

Effectiveness of Election Socialisation in Increasing the Political Literacy of Society in Central Kalimantan

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Political literacy education for society is needed because the realisation of democracy comes from the people and for the people. Therefore, the need for ammunition to develop true political awareness to society, socialisation is one factor that fosters awareness in political literacy. This study aims to examine how the role and function of socialisation, especially in 11 segmentations, especially in Central Kalimantan, with the analysis of the social theory of George Herbert Mead. This study uses a descriptive qualitative approach with the library research model, as primary data in the form of documents in Central Kalimantan province and as supporting data from several regulations, national and international journals. Besides, an interview is conducted from the General Election Commission (KPU) as the cross-check document data. The findings show that the roles and functions of the KPU and democratic volunteers are appropriate because they are influential people and are respected for their duties and functions. The stages of socialisation given under the targets, such as for beginner voters, women, and religious leaders. Evaluation of the socialisation conducted needs the existence of feedback from the community resulting from the socialisation that has been carried out. Political literacy education will continue through similar events without having to wait for simultaneous local elections in the following years.

Keywords: *Election Socialisation, Political Literacy, Society, Democracy*

Introduction

A country based on democracy, such as Indonesia, general elections are on the list that must be carried out Indonesian adheres to democracy and elections are prerequisites. It is understood that democracy is a system that upholds the voice of the people. As a democracy, it carries valid participation and contests out by opening the most extensive multiparty system

and free and fair elections. One hope is that the implementation of the election system has a positive impact (Widodo, 2018; Ma'mun, 2017).

Free and fair elections are the main factors in creating a civilised government. In case of holding the elections requires a significant source of funding, it triggers Constitutional Court (MK) to make a new decision number 14/PUU-XI/2013, which allows simultaneous elections in all regions of the Republic of Indonesia (RI, 2013). Legally it does not conflict with the 1945 Constitution of the Republic of Indonesia; maximising the implementation simultaneously can minimise the budget, the lack of opportunities money politics, and streamline the work scheme of government (Sholikin, 2019, p. 73).

The election is a means of popular sovereignty to elect the president and vice president, members of the People's Legislative Assembly, members of the Regional Representative Council, and members of the Regional People's Representative Council. It is carried out fairly, honestly, within the Unitary State of the Republic of Indonesia and the 1945 Constitution, regulated explicitly in Law number 7 of 2017. The General Election Commission (*KPU*) is an election organiser that is national, permanent, and independent in carrying out elections that are domiciled starting from the central, provincial, district/city (Timur, 2019; Didik, 2009; Junaidi, 2009).

Democracy is from the people for the people, and this is important to be studied and analysed as stipulated in Law number 7 of 2017 that elections are held with public participation, this is an important indicator in the holding of elections (articles 448 to 450). It is reinforced by the National Medium Term Development Plan (*RPJM*), which sets the target of voter turnout at the polling stations (*TPS*) of 77.5 per cent, becoming a challenge for both the election organiser and related stakeholders. Reinforced with the percentage of the results of the previous national elections, for example, 1999 (92%), 2004 (84%), 2009 (71%), 2014 (73%), at least in 2019 the number of public participation in the election increased (Seruyan, 2019).

Based on this phenomenon, the impact of socialisation given by the organisers, in this case, is the General Election Commission (*KPU*) at the district/city, provincial, and central levels. Socialisation is the most important part of providing information, assistance, and political education to the community. The socialisation process is carried out through eleven segments: family voters, beginners, youth, women, people with disabilities, special needs, marginalised people, community, religion, democracy volunteers, internet citizens (netizen).

