Public Response to General Election Dissemination on social media by the Indonesian General Election Commission

Paisal Akbar[1*]*, Achmad* Nurmandi[2]*, Titin* Purwaningsih[3]*, Hasse* Jubba[4]*, Bambang* Irawan[5]

[1,234]Doctoral Program in Islamic Politics-Political Science, Jusuf Kalla School of Government, Universitas Muhammadiyah Yogyakarta, Bantul, Indonesia
[5]Department of Public Administration, Universitas Mulawarman, Samarinda, West Kalimantan, Indonesia

Abstract. Socialization is a process of transferring knowledge through values and rules so that an individual can become a member of a group, and this knowledge transfer process can also be referred to as an ongoing learning process that impacts the formation of one's personality. Suppose the focus is on socialization by the Indonesian General Election Commission. In that case, the socialization efforts aim to form a community that understands the election process and the role of the community in the election stages. This effort is carried out by providing information containing the general election stages that are being carried out or will run. However, to what extent has the public responded to social media socialization efforts that the General Election Commission has carried out? This research will try to understand the public's response to the socialization that the General Election Commission carried out after the 2020 Simultaneous General Elections were held. The research data was obtained by conducting an online survey through online questionnaire media, distributed widely to research respondents from 16 February 2021 to 28 February 2021. The total number of research respondents reached 212 respondents from 24 provinces in Indonesia. Male respondents came to 144 people (64%), and the number of female respondents was 68 (32%). In processing data, this research uses Nvivo 12 Plus to assist researchers in processing qualitative data into more interactive data visualizations. The findings of this study indicate that the public's response to the dissemination of general elections through social media is very high; this suggests that social media has become the primary medium for the public to find information related to general elections. Furthermore, this research has also identified the tendency for the General Election Commission's social media account at the central level to provide the most information, namely the Indonesian General Election Commission. In addition, the public's assessment of account performance, the influence of socialization, and the quality of socialization have also been known. The last and no less important is the addition of public suggestions for socialization in the future.

Keywords : Election, Social Media, Public Value

1 Introduction

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* Corresponding author: paisalrabka@gmail.com

According to available data, a significant number of individuals in Indonesia, namely 196.7 million, have utilized the Internet to facilitate their day-to-day endeavors. Furthermore, recent years have witnessed a notable surge in integrating Internet usage into various aspects of everyday life within the Indonesian context [1], [2]. The extensive use of the internet presents potential avenues for enhancing the caliber of democracy by leveraging information and communication technology (ICT) and the Internet in electoral processes [3]–[5]. The prevalence of internet usage in Indonesia is consistent with the growing and unstoppable rise in the number of social media users based on Web 2.0 platforms [6], [7]; It is widely acknowledged that social media has the potential to enhance the efficiency of information dissemination [8], [9]. The annual expansion of social media users exhibits a consistent upward trend, signifying the pervasive influence of social media on various aspects of human existence [10]. According to Widayanti (2015) the study elucidated the significance and purpose of social media in disseminating information, highlighting its ability to enhance comprehension and effectively reach a wider audience of users. The impact of social media on shaping the 2020 Pilkada (as known refer to local election party) cannot be disregarded, as it has become an integral aspect of contemporary culture, facilitating many activities [11].

Based on the data collected by Hootsuite Wea are social in January 2019, the quantity of individuals utilizing social media platforms in Indonesia surpasses 150 million, which accounts for around 56% of the whole population. In the present era, the utilization of social media through mobile devices has witnessed a significant surge, with a staggering 130 million users, accounting for around 48% of the total population, according to a source from Katadata.co.id (2019). Given the widespread utilization of social media platforms via mobile communication devices, it is anticipated that social media presents favorable prospects for stakeholders to establish novel communication patterns [13], [14], Consequently, the General Election Commission (KPU), in its capacity as election administrators, must effectively leverage social media to disseminate information regarding past and upcoming electoral stages.

The KPU has utilized social media platforms to facilitate outreach efforts and disseminate information regarding the various stages of the ongoing 2020 local election. This approach aligns with the principle of public information sharing. In addition to Twitter, KPU has utilized alternative social media sites, including Facebook and Instagram, for its social media endeavors. In this study, the author selected the Twitter social media platform as the primary data source due to its significant usage in Indonesia, ranking third among the most frequently used social media platforms by Indonesian individuals. Additionally, Twitter is recognized for its multifaceted nature, encompassing political communication, mass communication, interpersonal communication, and serving as a platform for freedom of expression and idea dissemination [15]. The Twitter account's data can be utilized to develop a diverse range of data visualizations using the assistance of Qualitative Data Software Analysis (QDSA) and Social Network Analysis (SNA) programs.

