

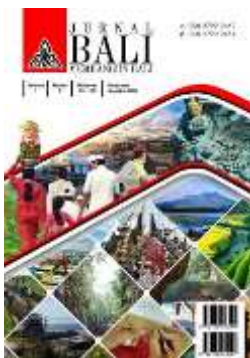


A Critical Review of Strategy Increasing Political Participation in the Regional Head Elections in Bali

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Abstract

Purpose: This research aims to analyze strategies that can be implemented to increase political participation in regional head elections in Bali. In addition, this research was conducted to identify the strengths and weaknesses of each strategy to increase political participation in regional head elections (pilkada/pemilukada) in Bali.

Research methods: This research uses a qualitative approach because the aim of this research is not to measure, but to elaborate effective and efficient strategies in increasing political participation in regional head general elections. This research collects secondary data by collecting journal articles that discuss steps to increase political participation in regional head elections.

Results and discussion: Community political participation can be increased in the regional head elections in Bali through five strategies, namely implementing dialogical methods through face-to-face forums, using conventional and/or digital media as political communication media, forming democratic volunteers, and providing friendly facilities disadvantaged group. Each of these strategies has advantages and disadvantages.

Implication: By implementing this combination of strategies, community participation in the Bali regional head elections can be maximized so as to increase the legitimacy of the elected leaders.

Keywords: strategy, political participation, regional head elections, general election

Tinjauan Kritis terhadap Strategi Meningkatkan Partisipasi Politik dalam Pemilihan Kepala Daerah di Bali

Abstrak

Tujuan: Penelitian ini bertujuan menganalisis strategi-strategi yang dapat dilakukan untuk meningkatkan partisipasi politik di pemilihan kepala daerah di Bali. Selain itu, penelitian ini dilakukan untuk mengidentifikasi kekuatan dan kelemahan dari masing-masing-masing strategi meningkatkan partisipasi politik di pemilihan umum kepala daerah (pilkada/pemilukada) di Bali.

Metode penelitian: Penelitian ini menggunakan pendekatan kualitatif karena tujuan penelitian ini bukan mengukur, tetapi mengelaborasi strategi yang efektif dan efisien dalam meningkatkan partisipasi politik dalam pemilihan umum kepala daerah. Penelitian ini mengumpulkan data sekunder dengan mengumpulkan artikel jurnal yang membahas langkah-langkah untuk meningkatkan partisipasi politik di pemilihan umum kepala daerah.

Hasil dan pembahasan: Partisipasi politik masyarakat dapat ditingkatkan dalam pilkada di Bali melalui lima strategi yakni melaksanakan metode

dialogis melalui forum tatap muka, menggunakan media konvensional dan atau digital sebagai media komunikasi politik, membentuk relawan demokrasi, dan menyediakan fasilitas yang ramah disadventaged group. Masing-masing strategi tersebut mempunyai kelebihan dan kekurangan.

Implikasi: Dengan menerapkan kombinasi strategi tersebut, partisipasi masyarakat dalam pilkada Bali dapat lebih dimaksimalkan sehingga dapat meningkatkan legitimasi pemimpin yang terpilih.

Kata kunci: strategi, partisipasi politik, pilkada, pemilu

INTRODUCTION

General elections (elections) are one of the characteristics of a country that has implemented democracy in its government system. Based on Hertanto's opinion in Arif (2020), elections aim to create national integration and responsible government as well as creating effective government and political representation. By holding elections, the elected leader is the leader chosen by the majority of the people who participate in the election. This indicates that the elected leader is able to represent the interests of the majority of society so that he is able to build national integration. Leaders can be re-elected in elections if the community benefits from the policies implemented when the leader was in office. This supports the creation of an effective and responsible government. In the context of legislative member elections, elected members are able to represent the interests of their constituents. This indicates that political representation can be built.

A country that implements a democratic system is a country that upholds people's sovereignty (Naldi, 2024). This indicates that the country organizes its government based on the will of the people. Through elections, elected leaders are expected to organize their government based on the will of the people so that every policy implemented has a positive impact on people's lives. To produce representative leaders, community participation is key in holding elections.