Of the several segments that must be carried out by the election organisers, in this case, the General Election Commission (*KPU*) should be taken into account in the community. If the participation of eleven segments can be carried out, then it will immediately increase the number of voters at the election party a few months ago. It is the focus of this study, to see the real condition of the function of segmentation as part of socialisation, especially in

Central Kalimantan. It is known that geographically the natural conditions in Central Kalimantan are very diverse, consisting of wilderness areas, residential areas, rivers, lakes and swamps, plantation areas (rubber and palm oil). With access to roads mostly in the district, there are still many areas or villages where there are no ways yet. It can be seen in Figure 1, and Figure 2, from many infrastructure conditions that have not been resolved.

From several pictures, 1 and 2 are *Gunung Mas* and Seruyan district, a small part of the area in Central Kalimantan. Of the 14 districts/cities with a total population of approximately 2,714,859 inhabitants in 2019 (BPS Kota Palangka Raya, 2014) with a total area of 153,564 km² (BPS Kota Palangka Raya, 2014).

Such conditions require the commitment of district/city and provincial *KPU* cooperating with and work full time.

Speaking of the mechanism of the election implementation and its scope, this has been written by Nazriyah in her journal article. The results of the 2015 elections became a barometer to improve simultaneous elections in 2019 (Nazriyah, 2015, p. 142). The same thing is also based on the results of related research on elections, and in this case, more focused on the right to vote for persons with disabilities regulated in the applicable law (Dewi & Parasatya, 2019, p. 100).

From several relevant studies, there is still no study of socialisation on the eleven aspects of segmentation elections in Indonesia. This research talks about the role or function and evaluation of the eleven segmentations to increase the number of permanent voters and get the right to vote in the simultaneous elections in 2019, especially in Central Kalimantan.

Methods

This study uses the library research approach or a literature review. Primary data sources are data collected from 14 districts/cities in Central Kalimantan related to the field of socialisation on eleven aspects of existing segmentation. The data used are only a few regions as representatives from other areas. The data was obtained from the Central Kalimantan Provincial General Elections Commission (*KPU*). As secondary data, this study adopts several regulations related to elections both on the centre of the General Elections Commission (*KPU*) website. It also adopts several national and international journals related to elections. As other supporting data, cross-checking data is needed with the provincial General Election Commission (*KPU*) so that the validity of the analysed data is maintained. The data analysis process used in this study are, first, collecting data on eleven segments; second, impacting of those eleven segments which were more prominent participating in 2019 simultaneous elections; and third, filtering data not related to focus research. To sort and select the data, NVIVO 12 Plus was used to classify the desired category in this study.

Results and Discussion

1. Description of Field Data About 11 Segmentations in District/City of Central Kalimantan Province

The holding of the 2019 elections is very different from the previous elections, where elections this year combine the presidential and vice-presidential elections, members of the *DPR*, *DPD*, Provincial *DPRD*, and District/ City *DPRD*. Seeing the very complexity of elections this year, the people are required to have knowledge, understanding, and awareness from the community itself. There is not only the community but the election organisers to carry out socialisation and political education in their respective regions.

It has become a challenge for the election organisers, which is the General Election Commission (*KPU*) itself, both the terrains that is traversed geographically and the sociological conditions of the community with varying levels of education by looking at the different number of ballots that must be understood by the public. Therefore, it is needed to give more intensive socialisation and voter education to increase the percentage of voter participation and reduce the percentage of invalid ballots.

Socialisation is one of the keys to success in conducting fair elections because the aim is to disseminate information about the stages, schedules, and election programs, increase public understanding and awareness of rights and obligations in elections and increase voter participation in elections.

According to the General Election Commission (*KPU*) directives, types of socialisation activities carried out for a beginner, female, and disabled voter education are using face-to-face methods. In collaboration with stakeholders, *KPU* goes to campus/school/community, family-based citizen forum, facilitation of voter education to 11 bases, and event *KPU* in the form of art performances and music concerts (*KPU Bartim*, 2019). Some explanations about the socialisation in several segments presented to measure the frequency or intensity are something to be with reckoned.

