SOCIAL MEDIA IMPACT OF KEDIRI ELECTION COMMISSION IN INCREASING PARTICIPATION ELECTION IN 2024

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Abstract

Social media has an important role in socializing the 2024 elections. The 2024 elections cannot run well if there are no stages carried out beforehand. Researchers used a qualitative descriptive approach, through a process of direct observation and interviews at the Kediri District General Election Commission. The impact of communication through social media in increasing participation in the 2024 General Election is known that the number of voter participation has increased significantly to 83.75 percent in Kediri District. With the number of beginner voter participation consisting of generation Z and Millennial Generation almost 50%. The details of Generation Z reached 212,585 people, and the Millennial Generation reached 372,022 people .

Keywords: Social Media, Impact, Digital Communication, General Election.

Abstrak

Media sosial memiliki peran penting dalam sosialisasi pemilu 2024. Pemilu 2024 tidak dapat berjalan dengan baik apabila tidak ada tahapan yang dilakukan sebelumnya. Peneliti menggunakan pendekatan deskriptif kualitatif, melalui proses observasi dan wawancara langsung di KPU Kabupaten Kediri. Dampak komunikasi melalui media sosial dalam meningkatkan partisipasi pada Pemilu 2024 diketahui bahwa jumlah partisipasi pemilih mengalami peningkatan yang cukup signifikan hingga 83,75 persen di Kabupaten Kediri. Dengan jumlah partisipasi pemilih pemula yang terdiri dari generasi Z dan Generasi Milenial hampir mencapai 50%. Rinciannya Generasi Z mencapai 212.585 orang, dan Generasi Milenial mencapai 372.022 orang.

Kata Kunci: Media Sosial, Dampak, Komunikasi Digital, Pemilihan Umum.

A. INTRODUCTION

General elections (elections) in Indonesia are a manifestation of democratic governance in which the people are directly involved in determining the direction and political policies of the country for the next period of government. General elections include the election of members of the House of Representatives (DPR), the Regional Representative Council (DPD), the Provincial People's Representative Council (DPRD), the District / City Regional Representative Council (DPRD), the President and Vice President. The success of elections is largely determined by the level of political understanding of the community. Political awareness is seen from how much the role and participation of the community in the election process, with the time given to issue their support votes in the process of selecting and determining the government both at the executive and legislative levels as policy makers.

Community political participation in elections is used as a means for the community to regulate the flow of the elected government. The community has the right to determine and submit their mandate to leaders who are trusted enough to run the wheels of government. Community political participation is used as a tool to shape the interests of individuals or social groups. Political participation is very important in democratic countries including Indonesia, where political participation is the biggest force of freedom and change in Indonesia. According to Huntington S. participation is a means as well as part of the goal of national development. Public participation reflects the level of community involvement in the political process. [1]

KPU (General Election Commission) is an independent institution that has the task of organizing the implementation of elections in Indonesia. KPU itself for the people of Indonesia has become familiar since the post-reform era. The first election organizing institution in Indonesia in the era of President Soekarno was called PPI (Indonesian Election Committee) based on Presidential Decree No. 188 of 1955 concerning the appointment of PPI.

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[1] a Zaini Bisri, "Partisipasi Politik Dalam Keterbukaan Informasi Publik," 2018.

Law No. 22/2007 on Election Organizers regulates the KPU, Provincial KPU, and District/City KPU as permanent election organizing institutions and Bawaslu as an election supervisory institution. KPU has the task of being responsible according to the stages of the general election and other tasks. KPU reports to the President to the House of Representatives. The duties, powers, and obligations of the KPU are regulated in Law No. 7 Year 2017 Article 12-14. [2]

High and low political participation is influenced by several aspects. According to Ramlan Surbakti, there are two important variables that can affect the high and low political participation of a person. [3]First, political awareness of the government, namely awareness of the rights and obligations of citizens such as; political rights, legal protection rights, economic obligations, social obligations, and so on. Second, assessment and appreciation of government policies and implementation. Meanwhile, according to Nazaruddin Sjamsuddin, the low level of political participation in developing countries is determined by three main factors, namely the level of education, economic level and facilities that support political participation. These three factors hinder and facilitate the implementation of political activities.[4]

