication strategy to the community

The form of strategy carried out by the KPU is in accordance with the theory of researchers according to Newman, a strengthening strategy by looking at the image of the contestants and their performance while holding office in politics, the rationalist strategy of voters seeing the image that has been built favored by the voters even though the facts are not in accordance with reality. This can be shown through the KPU media as information to the public. The next strategy is the persuasion strategy, the strategy is the healthy walk program, direct dialogue with the voters, the last strategy is the confrontation strategy, the KPU provides socialization on how to vote and the disadvantages if you don't use your right to vote.

The communication strategy applied by the KPU to the public in the 2019 simultaneous elections based on KPU Decree Number 10 of 2018, there were 5 strategies implemented such as, first face-to-face, secondly through print and electronic mass media, thirdly using socialization tools and materials, fourth by using creative media. mural and the fifth by using

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democracy volunteers.

The first KPU communication strategy was face-to-face, such as conducting coordination meetings, outreach and voter education, discussions, seminars, workshops, work meetings, training, lectures, simulations, talk shows and/or other face-to-face methods.

The second communication strategy with mass media, either with conventional or print media such as newspapers or electronic media such as radio, television and online media such as the KPU website, Facebook, Twitter, Instagram and Youtube is considered capable of inviting and reminding the public about the 2019 simultaneous elections. Mass media This, along with the times, is used optimally by the KPU for the socialization of the 2019 simultaneous elections. The use of mass media that continues to propagate in various circles is considered capable of being used in the socialization of the KPU. Conventional, electronic and online media by the KPU are utilized optimally in the socialization of the 2019 simultaneous elections.

The KPU's third communication strategy is the dissemination of materials and props, where props such as brochures, posters, stickers, banners, billboards, banners, and billboards/videotrons are considered capable of supporting the socialization carried out by the KPU.

The fourth communication strategy is using Mural Creation Media. Mural Creation Media is still considered an attractive strategy for various circles. When the KPU socializes with social media, pamphlets, banners or electronic media such as TV and radio. This mural media is considered capable of creating its own charm, the mural media is packaged in the form of a Concurrent Election Mural Contest at the SMA/SMK/Equivalent level spread over 20 sub-districts throughout the Nganjuk Regency. The themes taken varied, ranging from an invitation to fight election hoaxes, anti-golput, anti-money politics and anti-SARA politics, as well as the theme of an invitation to vote at polling stations on April 17, 2019. Through this creative media, it is hoped that it can invite people to use their voting rights in elections. simultaneously 2019.

The next fifth communication strategy is to use Democracy Volunteers. Volunteers for democracy are one of the KPU's communication strategies to the public which are believed to be very useful because democratic volunteers are divided into 11 segments or voter bases to assist the KPU in socializing and educating voters. There are family bases, beginners, young people, women, people with disabilities, special needs, marginalized groups, communities, religions, internet citizens, and democracy volunteers. In accordance with the research data presented in chapter III, various democracy volunteers are:

in Nganjuk to gather and enliven the 2019 election. This method is considered effective

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enough to invite the public, especially those who are members of the automotive community to attend and follow the course of events organized by the KPU. In addition to the automotive community, of course, the general public also attended this activity, so this method will be used in the upcoming elections.

i. Religious Base

The socialization of the Nganjuk Regency KPU on a religious basis regarding the stages of the schedule, information on candidate pairs, the importance of voting rights, procedures for voting correctly accompanied by election props that have been brought so that in the 2019 election they can use their voting rights wisely. The socialization uses the direct face-to-face method by attending the regular residents' Yasinan Recitation.

Democratic volunteers are used by the KPU every time the socialization aims to embrace and invite the public to exercise their right to vote in the 2019 simultaneous elections. This is evidenced by the various efforts that have been made by the KPU so that the socialization can run according to the work program that has been prepared.

2. Factors affecting voter participation

Public participation in exercising their right to vote sometimes increases and decreases. The researcher has explained the factors that influence political participation in the theoretical framework based on the expression of Myron Weiner and the factors that influence political participation based on the articles that the researcher has analyzed.

Political changes and reforms that continue to exist and with a visionary vision and mission make the community very enthusiastic so that it touches people's hearts to be moved to use their voices. In addition, campaign activities also affect public political participation and the image of the candidate pair based on social image, candidate image, religious and aspirational candidate image, and individual events with a good track record during organization and career, affecting youth or community political participation.