Central Kalimantan has 14 districts/cities with an area of approximately 157,983 km². According to Central Kalimantan, BPS data in 2018, the population of the province in 2017 increased to 2,605,274 (1,361,715 men and 1,243,559 people) (“Kalimantan Tengah,” 2019). Based on some data about the area and population in Central Kalimantan, it is necessary to see how effective the socialisation is carried out by the election organisers. According to law, number 7 of 2017 confirms that elections are held with public participation. It shows one of the success indicators of the election. Based on the National Medium Term Development Plan (*RPJMN*), the target of voter turnout at the polling station is 77.5 per cent. The challenges of socialising and educating voters in 2019 are more severe and complex because

they are dealing with five types of ballots. Therefore, the electoral organisers, in this case, the *KPU* in partnership with democratic volunteers, is a social movement to increase the participation and quality of voters in exercising their voting rights (Tengah, 2019).

Starting with the social movement carried out by democratic volunteers, there needs to be monitoring from the *KPU* itself regarding the intensity of the socialisation activities in several regions in Central Kalimantan because the success of the socialisation determines the increasing number of voters in the 2019 elections. The amount of intensity is quite varied, with an average of approximately 233 from 11 bases started by *KPU* together with the Democracy Volunteer. According to Graph 1, about the total intensity of socialisation in 11 segmentations in several districts/cities in Central Kalimantan province. It can be known that the average amount of socialisation intensity carried out in several regions was more than 58 times, whether conducted by the *KPU* or in partnership with democratic volunteers. Graph 1 represents several *KPU* in the districts/cities of Central Kalimantan province, and the average for socialisation is more than the expected target.

Of the 11 segments based on the results of interviews with several members of the *KPU*, both regencies/cities in Central Kalimantan, the most prominent participants in the socialisation are women/families, first-time voters, and religious leaders as seen in Graph 2. From several research results, it turned out that novice voters were a significant highlight. It was seen in novice voters that it was easier to interact and familiarise themselves with the world of political literacy in the school environment, the aim is to provide direct learning about elections to the voter participation will increase (Iskandar & Marlina, 2019). As the variety of socialisation is given, such as the existence of a political literacy process, also an understanding of the use of social media wisely and intelligently because of the rise of hoax news often appears on social media. Therefore the importance of socialisation or counselling so it can be anticipated its existence (Husna, Novita & Hasibuan, 2019). Bearing in mind that novice voters are prone to be abused by elements that often use black campaigns to gain votes because they lack an understanding of adequate political literacy (Karyaningtyas, 2019).

Graph 2 shows that the segment of women, religious leaders, and novice voters have a high level of concern regarding socialisation around the election. These three segments play an especially important role in efforts to increase the number of voter participation. Like religious/community leaders, it plays an important role in providing information to community members.

Talking about the amount of intensity and segmentation of the socialisation, this impacts on the results of the socialisation in the form of community participation in voting rights in the simultaneous elections in April 2019. The overall data is related to the number of valid votes,

invalid votes, and voter participation in the presidential and vice-presidential elections in Graph 3.

Graph 3 shows the number of percentages of valid votes, invalid votes, and voter participation in the district/city of Central Kalimantan province in 2019. It can be seen that the ballots are valid above 77.5%, which indicates that the level of community participation is high and can be said to be successful.

In some areas, there were many levels of awareness of public participation in politics, as done by the Padang *KPU* with a communication strategy using target aspects divided into five segments including voter beginners, religious groups, women groups, people with disabilities and marginalised communities. The media used are mass media whose contents are persuasive, educative, and informative (Satma & Putri, 2019, p. 197).

This study also describes the performance of the *KPU* in the aspect of socialisation, how the role of socialisation increases public participation in elections. It is necessary to analyse aspects of socialisation itself in the eyes of the social theory of society.