There are factors that trigger low community political participation in elections, including minimal socialization, public boredom with elections, low trust index of election organizers or political parties, low public understanding. This is due to a lack of information and people feel they have no interest in the elections. According to data from the Central Bureau of Statistics, in Indonesia the level of political participation through the participation of the electoral community in presidential elections has decreased from 2004 to 2014. However, it peaked again in 2019 at 81.97%. According to the data, the 2019 presidential

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[2] Ayunda Putri Rambe, Iskandar Zulkarnain, dan Hatta Ridho, "Strategi Komisi Pemilihan Umum Labuhan Batu dalam Daerah Labuhan Batu 2020 Melalui Media Sosial The Strategy of the Labuhan Batu General Election Commission in Increasing Voter Participation in the 2020 Labuhan Batu Regional Head Election Through Social M" 12, no. 2 (2023): 698–711.

[3] Aprilia Seli, "Partisipasi Politik Masyarakat Pada Pemilihan Gubernur Kalimantan Barat Tahun 2018 Di Desa Tanjung Ria Kecamatan Sepauk Kabupaten Sintang," *ASPIRASI Jurnal Ilmu Politik*, 2019, 6.

[4] Efriza, *Political Explore Sebuah Kajian Ilmu Poltik* (Bandung: Alpabeta, 2012), 194.

election was the highest since the process was held directly. Based on the region, Papua had the highest voter turnout in the 2019 presidential election, which amounted to 95.75%. This was followed by Yogyakarta and Gorontalo with voter turnout of 89.67% and 88.96%. Meanwhile, North Sumatra was recorded as the province with the lowest voter turnout in the 2019 presidential election, at 78.03%. Above it is West Sumatra Province with a participation in the 2019 presidential election of 78.98%.[5]

In the CSIS (Center For Strategic And International Studies) survey, Indonesian voters ahead of the 2024 election have changed. The balance of young voters (aged 17-39 years) is predicted to be close to 60%. This survey defines young voters as those aged 17-39 years, which consists of voters from generation Z and the millennial generation. The definition can be categorized as Z voters (aged 17-23 years) and millineals (aged 24-39 years). [6] Gen Z is a generation that is closely related to technology, born in the era of smart phones, growing up with the sophistication of computer technology and openness to internet access. Gen Z can spend 6 hours a day using a cell phone and more often using social media. especially in Indonesia, it is ranked the highest in using cell phones, which is 8.5 hours every day. [7]

Along with the development of internet-based information technology, online media is increasingly important as one of the factors that have a positive impact on increasing political participation among the community. The development of technology in the digital era also gave birth to social media as a means of conveying information and communication. The delivery of various kinds of information such as political, economic, social, cultural developments and so on can be obtained quickly and easily through social media. Apart from being used as a medium of information and communication, social media can

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[5] Sarnita Sadya, "Data Tingkat Partisipasi Pemilih dalam Pilpres, Tertinggi 2019," .id, Desember 2022, https://dataindonesia.id/varia/detail/data-tingkat-partisipasi-pemilih-dalam-pilpres-tertinggi-2019.

[6] CSIS, 'Pemilih Muda Dan Pemilu 2024: Dinamika Dan Preferensi Sosial Politik Pascapandemi', September, 2022, 1–49

[7] Galih Sakitri, "' Selamat Datang Gen Z , Sang Penggerak Inovasi ! '" 1995, no. 2018 (2020): 1–10.

also be used as a medium for education, promotion, recreation, interaction media and others. Social media has become one of the most familiar sources of information to the public as the number of internet users increases. Based on a survey by the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia reached 215.63 million people in the 2022-2023 period. This number increased by 2.67% compared to the previous period of 210.03 million users. Meanwhile, social media is the internet content most frequently accessed by Indonesians, with 89.15% of respondents accessing social media content in 2021-2022. The popularity of social media even beat online chatting which is in second place with a usage rate of 73.86% and online shopping in third place with a usage rate of 21.26% of respondents. [8]

The large number of social media users in Indonesia certainly creates an opportunity to optimize social media as a communication medium. So then the question Social media is currently being widely used in politics. Many political actors utilize social media as a medium for political campaigning. Based on research conducted in the United States, social media is an effective medium used for campaigning. Ahead of the 2024 elections, several political parties, presidential candidates, vice presidential candidates and legislative candidates are aggressively campaigning. Political figures began to actively and intensely use social media as a means of communication with the public. Not only do political parties or political actors who use social media as campaign media, but government institutions also use social media as a means of disseminating important information to the public, including the General Election Commission (KPU) as the organizing agency for general elections in Indonesia. [9]