The objective of this study is to examine the public's response to socialization efforts conducted by the KPU of the Republic of Indonesia through the utilization of Twitter as a platform for socialization. Socialization is a complex process that involves the transmission of knowledge, habits, values, and rules to individuals to facilitate their integration into a particular group. It is widely recognized as an ongoing learning process that significantly influences the development of an individual's personality [16]–[19]. The process of socialization plays a vital role inside organizations as it serves to uphold the ongoing presence of core values and facilitates individuals' comprehension of how to effectively navigate and respond to the various events and circumstances that encompass their organizational environment [20]–[24].

2 Literature Review

2.1 Social Media in Pilkada Socialization

Social media can be classified as a form of digital media [25] that operates through the internet network, as determined by its utilization [26]. Social media can be defined as a collection of internet-based apps that adhere to the principles and technology of Web 2.0. These applications offer users the ability to create and share information in a flexible manner [7]. The exponential expansion of the internet and the emergence of social media platforms have had a profound influence on the landscape of traditional mainstream media. The mass media has undergone a transformation, evolving into a diverse range of online platforms that offer people the opportunity to utilize them in accordance with their preferences. The online media channels encompassed in this study are Facebook, Twitter, Instagram, and YouTube [27].

The integration of social media has become an inseparable aspect of human engagement. The advent of social media trends has facilitated enhanced communication and information retrieval for individuals [28]. As previously said, social media refers to internet-based apps that are developed using advancements in Web 2.0 technology, facilitating the creation and exchange of information among users throughout the globe [29].

The proliferation of social media platforms has witnessed a steady expansion, hence exerting a significant impact on the realm of politics [30]. Social media platforms inherently facilitate convenient information retrieval via portable devices like smartphones and tablets, enable users to generate and share content, and foster social interactions among its user base [29], [31], [32]. The establishment of social connections enables politicians and state administrators to effectively understand the objectives of the public and establish stronger lines of communication. This, in turn, facilitates the formulation and implementation of targeted agenda-setting strategies [33].

According to Witanto et al., (2018), the utilization of data to enhance service delivery to the community is an essential prerequisite for the establishment of an intelligent government. Social media platforms have the potential to furnish the government with valuable data in the form of public sentiment and opinions regarding governmental actions. This information can be derived from user-generated content, such as reviews, available on social media platforms [34], [35]. The utilization of social media platforms by the government has the potential to foster innovation within the public sector [6], [10]. According to Ho & Cho (2016), the utilization of social media platforms can enhance the efficacy of public communication, leading to a direct enhancement in overall satisfaction.

The rapid and extensive dissemination of social media throughout various levels of state administration can be attributed to its capacity to foster enhanced community engagement and participation [37]. The utilization of social media platforms enables individuals to enhance the scope of their social connections [38], [39]. The utilization of social media platforms in general election campaigns, particularly during the socialization phase, is a highly strategic approach to enhance the effectiveness of socialization efforts. Social media platforms serve as a platform for state institutions, bureaucrats, politicians, campaigners, and political activists to disseminate information, express thoughts, and promote their policy initiatives through diverse forms of communication. Additionally, these platforms offer a space for engaging in dialogue with their supporters [32], [40].

Numerous scholarly investigations have demonstrated a significant correlation between social media engagement and the forthcoming election's outcome [41], [42]. According to Petruca (2015), social media serves a strategic function by assisting candidates in establishing and enhancing their personal brand, hence enabling them to cultivate a strong presence in the competition. This is achieved through their adept utilization of social media platforms to

construct their brand identity [44]. Given the multitude of benefits and functionalities inherent in social media, it is imperative for the General Election Commission to optimize the potential afforded by social media platforms. This will enable social media to serve as a conduit for facilitating the efficient execution of general elections [45], [46].

3 Research Methodology

This type of research uses qualitative research methods with a descriptive approach. This type of descriptive qualitative research is a type of research aimed at understanding what is happening in the field experienced by research subjects using descriptions in a series of words and language using various natural methods and interpreted from the perspective of the researcher himself[47], [48]. Qualitative methods can provide an in-depth understanding of complex issues in a field that has received less attention for research and investigation so that it can provide a thorough explanation of what is underlying it [49], [50].