Public participation in elections is one concrete form of political participation in a democratic country. According to Liando in Prasetyo *et al.*, (2023), community participation is also seen as a community evaluation of the ongoing government. This indicates that if the leader or political representative is re-elected, then the leader or political representative is relatively capable of meeting the needs of the community. Political participation also indicates the extent of legitimacy possessed by political leaders. This is in accordance with Naldi's (2024) opinion that elections as part of the democratic process give the people the legitimacy to determine who will lead them directly. Public participation from various community groups indicates that a country's democracy is becoming more mature. This indicates that the elected leader represents society as a whole.

Public participation in elections in Indonesia fluctuates. This can be seen from the participation rate data submitted by the Indonesian General Election Commission (KPU).

Table 1. Community participation rates in simultaneous regional head elections

No.	Tahun	Angka Partisipasi (%)
1	2015	70
2	2017	74

3	2018	73
4	2020	76.09

(Source: General Election Commission, 2024)

Based on the data above, political participation decreased in 2018 and increased in 2020 to 76.09 percent. This fluctuation indicates that there is a need for an appropriate strategy to maintain and even increase community political participation in simultaneous regional head elections (regional head elections which are often shortened to regional head elections) in Indonesia. Various actors can play a role in increasing community participation in regional head elections. Based on the opinions of Subekti (2014) and Karmanis (2021), the KPU at the provincial, district or city level, political parties, mass media and civil society are electoral actors that can have a direct and significant influence in increasing community participation in regional head elections.

Bali is one of the provinces that will hold regional head elections in 2024. Based on the Decree of the General Election Commission of Bali Province Number 37 of 2024 concerning Technical Guidelines for Stages and Schedules for the Election of Governor and Deputy Governor of Bali Province in 2024, the Bali Province Regional Head Elections will be held on November 27, 2024 (K. P. Bali, 2024). Before voting, the campaign team is given space to promote candidate pairs (paslon) to increase public participation on voting day. Based on research results from the Bali Province KPU, community participation has increased from 2018 to 2019. This is in line with Indonesia's increasingly high democracy index. Even though there has been an increase, there is a gap in community participation (Arjawa *et al.*, 2019). This indicates that the participation of the Balinese people can be maximized.

Several studies have been conducted on community participation in regional head elections. First, research conducted by Novita & Fitri (2020) states that dialogical methods and direct communication can have a direct impact on millennial voter participation in the 2019 general election in Bekasi City. Apart from that, other supporting factors for increasing political participation are political education and political awareness of the community, especially millennial voters. Second, research entitled "Youth Political Participation in Elections: Case Study of Young Ulama Jokowi (Samawi) Solidarity Volunteers in the 2019 Presidential Election in Tasikmalaya City" (Hamdani *et al.*, 2021). This research discusses how Samawi volunteers increase the participation of the millennial generation in the 2019 presidential election. In this research, a descriptive qualitative method was used.

The third research is research conducted by Lestari *et al.*, (2019). This research explains that the political participation of beginners is increased by involving democracy volunteers and several community organizations in outreach activities carried out by the General Election Commission (KPU). Apart from that, outreach is also carried out to high school students, university students and the general public. Beginner participation is influenced by voters' daily habits, family environment, and confidence in being able to become a voter who is responsible for his or her choices. The fourth research is research conducted by Arif (2020) entitled "Increasing Participation Rates as an Effort to Ensure the Legitimacy of Election Results for Regions and Deputy Regional Heads in the Midst of the Covid-19 Pandemic". Based on this research,

communication and technical strategies are needed to increase public participation in elections during the pandemic. Apart from that, choosing digital media as a medium for socialization and providing masks to voters also encourages people to participate in the election.

The fifth research is research written by Widhiasthini *et al.*, (2019). This research was conducted in Jembrana Regency, using a quantitative approach using data collection techniques, distributing questionnaires to 260 respondents, observation and documentation. Based on research results, the factors that hinder volunteers for the 2018 gubernatorial and deputy gubernatorial election (Pilgub) are lack of competence, unsupportive geographical conditions, and non-independence of volunteers.