Social media elections have the urgency of disseminating election information to the public, socializing voter education strategies and goals, building interactions between kpu and the community, building and increasing public awareness of the importance of elections and democracy so as to increase

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[8]Yuli Nurhansiah, "Pengguna Internet di Indonesia Makin Tinggi," id, April 2023, https://indonesiabaik.id/infografis/pengguna-internet-di-indonesia-makin-tinggi.
[9] Sadya, "Data Tingkat Partisipasi Pemilih dalam Pilpres, Tertinggi 2019."

the active role of the community and explore aspirations, opinions, and community input on policies. Likewise, the Kediri District KPU disseminates information and education to the public about elections, the District KPU uses social media, such as Website, Instagram, Facebook, Twitter (X), YouTube, Tik-Tok, etc. With social media, the Kediri District KPU can disseminate election information to the public because social media is increasing in Indonesia and social media is one of the effective and efficient communication tools for government agencies to reach all Indonesian people.

Research by Dewi Sri Lestari with the title KPU Strategy in Increasing Political Participation of Beginner Voters in the 2018 Regent and Deputy Regent elections in Pinrang District. This study aims to describe the strategies used and clear goals, then the action selection stage in this stage the Banyumas District KPU has tried to carry out socialization activities to various components of society with various forms used, the last is the distribution of SDA, in this process, especially when it comes to democracy volunteers, it is not fully appreciated because some of them do not understand their obligations and functions, but in this case the Banyumas District KPU seeks to improve the quality of work by providing knowledge and technical guidance even though it has not been well organized.[10]

The journal of research results in 2019 by Dwi Haryono with the title KPU Strategy on Increasing Voter Participation in the election of the Mayor and Deputy Mayor of Samarinda in 2015. based on the results of the study explained that community participation in Pilkada in Samarinda City is always minus from year to year. The lowest number was found in the 2015 elections which reached a value of 49.17% which when summed up was only 286,276 people. From this research also resulted in three strategies carried out by the KPU of Samarinda

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[10] Dewi Sri Lestari, "Strategi Komisi Pemilihan Umum Dalam Meningkatkan Partisipasi Politik Pemilih Pemula Pada Pemilihan Bupati Dan Wakil Bupati Tahun 2018 Di Kabupaten Pinrang," *Jurusan Teknik Kimia USU* 3, no. 1 (2019): 18–23.

City: Institutional Strengthening Strategy, Political Socialization Strategy and Beginner Voter Political Education Strategy. [11]

The 2018 Research Journal by Dwi Ardian, Dede Sri Kartini, and Ari Ganjar with the title Study of Political Socialization Strategies by the Ngawi District KPU to Form Careful Beginner Voters in the 2018 East Java Governor and Deputy Governor Elections in Ngawi District. This study aims to explain long-term planning, the KPU itself as a socialization agent carries out socialization activities regarding all stages of the election to all targets of democratic election interests. As well as the form of the program implemented by the Ngawi District KPU which forms the East Java Provincial KPU. In this case the program carried out is the Socialization Seminar, face-to-face, socialization of the use of technology, advertising and print and electronic media. As well as in the action election KPU program in socialization activities using two strategies, namely: Attack Strategy in the form of Direct and Indirect Socialization, and Persuasion Strategy in the form of Approaching the community and Candidate Pair Debate.[12]

On the other hand, researchers also only get a few references related to the utilization of Social Media by both Political Parties and the General Election Commission during the implementation of the General Election. [13] Other studies discuss the utilization of social media by public institutions such as the Police[14]; DPRD, [15] as an effort to improve the good image of these institutions in the community. The lack of results from research that discusses the issues raised in

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[11] Dwi Haryono, "Strategi Kpu Dalam Meningkatkan Partisipasi Pemilih Pada Pemilihan Walikota Dan Wakil Walikota Samarinda Tahun 2015," *Jurnal Administrative Reform* 6, no. 2 (2019): 67, https://doi.org/10.52239/jar.v6i2.1900.