The type of data used in this study is primary data. The preliminary data in this study were obtained from online questionnaires distributed to voters after the 2020 regional elections. According to Wright (2005) , online surveys have advantages over other surveys because they are swift, efficient, and save money. Fee. In addition, respondents are also facilitated to answer questions anytime, anywhere, and with efficient time. This public response data was obtained through an online survey conducted by researchers from February 16, 2021, to February 28, 2021. Respondents who filled out the online questionnaire that had been distributed totaled 212 respondents. Male respondents were 144 (68%), and female respondents were 68 (32%). The provincial origins of respondents involved in this research are from 24 provinces in Indonesia. Most of the respondents engaged in this online survey were 22-32 years old, with 108 respondents. Meanwhile, 67 respondents were aged 33-52 years, and 31 people were 17-21 years old, as seen in Figure 1. and image two below.
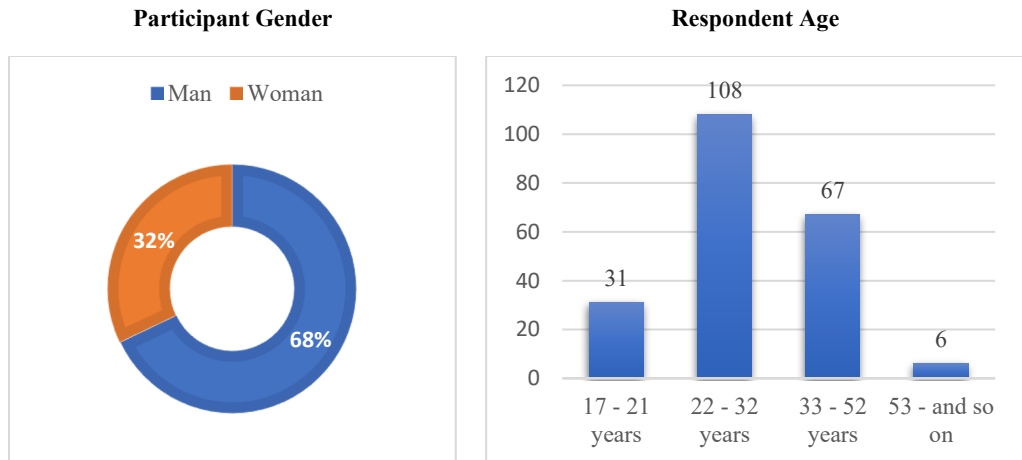
Fig. 1. Gender and Age of Research Respondents.

The research respondents in this online survey had a variety of educational backgrounds. Most of the research respondents had a bachelor's degree (S1), with a total of 105 respondents, while respondents with a high school/vocational school/MAN education totaled 51 respondents. For the master's level of Education, there were 46 respondents and 4 Doctoral (S3) people. From the various educational backgrounds owned by the respondents, it is hoped that this will improve the quality of the data produced.
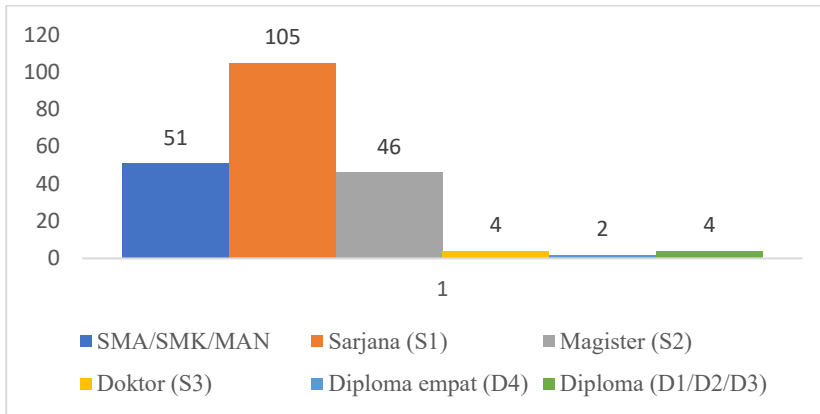
Fig. 2. Respondents Education Level.