Based on that article, it can be understood that issues related to appropriate strategies to maintain and increase public participation in elections in all situations need to be discussed so that important actors in electoral issues, one of which is the General Election Commission, are able to determine the right combination of methods or strategies to increase public participation in elections. As a result of the author's research findings, strategies that can increase political participation in regional head elections in Bali Province will be identified. Apart from that, this research also explains the strengths and weaknesses of each strategy in increasing community political participation in regional head elections in Bali Province.

Therefore, the aim of this research is to identify appropriate strategies for maintaining and increasing community political participation in regional head elections in Bali Province. Apart from that, this research also aims to explain the advantages and disadvantages of each strategy to maintain and increase community participation.

RESEARCH METHODS

This research uses a qualitative approach where this research elaborates appropriate strategies to increase participation, not to measure the accuracy of strategies in increasing public participation in elections. This research is not only focused on increasing participation in generations Y and Z, but also increasing generation X participation in elections.

This research uses library research. Mendes, Wohlin, Felizardo, and Kalinowski in Fatha Pringgar & Sujatmiko (2020) stated that the library research process was carried out by conducting a literature review of relevant topics. Library searches can utilize sources in the form of journals, books, dictionaries, documents, magazines and other sources without conducting field research.

In this research, the researcher formulated a problem formulation. Then, researchers collected research that discussed similar issues from various journal articles and websites that were relevant to the research topic. Then, researchers mapped the data that had been collected and analyzed the existing data to draw conclusions.

RESULTS AND DISCUSSION

Based on the research results, to increase community political participation in the regional head elections in Bali, electoral actors can take several steps.

The first is using a dialogical method with voters directly. The General Election Commission and Campaign Team can communicate directly with

voters through forums held in villages and sub-districts (Lestari *et al.*, 2019). Traditional meetings can be used as a forum to increase community participation. Apart from traditional meetings, electoral actors can also hold dialogue with women who are members of the PKK, members of the community association, and members of other community organizations where these organizations can influence people around them to actively participate in the regional head elections. Meetings with students and high school students 17 years and over can also be held at universities or schools (Balada, 2023) with interesting educational activities or attending events that involve many generations Y and Z, such as music festivals. The dialogue method used by the KPU can also involve regional figures who have the power to mobilize the community. In the Balinese context, traditional leaders such as traditional village leaders and traditional kelian can mobilize the community to take part in face-to-face forums. However, primordial sentiments can occur when traditional leaders meet with voters (Anggreni *et al.*, 2024). This needs to be anticipated by election organizers. The independence of community leaders in carrying out their duties as village government administrators needs to be considered when involving village leaders.

Second is using conventional media as a medium for political communication. The KPU and Campaign Team can put up billboards and banners or use videotrons to socialize political messages related to the invitation to vote, socialize the candidate's vision, mission and work program (Djaya *et al.*, 2023). This media can be installed in strategic positions, namely at traffic lights, shopping centers, markets, and places where many people gather (Husen & Sosilowati, 2023). In installing this media, the KPU can collaborate with the National Unity Agency and Politics so that it can increase the efficiency of time, costs and human resources. For areas where people use public transportation (Novita & Fitri, 2020), local governments can make recordings or videos that can be played on this mode of public transportation to remind them of the importance of the community's active role. In the context of Bali, these recordings can be published via the Trans Metro Dewata bus. The KPU can also broadcast on radio or provide recorded invitations via radio media because people, especially young people, have the habit of listening to the radio while driving.

Third is using digital media as a medium for political communication. The KPU and Campaign Team can create interesting content that can encourage voters to participate in the regional head elections. Generation X usually uses Facebook or Instagram as their social media, while generations Y and Z have more diverse social media choices, including Instagram, Tiktok and Twitter. Social media can be used as an educational information channel so that it can increase community participation. To increase community participation, not only the substance of the content is important, but also the duration and intensity of content publication are also important to attract public interest in understanding the political messages conveyed. The KPU and campaign teams can also use influencers to create content. This political content is published through the influencer's platform, whether via Instagram, Facebook, Tiktok or YouTube. Learning from Yogyakarta Province (Zubaidi *et al.*, 2020), the KPU can collaborate with @infodenpasar and other platforms that have more than 1000 followers so that political participation educational content can be spread to more than 1000 people.