2. Analysis of Socialisation Theory on 11 Segmentations in Central Kalimantan Province

The word socialisation becomes an important point in a social process that exists in society. In this paper, the researcher wants to explain the concept or analysis of socialisation theory as a process of communication between individuals, groups or communities, the public, and the crowd. Socialisation is a social theory started by one of the Western sociologists George Herber Mead who is known for his socialisation theory (Mind, Self, and society). It can be said that socialisation is a process whereby a person lives (ingrains-internalises) the norms of the group in which he lives so that a unique "self" arises (Hunt & Chester, 1984, p. 100). Or George Herbert Mead assumes that humans develop gradually through interaction with other members of society. This human self-development takes place through several stages, such as *the play stage, game stage, and generalised others*.

Mead assumed that each new member of the community must learn the roles, which exist in a society, often called role-taking. One must learn and know the part that must be carried out, and the role played by others (Sunarto, 2004, pp. 21-22). This analysis, when seen in the action of democratic volunteers in partnership with the *KPU*, are people who represent from the community, and being a democratic volunteer also requires strict selection. The important role of volunteers is to provide learning, assistance to the community under the community. It is the need for role-taking in the community so that the communication provided is right on target. Besides, the role of democratic volunteers, media/facilities are also needed so that the

information message delivered is understandable, namely through two-way communication, props such as ballot papers, pamphlets, videos, or others.

Mead argues that other functions in the form of symbols are very significant, allowing mental processes, thinking. Only through symbols such as language, media, humans can believe. Mead defines thinking as "the implicit conversation of an individual with himself using cues. Or in other words, thinking is the same as talking to other people. Mind as the process of a person's conversation with himself, the mind is a social phenomenon. Thoughts arise and develop in social processes and are an integral part of social processes. Mead has a pragmatic understanding, meaning that the mind involves a thought process that leads to the resolution of the problem (Goodman, 2007, pp. 279-280).

It is known that socialisation is a process used to assist individuals in adjusting themselves to their environment, how they live to interact, and to think, acting according to their functions (Maunah, 2016, p. 121). Berger defines socialisation as "*a process by which a child learns to be a participating member of society* (Sunarto, 2004, p. 21).

Volunteer of democracy is a social movement to improve the quality of voters in exercising their voting rights, where democratic volunteers are the vanguard of democracy for their communities (Hariyanto & Rafni, 2019, p. 191). It can be said that democracy volunteers are also mentioned by the democracy conscious movement. The participation of youth is given to the greatest extent possible to increase understanding and political education to the community. Voter segmentation in elections is grouped into eleven segments by *PKPU* No. 10 of 2018 article 5, paragraph 1 letter a) (*PKPU*, 2018). The beginner voter segment has always been the focus of concern in exercising their voting rights during the election (Iswandi & Farisi, 2019, pp. 17-20).

Volunteers of democracy are part of the *KPU* as the organiser of the election. Therefore, the *KPU* gives fully to democratic volunteers to provide political education, understanding, assistance in implementing procedures or electoral mechanisms using simple media can be in the form of props for ballot examples and its type. *KPU* and democratic volunteers are influential people; therefore, it is said that in carrying out the socialisation activities carried out by certain people who have the authority and power over the individual being socialised, also someone equal to the individual being socialised (Suyanto, 2007, p. 79). Therefore, the socialisation can be carried out and right on target in society.

There were novice voters in the elections that had used their voting rights with their awareness without coercion results from the socialisation of both *KPU* and local democratic volunteers (Candranegara & Suardana, 2017). One factor supporting the implementation of the election is the level of public participation. Low and high level of public awareness in

voting cannot cancel the election results, but this shows the political consciousness of the community in positioning itself as a central element in a democratic country (Kartini, 2018).

Democracy provides broad opportunities for people to take part in public decision-making processes in which, as an adult human, people may determine plans and supervision of plans that are mutually agreed with (Nurkinan, 2018, p. 38). Although the meaning of democracy is not all positive as the results of the study, there is a decrease in the strength of democracy in Indonesia with the legitimacy of benchmarking Islam in the political arena. Especially in the 2019 elections, one candidate is paired with a religious figure who is a role model in society (Power, 2018).