4 Results and Discussion

The findings in this study are divided into three parts, and the first part discusses the respondents' intensity in using social media. The second part discusses the most popular accounts in disseminating election information. The third part is the research respondents' response to the socialization that the General Election Commission of the Republic of Indonesia has given. And finally, the fourth section discusses the respondents' suggestions regarding the course of the socialization that has been carried out.

### 4.1 Intensity of Social Media Use

A person's intensity in using social media can directly influence the success of information to be obtained and received by social media users. Of the 212 research respondents, it was found that 54% (115 people) of respondents said that they often use social media every day. Meanwhile, 30% (63 people) of respondents answered that they used social media very often every day, and 16% (34 people) of respondents answered that they used social media quite often; none of the respondents chose the answer not to use social media. This shows that all respondents use social media daily with different usage intensities. The results of this survey illustrate that the use of social media by the community is something that is never abandoned daily; social media has become a necessity to support community activities.

From the high intensity of people's use of social media, it confirms what Bungin (2018) has said that today the social construction of society is not only influenced by the social structure in the real world, but today's modern society is also heavily influenced by the use of information technology. Communication (ICT) in their social activities. Kosasih (2016) also assesses the presence of social media cannot be separated from human activities. Social media trends make it easier for humans to communicate and find information.
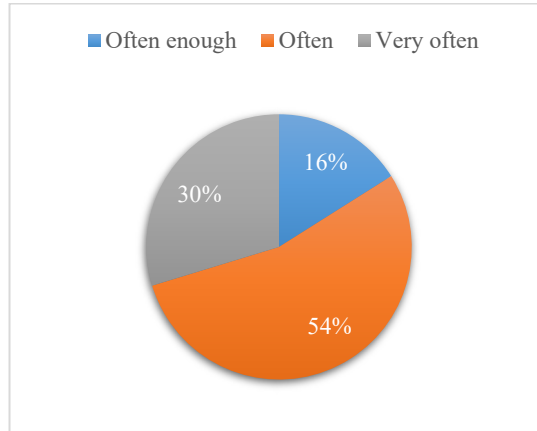
Fig. 3. The Intensity of Respondents' Use of Social Media.

4.2 Most Popular Twitter Accounts
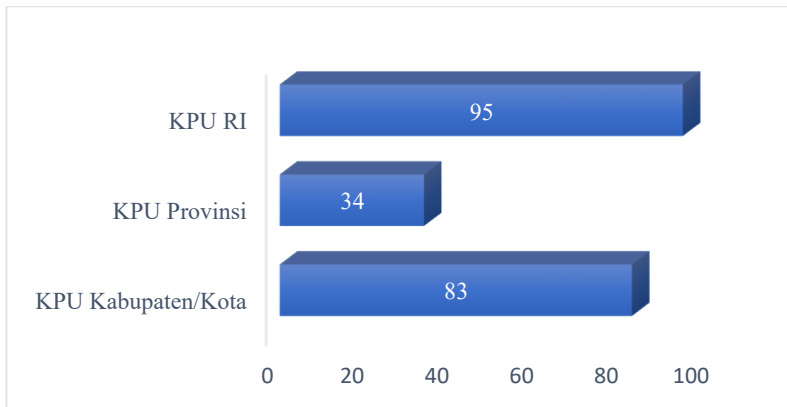
Fig. 4. The KPU Account that Respondents Most Often Met in Disseminating Information on the 2020 Pilkada..

Of the 212 respondents who provided related answers from the three levels of the KPU's social media accounts in Indonesia, the respondents most often encountered offering socialization to the 2020 Pilkada. The KPU RI, social media accounts, were the KPU accounts that most often provided information; 95 respondents selected RI's KPU accounts are the accounts that most often provided information about the 2020 Pilkada. Then in second place are Regency/City KPU accounts with 83 respondents, and in third position, there are Provincial KPU accounts with 34 respondents.

The findings from the answers of the respondents of this study confirm that the level of activeness of accounts in socializing the stages can influence the dissemination of information so that the public can accept it; for this reason, the active use of social media in KPU socialization must be further increased, election socialization is part of political socialization. The inculcation of values and norms in society is carried out through intensified political socialization during the ongoing election stages, Djuyandi (2014) explains that political socialization is very important to increase community participation in elections.