Fourth is building democratic volunteers. The KPU can collaborate with universities and community organizations to create democracy volunteers. Democracy volunteers can help the KPU hold outreach activities using conventional and digital media. These volunteers are given education regarding elections and the importance of public participation in elections before being involved in outreach activities. Education for democracy volunteers also needs to be carried out gradually and continuously so that the political messages conveyed are correct, accurate and up-to-date. To maintain the commitment of democracy volunteers, democracy volunteers can be given awards in the form of SKP recognition for students and digital social recognition via social media. The formation of volunteers was carried out in 2019, with the name Samawi volunteers. Samawi Volunteers is a structured organizational group from central to regional levels. However, these volunteers are only to increase support for one of the candidate pairs (Hamdani *et al.*, 2021). The presence of these volunteers can increase the political participation of special communities who support one of the candidate pairs. Because they only focus on one pair of candidates, these volunteers are not optimally able to increase community participation as a whole. Based on these facts, to increase community participation in regional head elections, members of community organizations who become democracy volunteers are community organizations that are relatively neutral and minimally influenced by candidate pairs.

Fifth is to provide facilities that are friendly to disadvantaged groups. Disadvantaged groups are groups that are vulnerable to not participating in regional head elections. The members of the disadvantaged group are the elderly (people over 65 years), disabled people, women, and people who do not have an ID card in the area where they live. These groups have the opportunity not to participate because the facilities that support these groups in coming to the polling place (*tempat pemungutan suara* or TPS) are limited. For example, for the elderly, family members are reluctant to accompany elderly family members to the polling station because it is a hassle for them. For disabled people, their limitations prevent them from exercising their voting rights because their condition means they need special facilities so they can participate in regional head elections. Based on data submitted by the Bali Province Election Supervisory Agency (Badan Pengawas Pemilu Provinsi Bali or Bawaslu Bali), around 20.31% of people with disabilities exercise their right to vote in the 2024 elections. This figure has decreased from 35% in the 2019 election (B. P. P. Bali, 2024a). Providing facilities for people with disabilities can overcome accessibility problems commonly faced by people with disabilities (Viera Mayasari Sri Rengganis *et al.*, 2021). Based on the opinion of Andriani & Amsari (2021), voting places for disabled people must be easy to reach, not combine villages, and pay attention to geographical aspects and ensure that voters are able to express their votes directly, freely and confidentially. Women are usually busy with household work and traditional activities. This makes them reluctant to get involved in regional head elections.

These conditions require innovation from election organizers so that these groups continue to participate in regional head elections. The KPU can provide special facilities needed by disabled people to be able to express their voting rights. Apart from facilities, the KPU must also ensure that vulnerable people are included in the voter list (Rimawanto, 2019) so that they can exercise their voting rights. Based on the results of supervision by Bawaslu of

Bali Province, disabled people are usually not included in the voter list (B. P. P. Bali, 2024b). Appreciation for those who take the elderly to the polling station also needs to be done. Apart from that, encouragement from female figures and appreciation for women who want to participate are important to increase women's participation in regional head elections.

Strengths and Weaknesses of Each Strategy to Increase Community Participation in Regional Head Elections in Bali

Each strategy has advantages and disadvantages when implemented. First, the dialogical method of meeting directly, either in forums or personally, is seen as capable of building better closeness between constituents and candidates, but this method is also seen as a method that requires high costs and takes a long time.

Second, using conventional media as a medium for political communication so that people are willing to participate in the regional head elections can increase the euphoria during the regional head elections. This results in the public knowing that there will be regional head elections in which the public must participate. Through conventional media, the public has knowledge regarding the implementation of regional head elections and candidate pairs, but the public in general only pays cursory attention to political messages conveyed through conventional media so that the way to convey the message, both in terms of substance and word choice, is important in creating conventional media. Conventional media also requires high costs to install and when the campaign period is over, installing conventional media can damage the condition of the place where it is installed. For example, when you put up billboards or banners on the side of the road, the traces of the installation can dirty the road or intersection area. This destroys the beauty of the city.