Seeing the amount of intensity of socialisation activities is often done because understanding is not enough just once. The ultimate goal of socialisation is how someone can change, understand, and realise that as a citizen may take part in the party of democracy, whether choice influences fate individually. In this socialisation stage, it enters the play stage, where individuals learn, imitate, know, or understand. Then proceed to the next socialisation, then the individual begins at the game stage; this individual interacts with others the results of the socialisation given both from the *KPU* or democratic volunteers. The last of these stages understands its role with whom it interacts and provides understanding to the public about the importance of participating in the election (Sunarto, 2004, p. 22) based on the predicted results of the socialisation with a sufficient amount of intensity then based on the number of voter participation in the presidential and vice-presidential elections in Central Kalimantan in 2019 from 77.05% - 89.13% (Tengah, 2019).

From all the information conveyed, some things need attention and be an evaluation of further socialisation activities. First, the socialisation given is still in the form of information, solicitation, and knowledge. Second, the socialisation carried out is still not yet carried out at the level of satisfaction of the socialisation services provided, such as the absence of the feedback in form or filling out to the public about implementing the socialisation carried out. Third, several segments have not been maximised, and such as marginal communities, citizens, community members, this can be seen in some cooperative areas that are only women, religious leaders, and novice voters. Fourth, socialisation should be based on need rather than obligation, where both *KPU* and democratic volunteers do not solve problems but are preventive and curative so that the community fully knows of the importance of political literacy. Socialisation should be carried out at any time by partnering with government agencies, universities, mass organisations, and others. Fifth cultivates digital-based information to attract youth voters, based on the results of the hypothesis. In contrast, some youth in this case students in universities in the city of Palangka Raya are not fully aware of taking part in the democratic party in April 2019 for various reasons, one of them did not know the voting day schedule and how many ballots to choose. Sixth, the need to receive

aspirations from the bottom to up with the goals of what they desired and expected under the common desire to realise a justice democracy.

Conclusion

Community participation in political literacy has a good impact in realising democracy, which is from the people by the people and for the people. Socialisation is one of the success factors of the simultaneous elections in 2019 because the roles and functions of the *KPU* and democratic volunteers are people who are respected and valued by the public. Three stages of socialisation given to the community, starting from providing an initial understanding or doctrination to the society, are expected to mimic what is conveyed (play stage). Then continue to the results of the socialisation understood and understood by providing knowledge to others through interaction both individuals, and groups, and in the final stage is to provide awareness of himself and the environment.