4.3 Responses to KPU Outreach Performance on Social Media

In disseminating information on the socialization of the stages of holding the 2020 Pilkada, researchers also observed respondents' responses regarding the performance of KPU social media accounts in providing information on the steps of the 2020 Pilkada. 101 (48%) of the 212 respondents who gave answers chose "good enough" for the performance of media accounts Commission social. Meanwhile, the answer "good" is the second highest answer chosen by respondents, with 79 (37%) respondents choosing it. Furthermore, only 6 (3%) of respondents voted "not good" for the KPU's performance in providing information on the 2020 Pilkada, and the remaining 26 (12%) of respondents stated that the account performance had gone very well. This shows that the quality of the information provided is still not optimal because respondents' satisfaction shows a tendency towards quality assessments that are not fully good at giving information. The "good enough" category can also be interpreted as "neutral," meaning that respondents tend not to have a significant assessment of the performance of the KPU account. In response to this, improving the quality of information content is something that each KPU account must pay attention to in the future because the presence of social media should be able to increase the effectiveness of public communication so that it has a direct effect on improving general satisfaction [36].
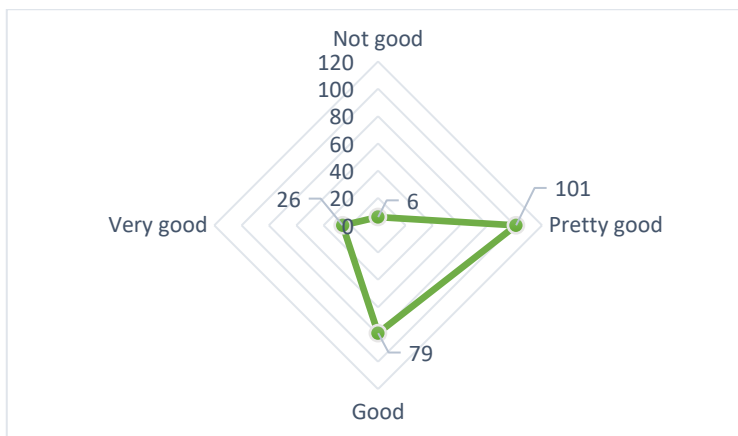

Fig. 5. Performance of KPU Social Media Accounts in Providing Socialization of the 2020 Local Election.

Talking about the effect of information generated by KPU accounts on the willingness of respondents to exercise their right to vote to elect regional heads resulted in various responses from research respondents. 69 (32%) of the 212 respondents answered "influence enough" as the highest choice, while 63 (30%) other respondents chose "does not influence," and 57 (27%) other respondents chose "influence." Only 23 (11%) of respondents answered "very influential." The influence of this information is, of course, measured based on the personal experience of each survey respondent in obtaining information provided by the KPU account through social media. The high intensity of the answers chosen "sufficiently affects" and "does not influence" in the end does not directly affect the level of participation produced, where precisely the level of involvement in the 2020 Local Election has increased in almost all provinces that are the object of research in this study, p. this shows an indication that there are other factors besides socialization that can influence the desire of respondents to elect candidates for regional heads as has been stated by the Indonesian KPU Commissioner Ilham Saputra that the Indonesian KPU is optimistic that the level of participation in the 2020 Local Election will increase where one of the supporting factors for this belief is the stipulation of election day, December 9, 2020, as a national holiday [52].
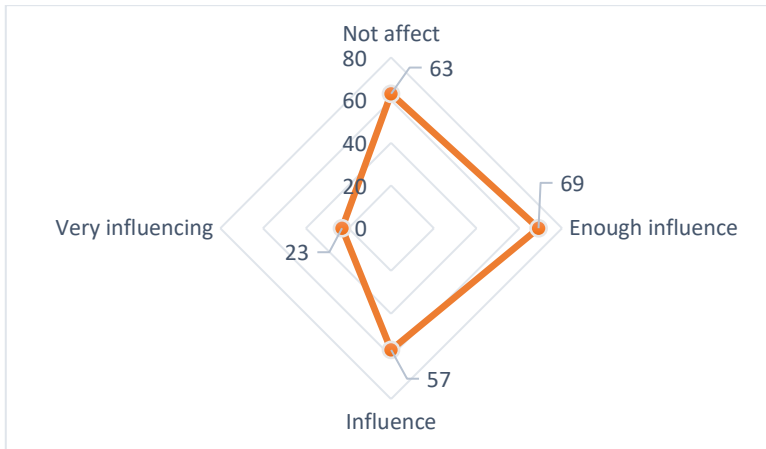
Fig. 6. Effect of Dissemination of KPU Social Media Accounts on Respondents' Desire to Vote for Regional Head Candidates.

