The role of the general election commission to increase community political participation in the 2020 general election of Medan city

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ABSTRACT

This study aims to determine the role of the general election commission in increasing public participation in the 2020 elections for Medan City. The method used in this research is qualitative. The informants in this study were members of the Medan City Election Commission and the public who were registered as the final voter list in the 2020 Medan City Election. The results of the study can be seen that the role that the Medan City KPU has to foster community participation in politics, especially in the Medan City elections from the KPU regarding the implementation schedule, registration, and voter data collection. Then socialization with face-to-face communication through mass media, social media, creative media, KPU announcement boards, and so on.

1. Introduction

Democracy is a term that is known by the community besides political terms. Therefore, people are familiar when they hear the term democracy. Like it or not, like it or not, the people have participated in democracy. Election activities that exist from various countries, the most highlighted issue are participation in elections. This is related to how many people are present to vote at the polling place. Results in general elections are often linked to the level of public participation, this is because the election results will determine who will win and get the office (Fadillah, 2017).

In democratic countries, the trust of citizens as voters will determine the level of public participation and will be related to how the political system, the implementation of elections, and the parties who represent citizens to become legislative (Lotan, 2019). Democratic systems and political systems require voter participation from the community so that democracy can run well and not experience obstacles. The most important instrument in a democracy, namely elections. Elections become a forum for the people/citizens to be sovereign, convey their voting rights, and regulate power in government. The low level of legitimacy and trust of citizens is the most important issue because it relates to the representatives of the people they will elect or who will be given the mandate to carry out and provide policies in government (Putra & Ochirov, 2020).

Throughout the general elections that have been held in Indonesia, which is one indicator of the success of the election with a large number of voter participation. The high level of participation in elections will be considered to have unquestionable legitimacy. Likewise, the low level of participation will have an impact and be associated with the legitimacy of the existing election results having strong or low power (Romero-Ruiz et al., 2017).

In Indonesia, the election is held by the General Election Commission (KPU), which is entrusted with the state institution that organizes the elections. Organizing elections that are professional, have integrity, capability, and accountability will be needed to ensure better and better quality elections (Fajri, 2020).

Therefore, this study aims to find out about the Role of the General Election Commission (KPU) to Increase Public Political Participation in the 2020 Regional Elections of Medan City.

2. Theorotocal Framework

Processed roles can produce various things in individuals, groups, and even on social stratification, as well as in the leadership system in organizations (Jandevi, 2019). A role can be said to be carried out if a person has done or fulfilled his obligations and rights according to his position. Thus it can be stated that the roles and positions are dependent on one another. Without a position, there is no role, and without a role, there is no position. The life pattern of each person will differ from the various types of roles they have based on their life interactions. Therefore, the role can determine what actions will be carried out for the community and what opportunities are given from the community for them (Budiyono, 2016).

Communication is a process of being able to understand and understand other people. Communication has a constant and dynamic process, or in other words, it can change according to the prevailing circumstances (Juliano, 2015).

a) The function of communication according to Harold D. Laswell (De Giacomo, Mich, Santamaria, Sweeney, & De Giacomo, 2012) is surveillance of the environment

b) Correlation of the part of society in responding to the environment (As a liaison for separate sections of society in responding to their environment)

c) Transmission of the social heritage (Preserving social heritage from generation to generation)

According to Keyton (2017), organizational communication is the behavior or behavior of a person in the organization where when the process occurs, he is involved in the transaction and gives meaning to what is happening. Meaning becomes a relevant and important concept regarding organizations in distinguishing between functional and interpretive perspectives (Ulfah & Barry, 2019).

The organization is a means of carrying out human relations with existing rules, where the rules are created by humans themselves so that they are considered to have various kinds of deficiencies. If the rules contained in an organization can be executed properly, the organization will develop (Paramitha, 2020).

In Political Communication, active audience members pay attention to what political leaders say and respond and exchange information with these leaders, called participants. More precisely, participants in politics are the same people as political communicators (Faradies, 2020).

Jarvis & Barroquillo (2019) who are experts in political communication state that there are differences between participation. The difference in participation can be seen between that which is autonomous and that which is driven by others (mobilization). Autonomous participation is a form of participation that is voluntarily carried out by citizens. This autonomous participation occurs as a result of effective communication and political socialization. The involvement of citizens, especially educated citizens in various political activities, will have enormous political effects and benefits, namely by being aware of the rights and obligations that a person has as a citizen (Akhyani, 2020).

