

Implementation of the Policy Regarding Campaign Props for the Bogor Regency KPU to Increase Voter Awareness Ahead of the 2024 Regional Elections

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Abstract

Background - The background to this policy stems from low voter participation caused by a lack of information and understanding about the electoral process, which ultimately leads to apathy. Campaign props, such as banners, billboards, posters and digital media, are expected to bridge the information gap and convey educational messages about the importance of voting. However, the implementation of this policy faces challenges, including the effectiveness of visual aids in reaching various levels of society, as well as budget and resource limitations. The KPU must ensure that the visual aids are of high quality and attract the attention of the public, requiring careful planning and collaboration with various parties, including civil society. Social media also needs to be used to reach the younger generation who are more active in the digital world. The KPU is expected to evaluate the strategies implemented, to determine the effectiveness and shortcomings in the campaigns that have been implemented. By involving local community figures, it is hoped that public trust in the information conveyed can increase, so that participation in the 2024 regional elections can be increased.

Purpose - It is hoped that this article will provide insight into how this policy contributes to increasing community participation in regional elections.

methodology - This research method uses a qualitative method. According to Bogdan and Biklen in Sugiyono (2020:7), the descriptive qualitative research method is an approach that collects data in the form of words or images, without emphasizing numerical data. After the data is collected, analysis is carried out to describe it, so that it becomes easier for others to understand. In this research, the main aim is to provide an overview, describe and interpret the existing situation. The informants interviewed by the author are the goods and services procurement team. The results of the interviews will be processed using dimensions of implementation so that they can be described clearly.

Findings - Research findings regarding campaign props policy by the Bogor Regency KPU show that props are effective in increasing candidate visibility and attracting voters' attention.

Originality - The Regional Head Election (Pilkada) in Bogor Regency in 2024 will be an important moment in the Indonesian democratic system, and in 2024, Bogor Regency will hold Pilkada which is expected to increase community participation in the election process. The Bogor Regency General Election Commission (KPU) implemented a campaign props policy as a strategy to increase voter awareness regarding the importance of their voting rights. The background to this policy stems from low voter participation caused by a lack of information and understanding about the electoral process, which ultimately leads to apathy. Campaign props, such as banners, billboards, posters and digital media, are expected to bridge the information gap and convey educational messages about the importance of voting. However, the implementation of this policy faces challenges, including the effectiveness of visual aids in reaching various levels of society, as well as budget and resource limitations. The KPU must ensure that the visual aids are of high quality and attract the attention of the public, requiring careful planning and collaboration with various parties, including civil society. Social media also needs to be used to reach the younger generation who are more active in the digital world. The KPU is expected to evaluate the strategies implemented, to determine the effectiveness and shortcomings in the campaigns that have been implemented. By involving local community figures, it is hoped that public trust in the information conveyed can increase, so that participation in the 2024 regional elections can be increased. The research method used was descriptive qualitative, with interviews with KPU members. The research results show that communication disposition, resources, and bureaucratic structure play an important role in implementing this policy. With community involvement and the use of technology, it is hoped that voter awareness can increase, making the 2024 Regional Election a momentum for better voter participation in Bogor Regency.

Keywords: Campaign props, Budget, Indonesian Democracy, Voter Education, General Election Commission (KPU), Community participation