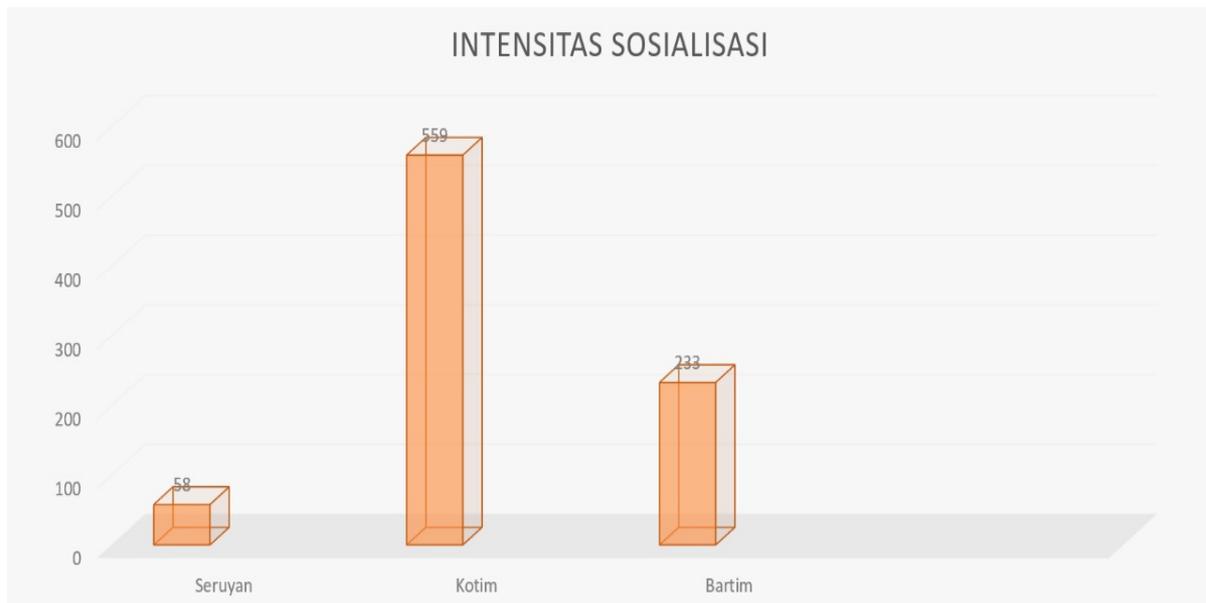
Ongoing socialisation becomes a necessity to measure the level of understanding and understanding of citizens about political literacy, such as providing form satisfaction both in written form or in the Google form. Also, it is necessary to accommodate the aspirations of the society about political literacy education not only during the election but can be inserted in similar activities in partnership with government agencies, universities, and mass organisations. The knowledge gained is not instantaneously accepted but is gradual and sustainable to achieve justice and civilised democracy.



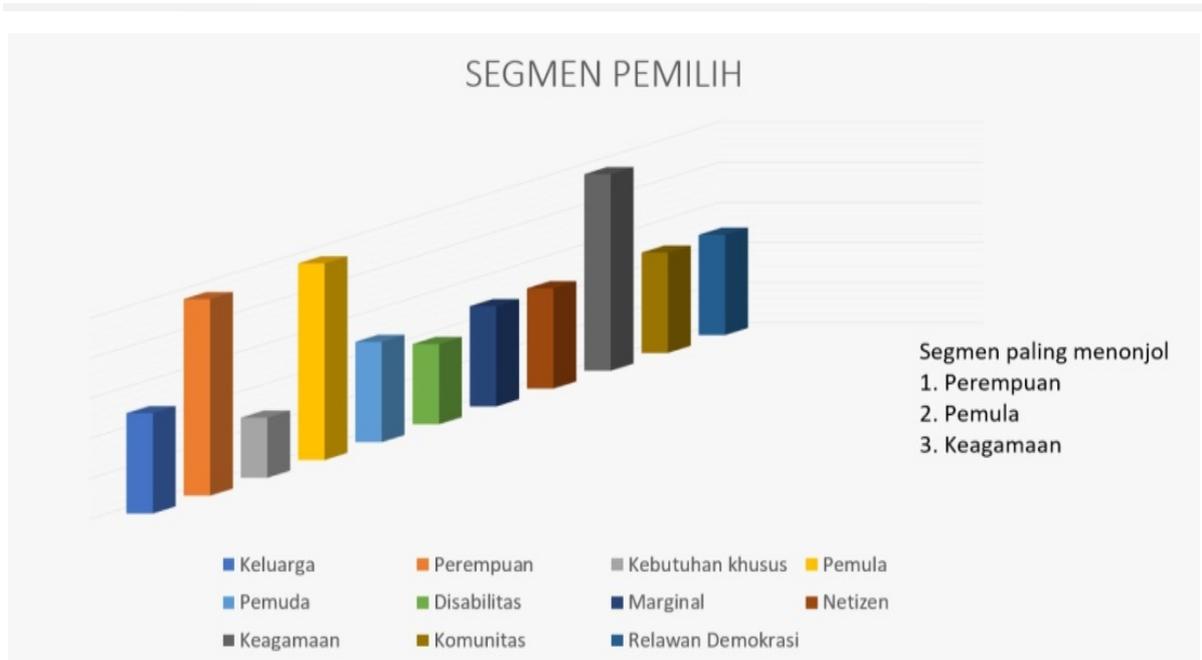
Figure 1. The condition of one of the roads in *Gunung Mas* district