Meanwhile, participation that is driven by other people (mobilization) is a form of political participation that is not voluntary, is moved or regulated by several factors, such as political parties, success teams or government officials, and so on. This can happen because people or citizens who have not been educated so are not aware of their rights and obligations, and must be driven by other people. The means used to mobilize these citizens can be in the form of "intimidation" or "money politics", which at this time have occurred in many developing countries, especially Indonesia. The ineffective socialization and political communication as well as the persuasive and educative nature of political parties or the government have made political participation become mobilized (Mosco, 2009).

Political communication can influence people to be actively involved in politics by using openness. Or by suppressing political participation using political communication. The consequences can be primary or secondary. The primary effect occurs when the people who are affected involve themselves directly in the communication process. Thus, participation is derived from the set of consequences, where initially the media try to attract attention to various people, using the women's movement, the civic children's movement, environmentalists, and others.

In the early stages of their involvement, respond with confusion because of the ambiguous nature of the candidate or goal. However, communication helps both solve and shape issues and builds and presents candidates. For people who depend on the media, this process helps them in the formation of new perceptions, beliefs, and judgments (Moreno Esparza, 2015).

3. Method

This research is included in the type of qualitative research, where the specifications are descriptive. According to Sugiono (2016), Qualitative research is a research method based on the philosophy of postpositivism which is used to see the condition of natural objects, which makes researchers a key instrument. By using triangulation which is the data collection technique, and data analysis are inductive. The results of this study will later make meaning have more emphasis than generalization.

People who have competence in providing data or information as well as knowledge are called sources. And by using a purposive sampling technique in determining the sources, and who will become research informants are members of the General Election Commission of Medan City and the people who participate in the Medan city general election.

4. Results and Discussion

The role is an aspect of a person's position or status, or it can be interpreted that role is the behavior or behavior of someone who has a position or status for the expectations of society. Regarding the general election schedule, the General Election Commission has a very important role to convey or disseminate the election schedule. The General Election Commission has conducted outreach on the implementation schedule, registration, and voter data collection. Then socialization with face-to-face communication through mass media, social media, creative media, KPU announcement boards, and so on. In the current pandemic situation, socialization is also about the new normal, the use of masks, hand sanitizers, and so on in accordance with the health protocol set by the government.

The communications made by the General Election Commission include formal communication, informal communication, online seminars/webinars, and focus group discussions (FGD). But in this case, the public also has not received the communication made by the General Election Commission. Symbols that are structured and have meaning about objects, people and the results of events for interactions with other people are called messages. This is the General Election Commission conveying a message to the public regarding all stages, programs, and schedules that will be carried out in the election, namely data preparation and voter lists, candidates in elections, campaigns and campaigns, voter participation, voting, counting and recapitulation of vote results. , as well as determining the elected candidate pair. However,

An organization that has a social and open system of life, thus its functions become part of that which lies in human hands. Therefore, the relationship between humans and organizations is to focus on the communication behavior of the people involved. Community groups or organizations, community communities, religious organizations, traditional groups, legal entities, educational institutions, government agencies, BUMN, BUMD, printed and electronic mass media have made a partnership with the General Election Commission of Medan City to conduct socialization in accordance with the provisions has been regulated in legislation. The public, in this case, does not yet know the cooperation built by the KPU with various other parties.

Audience members who are active and not only pay attention to what political leaders say but also respond and exchange information with these leaders, in political communication are called

participants. In short, participants and are both political communicators. In the implementation of socialization, to invite, urge, or provide information related to the implementation of the Pilkada, the KPU Medan really hopes that there will be mobilization or involvement of the entire community in Medan City. However, in terms of the use of voting rights or participation, it is in accordance with the law. The election is conducted based on the principles of direct, general, free, secret, honest, and fair which is the right of all citizens who have met the requirements without intimidation or coercion from any party.

There is no socialization that has been conveyed to the public regarding regional head elections, but the community continues to participate in regional head elections. as the people must elect a leader, they hope to get a trustworthy leader who cares for their people, who cares for the economic condition of their people, who cares for the health condition of their people.

5. Conclusion

The role of the General Election Commission in regional head elections regarding all stages, programs, and schedules for the implementation of the Election (updating data and voter lists, candidacy in elections, campaigning in elections, campaign funds for election participants, voting, counting, and recapitulation of election vote count results and the determination of Candidate Pairs selected). Then socialization with face-to-face communication through mass media, social media, creative media, KPU announcement boards, and so on. In a pandemic situation like now the socialization is also about the new normal, the use of masks, hand sanitizers, and so on in accordance with the health protocol set by the government. However, from the results of interviews with people in Medan city, the general election commission has not yet conveyed the socialization directly, so the public does not know about the messages or information conveyed by the general election commission.

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