Analyzing the factors that influence voter participation based on the expression of KPU Chairman Pujiono there are 4 factors, such as firstly, public awareness of elections and elections. Public awareness of elections and elections has decreased from year to year even though the participation rate has increased. This happens because the level of public intelligence increases so that they are better able to sort out the candidate's vision and mission in a trusted election or just a word.

The two factors of socialization and voter education, voter socialization and education have a very big influence, when socialization takes place people can know more and know more about

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who will be elected, besides voter education is also important so that people understand how to use the right way to vote so that when elections, people can use their right to vote wisely.

The three factors are the role of election participants. The role of election participants is also a factor in increasing participation. Election participants if cooperative with the KPU then there will be no miss between the KPU and election participants in the pre-election implementation. The fourth factor is the role of local government and stakeholders, the role of government and stakeholders is also a factor in increasing voter participation. The above factors become a unit that is difficult to separate, influencing the increase in voter participation in politics carried out by the KPU.

3.   Communication barriers in increasing community participation.

The implementation of effective communication coordination certainly experiences obstacles that occur during the process of implementing communication in the field. Like the theory that the researcher reviewed in the previous chapter about communication barriers based on Ludhow and Panton's opinion, barriers or obstacles in communication will always exist. Distortions or obstacles will occur during the course of the communication process.

Obstacles in increasing community participation based on the expression of KPU Chairman Pak Pujiono administrative constraints in the family segment. In socialization to the family segment, KPU participates in a routine activity held by the community so that it is informal. This is the reason why there are administrative problems.

Another obstacle felt by the KPU, Mr. Pujiono, said that there was limited time when socializing to hawkers. They certainly prioritize work rather than attending an election meeting, for that reason the KPU goes directly to where they make a living and provides limited socialization by giving election pamphlets or brochures when they have free time.

Socialization to hawkers and students of course the method used is different because they see different educational backgrounds. This is in accordance with the theory that the researcher described in the previous chapter about differences in background or cultural differences. Distortions or other obstacles experienced by the KPU during socialization during the socialization of the disability segment, which gathered people with disabilities at one time but those people with disabilities were not members of an association or special school.

Based on the election report document, there are obstacles that occur in the internet citizen segment, regarding the lack of human resources capable of operating social media. The limited number of human resources who specifically control the internet media, makes the election socialization process through the internet community segment less than optimal. The KPU took

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steps with the method of sharing news/activities carried out by the Nganjuk Regency KPU, both informative and announcements.

Another obstacle, as stated by Mr. Nanang, is that there is an inaccurate selection of days in the implementation of elections, so that elections are often held on the day of entry, with the aim that ASN and non ASN people can take part in the election because it is scheduled to be a national holiday. despite the fact that there are still non ASN people who are more concerned with their work than using their voting rights. This is the task of the KPU as the organizer in socializing to provide an understanding of the importance of voting rights in elections.

Communication is very important in all processes of activities in society. When the delivery of communication messages is not conveyed properly, it is not impossible for the communicant to experience miss communication or commonly called errors in capturing communication messages. as revealed by revelation, regarding the closing of the election was delayed so that the vote count was not completed according to schedule. The delay that occurred was due to the lack of coordination given by the KPU to KPPS officers. A small mistake that occurred made the election on that day delayed. Evaluation for the next election, coordination between election organizers is more mature so that the obstacles that occur in the 2019 election do not repeat themselves.

CONCLUSION

Based on the research conducted, it can be concluded that the KPU's communication strategy used five strategies, first face-to-face, second through print and electronic mass media, third using socialization tools and materials, fourth using mural creation media and fifth using volunteers. democracy.

There are four factors that influence the increase in participation, first about public awareness of elections and elections, secondly voter socialization and education, thirdly the role of election contestants, fourthly the role of local governments and stakeholders.

Barriers to increasing community participation, firstly administrative barriers in the family segment, second time constraints when socializing in the hawker segment and thirdly the lack of human resources capable of operating social media. Fourth, the election day is not precise enough, so that the election is often held on the day of entry, with the aim that ASN and non-ASN people can take part in the election because it is scheduled to be a national holiday. Despite the fact that there are still non ASN people who are more concerned with their work than using their voting rights. The last obstacle is the lack of coordination between KPU officers and KPPS officers. Minor errors in the delivery of communication messages made the election process that day experienced a delay.

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