The quality of socialization is the next thing that the survey respondents assess. Of the 212 respondents who gave answers, 102 (48%) of respondents considered the quality of socialization that the KPU had carried out through social media was still in the category of "good enough." Meanwhile, 72 (34%) of respondents considered the quality of service to have a "good" qualification, and 21 (8%) of respondents chose "very good." This shows that the quality of the socialization carried out by the KPU on the Twitter social media account has been going relatively well, but with a note that further improvement is needed so that the socialization carried out can be more optimally accepted by the community so that in the end the level of public satisfaction with the socialization found is increasing. In line with what was conveyed by Dindin Herdian dkk, (2017) and Indra dkk, (2018) which explain that in the implementation of general elections, good socialization of stages is needed to improve the quality of elections and increase the level of participation in general elections..
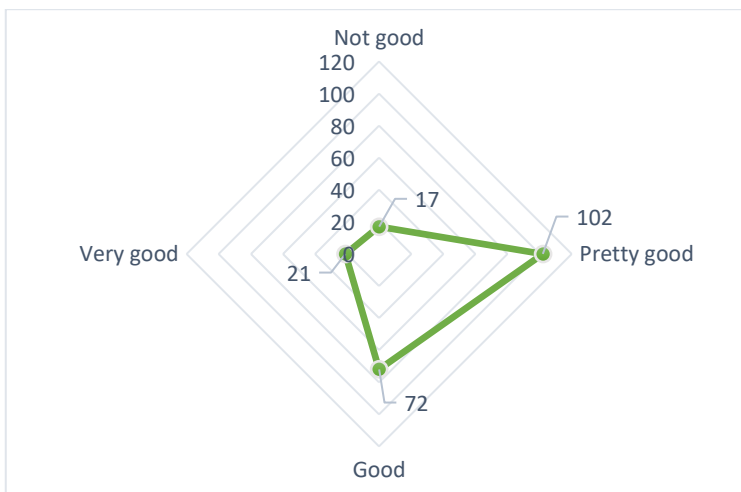
Fig. 7. Quality of Dissemination of KPU Social Media Accounts

4.4 Public Records for KPU RI in Socialization

Improving the quality of outreach must also be accompanied by a bottom-up approach, meaning that policy planning is needed that looks at needs from below so that the results of the formulated policies can achieve the desired targets. The inputs given by the respondents regarding the development of socialization were also the data mined in the findings of this online research questionnaire. Each respondent was allowed to provide suggestions and opinions on the socialization stages that the KPU had carried out at all levels. With the contribution of the recommendations provided, it is hoped that it can provide input for the implementation of socialization in the future, especially for the form of socialization that will be carried out through KPU social media.

Fig. 8. Word Frequency Suggestions for Research Respondents

From collecting all the input that survey respondents gave and then processing it in the Nvivo 12 Plus software using word frequency tools, the results showed that most respondents wanted an increase in the quality of the socialization the KPU had carried out. This is demonstrated by the words "more" and " socialization " in the word cloud frequency image above. Some examples of respondents' suggestions related to these words such as, "Be more active in socializing the community, because there are still many people who do not have promising technological facilities," and "It is better if the socialization is carried out in more detail and directly to the surrounding community so that all the participant's understanding of the local election The same." In addition, the respondents also provided input so that increased socialization could be carried out through social media. Here are some examples of feedback related to the importance of using social media in socialization given by survey respondents "Socialization of Local Election implementation should be more massively targeting voters through social media and other electronic media," and "Increasing socialization both directly and using social media down to the Village level."

5 Conclusion

The use of social media Twitter as a means of socialization is an important part that cannot be separated from efforts to socialize the 2020 Local Election. The presence of the Covid-19 pandemic, which has limited social space for society, on the other hand, is advancing social media as part of the solution for holding meetings in the network (online). Based on the findings from previous online survey data processing, it can be seen that e General Election Commission of the Republic of Indonesia's social media account is the most famous in

informing the socialization of general elections. In terms of the performance of the socialization that has been presented, it is considered good enough; on the other hand, most research respondents want improvements in the future in terms of the socialization presented by the General Election Commission of the Republic of Indonesia.

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