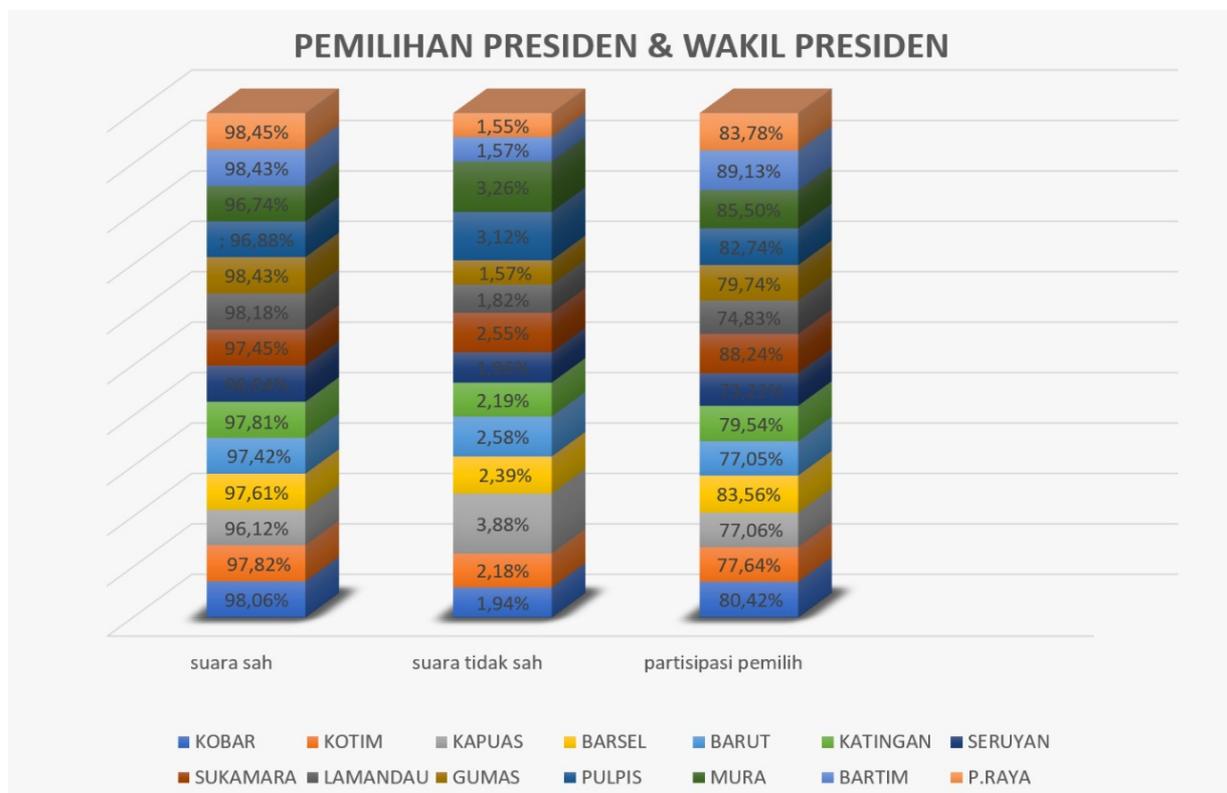
Figure 2. One of the roads in Seruyan District



Graph 1. Concerning the Total Intensity of Socialisation in District/City of Central Kalimantan Province in 2019(Tengah, 2019)



Graph 2. About 11 Voter Segmentation in District/City of Central Kalimantan Province in 2019



Graph 3. Concerning the Number of Valid Votes, Invalid Votes and Voter Participation in Central Kalimantan District/Cities in 2019

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