[12] Dwi Ardiani, Dede Sri Kartini, and Ari Ganjar Herdiansyah, "Strategi Sosialisasi Politik Oleh Kpu Kabupaten Ngawi Untuk Membentuk Pemilih Pemula Yang Cerdas Dalam Pemilihan Gubernur Dan Wakil Gubernur Jawa Timur Tahun 2018 Di Kabupaten Ngawi," *Jurnal Socius: Journal of Sociology Research and Education* 6, no. 1 (2019): 18, https://doi.org/10.24036/scs.v6i1.129.

[13] Fajar, Muhammad, Nurrohman Prihatono, Asdaf, *Peran Media Sosial Dalam Meningkatkan Partisipasi Pemilih Pemula Pilkada Tahun 2020 Di Kota Samarinda Provinsi Kalimantan Timur.*

[14] Putri, A. H. (2019). *Strategi Pemberitaan Melalui Media Sosial Instagram Mengenai Citra Kepolisian* (Studi Kasus pada Humas Polres Metro Bekasi Kota) (Doctoral dissertation, Fisip Unpas)

[15] Hikmat, M. (2018). Strategi Pemanfaatan Media Sosial Untuk Meningkatkan Citra Positif Dprd Dalam Persepsi Rakyat Daerah. *Jurnal Common*, 2(1).

this study shows that this research is a valuable source of reference as an effort to increase the scientific treasury on the organization of the 2019 general elections and the use of social media as an effort to build alternative communication strategies to the public.

This research aims to explain how the utilization of social media as a means of digital communication of the Kediri District KPU in increase election participation in 2024. The social media utilized by the Kediri District KPU to increase participation of the 2024 elections include Instagram, Tik-Tok, YouTube and the website. Each social media is maximally utilized to convey various important information and news related to the elections that will be held in 2024. The Kediri District KPU Instagram account with the account name @kpukabkediri has a total of 11.3 thousand, Tik-Tokaccount with the account name @kpu_kediri has 2542 followers and YouTube account with the channel name KPU Kediri District has 2.78 thousand subscribers.

B. RESEARCH METHOD

This research uses qualitative. The qualitative method is seen from the overall research background. A qualitative approach in research that aims to analyze and describe social phenomena occurs. Peneiti conducted interviews with informants or parties related to the research title. This qualitative method also examines research by collecting data obtained from documents, observation, and library research.

In this study using a descriptive approach. This approach method is a solution to the problem under study by showing the state of the subject or object of research both from individuals, institutions, society, and so on. This method is used to find an answer to a problem or phenomenon that occurs and is used to find new ideas in responding to certain cases that are happening or will happen. According to Whitney, the descriptive method is a search for facts of proper interpretation. This research studies problems that occur in society and certain

situations related to human activities such as attitudes, views, ongoing processes and the influence of a phenomenon. [16]

This research is divided into two sources, namely primary data sources and secondary data sources. Primary data is data obtained by interviews, both in-depth interviews and interviews in this study which are primary data in the form of scripts of interview results with informants. Meanwhile, secondary data is data obtained from documents or library sources that are relevant and related to this research.[17]

The main elements in this interview consist of the interviewer or informant and questions. Informants are people who provide information related to the situation and circumstances in the research setting. To obtain accurate data, it is necessary to have key informants who know and has a connection with the phenomenon being studied, so the author seeks information and data from informants, namely the commissioner of the Kediri District KPU, Nanang Qosim as commissioner of the division of human resources (Human Resources) and community participation, Panji Dwi Hardian as the executive staff of the division of election organizers participation and community relations. The data obtained in the form of interviews, written documents, and observations will be analyzed using qualitative analysis.

Furthermore, the data that has been obtained will be reviewed by researchers, both data obtained from interviews, library research, documents and observations. Then the data is categorized according to the research needs to be reconstructed and analyzed in terms of social logic. Data analysis in this study uses data reduction techniques, where data is obtained from the results in answering a question in the study. The analysis stage consists of reduction and

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[16] Rambe, Zulkarnain, dan Ridho, "Strategi Komisi Pemilihan Umum Labuhan Batu dalam Daerah Labuhan Batu 2020 Melalui Media Sosial The Strategy of the Labuhan Batu General Election Commission in Increasing Voter Participation in the 2020 Labuhan Batu Regional Head Election Through Social M."