Third, using digital media as a political communication medium can save installation costs because it uses institutional social media. Apart from that, the use of digital media can also expand the audience reach so that the more people who receive this content, the more people can be motivated to participate in the regional head elections. However, people's digital literacy is a challenge in implementing this strategy. The ability of several community groups to filter information obtained through social media still needs to be improved so that these community groups are able to differentiate between accurate information and hoaxes. Through digital media, political literacy can also be conveyed more intensely so that public participation is not only seen in terms of quantity, but also quality. Political literacy is important because people who have political knowledge can choose leaders intelligently and critically (Sutisna, 2017).

Fourth, creating democracy volunteers can be a faster way to increase public participation in general elections. This is also confirmed by research conducted by Sucipto (2019) that democracy volunteers can increase public participation in general elections. More specifically, democracy volunteers can expand the community's reach to obtain information related to the implementation of general elections. This was conveyed by Clara *et al.* (2022), that democracy volunteers can assist the KPU in conducting socialization about the implementation of general elections. However, capacity and knowledge still need to be increased so that socialization can be more effective. Apart from that, encouraging people to become volunteers for democracy is not easy.

Sufficient financial rewards and social recognition can be motivating factors for someone to become a volunteer. This financial appreciation causes the KPU to incur high costs in increasing public participation. Democracy volunteers can provide political literacy to the public through face-to-face forums, but the success of the political literacy carried out is largely determined by the volunteers' knowledge and experience in the world of politics.

Fifth, providing facilities for disadvantaged groups is the right solution to increase the participation of vulnerable people in community participation in regional head elections. Appreciation for the participation of this group in regional head elections can be a driving factor in increasing political participation rates. This is also able to realize the constitutional rights of people with disabilities in general elections. UU no. 7 of 2017 also states that the KPU as election organizer must meet the needs of disabled people (Basniwati & Nugraha, 2019). Apart from providing facilities, KPPS which is able to serve disabled voters is seen as being able to increase political participation because disabled people feel comfortable. Therefore, training for KPPS to serve disabled people is considered important to increase participation of disabled people (Dwintari, 2021).

However, the high costs involved in providing supporting facilities and appreciation mean that election organizers must take into account the level of efficiency. Therefore, it is necessary to calculate the number of members of vulnerable groups who have the potential to participate with the costs that must be incurred in providing supporting facilities. Based on this explanation, the advantages and disadvantages of each strategy in increasing community participation in regional head elections are:

Table 1. Advantages and disadvantages of each strategy to increase political participation in regional head elections

No.	Strategy to Increase Community Participation in Regional Head Elections	Strengths	Weaknesses
1	Carrying out face-to-face dialogues or forums	Building stronger closeness between candidates and constituents so that the potential for participation is higher	High cost
2	Using conventional media as a medium for political communication	Creating regional head election euphoria	Community coverage is limited
3	Using digital media as a medium for political communication	Wide coverage of targeted community groups	Destroying the beauty of the city
4	Forming democratic volunteers	Providing political literacy	People's digital literacy is not yet optimal
5	Providing facilities that	More affordable costs	High cost

are friendly to
disadvantaged groups

(Source: Results of researcher analysis, 2024)

CONCLUSION

Based on the research results, it can be concluded that community political participation can be increased in the regional head elections in Bali through five strategies, namely implementing dialogic methods through face-to-face forums, using conventional and/or digital media as political communication media, forming democratic volunteers, and providing disadvantaged group-friendly facilities. Each of these strategies has advantages and disadvantages. Creating face-to-face forums, forming democratic volunteers, and providing facilities to disadvantaged groups results in high costs. On the other hand, wider community coverage can be achieved through the use of digital media as a means of political communication and forming democratic volunteers.

For further research, researchers can examine the most significant strategies in increasing political participation by comparing aspects of the efficiency of financial resources, time and human resources in implementing them.

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