[17] M.Sc. Dr. J.R. Raco, M.E., *Metode Penelltlan Kualltatlf: Jenis, Karakteristik, dan Keunggulannya*, PT Grasindo, 2010, 16.

conclusion drawing. This method was chosen to find answers to find a new idea in responding to the case.

C. RESULTS AND DISCUSSION
Theoretical Framework

The article entitled "The People's Choice," authored by Paul Lazarfeld, Bernard Barelson, and H. Gaudet in 1944 became the beginning of the diffusion of innovation theory. The diffusion of innovation theory states that mass media messages have a great influence in influencing audiences. Thus, innovation is an invention while diffusion is something that is spread through mass media, both of which greatly affect the masses in following it.

This segment is the starting point for the diffusion of innovation theory. In this theory, it is stated that messages received from the mass media have a huge influence in influencing individuals. Thus, certain innovations or inventions are then spread through the mass media, which has great potential to influence people to follow these innovations.

In its early stages of development, innovation diffusion theory emphasized the role of opinion leaders in influencing people's attitudes and behaviors. This suggests that the mass media has a significant role in new discoveries that are then passed on to leaders in society. The process of innovation diffusion can also involve a wider audience. Rongers and Shoemaker's opinion states that diffusion is the process by which inventions are spread to members of society who are part of the social system.[18]

Rogers presented four main theories related to innovation diffusion, namely: innovation-decision process theory, individual innovation theory, adoption rate theory, and perceived attribute theory. First, the innovation-decision process theory, this theory is time-based and there are five stages including the knowledge of innovation adoption, implementation or application of the adopted innovation, and confirmation of the decision to adopt the innovation as the right decision. Upon reaching this stage, diffusion results.

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[18] Nurudin, *Pengantar Komunikasi Massa*, (Jakarta : Salemba Humanika, 2008), 49-64

Secondly, individual innovation theory focuses on who adopts innovations and when. A bell-shaped curve is often used to describe the percentage of individuals who adopt an innovation.

Third, the adoption rate theory states that innovation adoption grows slowly and gradually at first. Then, the innovation will experience a period of rapid growth that will gradually slow down, reach stability, and eventually decline.

Fourth, perceptual attribute theory is based on the idea that individuals will adopt an innovation if they believe that the innovation has certain attributes. These attributes include the relative advantage of the innovation compared to the status quo or existing innovations, compatibility with existing values and practices, unconventionality, ability to be tested in a limited way before adoption, and observable results. [19]

Rongers defines diffusion as a process in which innovations are conveyed through specific channels over time among members of a social system. According to Rongers, innovations can be new ideas, practices, or objects that individuals perceive as new. He also explains that technology is designed for instrumental actions that reduce uncertainty in the causal relationships involved in achieving desired outcomes. Rongers emphasizes that technology is not only a physical device but also information. Most technologies have hardware and software components. The hardware part includes "the tools that embody the technology as a material or physical object," while the software includes "the information base for the tools".

Social Media KPU Kediri District

The General Election Commission (KPU) of Kediri District has determined 232,459 voters into the temporary voter list (DPS) for the 2024 General Election and the number of polling stations in Kediri City is 844 polling stations. Based on the results of the interview, one of the strategies of the Kediri District General

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[19] Mailin Mailin dkk., "Teori Media/Teori Difusi Inovasi," *Jurnal Guru Kita PGSD* 6, no. 2 (12 Maret 2022): 168, https://doi.org/10.24114/jgk.v6i2.31905.

Election Commission (KPU) in increasing participation in the 2024 General Election is digital communication through social media.

Social media is online media that uses internet technology to support social interaction, so that it can turn communication into a reciprocal interactive dialog. Saxena in Nasrullah argues that social media is a medium that makes it possible for each user to interact with each other through messages, photos and videos that can attract the attention of its users. [20] Social media is an important and effective tool in political communication, especially in election campaigns that mediate between politicians and their constituents as massive communicators and communicants. Through social media, communicators can conduct political communication with their supporters to form and build public opinion and mobilize political support. The use of social media can improve political relations, political communication networks and public political participation in elections.

The use of social media can improve political relations, political communication networks and public political participation in elections. This can be seen in political party campaigns by candidates and political actors in general elections (elections), both elections to elect members of the House of Representatives (DPR), Regional Representatives Council (DPD), Provincial People's Representatives Council (DPRD), Regional People's Representatives Council (DPRD) Kab / City, President and Vice President.

Social media in politics plays an important role as a campaign medium to increase voter participation in elections. Social media is seen as an effective medium to interact between political parties and their candidates. If usually social media is only used to communicate and socialize with friends or relatives, but now the role of social media has spread to communication between individuals and institutions and vice versa. The implementation of election campaign socialization is an important part of every election, both in the presidential, vice presidential, legislative and regional head elections.

One of the strategies carried out by the Kediri District KPU in the social stage before the election is by socializing and disseminating important information related to elections through social media such as Tik-Tok, Instagram,

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[20] Rafika Rasdin, Yeti Mulyati, & Khaerudin Kurniawan, *Fenomena Tik-Tok Sebagai Media Komunikasi Edukasi*, Universitas Pendidikan Indonesia XV (27 November 2023): 229.

YouTube, Twitter and providing countdowns on the official website of the Kediri District KPU.

1. Tik-Tok (@KPU Kediri District)

Tik-Tok is one of the social media used by the Kediri District General Election Commission (KPU) in conducting online socialization. Currently, Tik-Tok is a social media that is quite loved by the Indonesian people and has good potential for political communication by political communicators.[21] Almost all Indonesian people have a Tik-Tok account and are active in it.
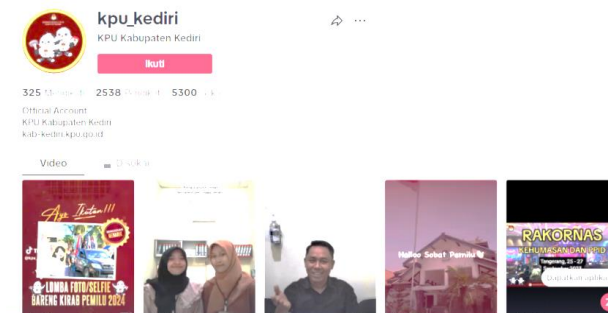

Figure:1 KPU Tik-Tok Account of Kediri District

From the picture above, it can be seen that the Kediri District KPU has 2538 followers with 5300 likes. The Official Account of the Kediri District KPU has a large number of followers and is active in uploading posts and important information related to elections. The number of Tik-Tok content that contains information related to the socialization of the 2024 Election is 8 uploads from August to October 2023. The uploaded content includes:

No	Content	Upload Date	Description
1	Provisional list of candidates for the Kediri District DPRD	August 22, 2023	Information related to provisional candidates for the Kediri District DPRD who have registered
2	Eligibility to vote in the 2024 General Election	September 19, 2023	Information about the requirements that must be met to become a voter in the 2024

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[21] Herdaru Purnomo, Mandra Adi Gunawan, dan Dinda Firda Anggraini, Tik-Tok Sebagai Instrumen Media Sosial Baru Dalam Komunikasi Politik, 7(10), (2022).

			Election, including a minimum age of 17 years, having the right to vote, domiciled in Indonesia, overseas domicile with proof of KTP and Passport, voters who do not have KTP use KK and are not currently serving in the TNI or Polri.
3	Socialization of the 2024 Election	September 19, 2023	Socialization of the 2024 Election with the theme "Sinergritas and Collaboration in the Context of Successful 2024 Elections"
4	How to check your name on the 2024 permanent voter list	September 25, 2023	How to check the name of a voter in the 2024 permanent voter list through the website https://cekdptonline.kpu.go.id
5	5 types of ballots in the 2024 election	October 10, 2023	Information related to the 5 types of ballots received to convey votes in the 2024 Election
6	List of those selected in the 2024 General Election	October 13, 2023	Information on who will be elected in the 2024 elections, namely President and Vice President, DPR, DPRD, DPD, District or City DPRD.
7	Photo or selfie competition with Kirab Pemilu 2024	October 16, 2023	Information about the photo competition or selfi with Kirab Pemilu 2024 held by KPU Kediri District
8	2024 Election Campaign	October 31, 2023	Information related to the organization of the 2024 Election Campaign

2. Instagram (@kpukabkediri)

Instagram is a social media that is synonymous with the millennial generation. Millennials are active users with high intensity who interact with social media, especially Instagram, quite often and long enough, through the attractive appearance offered by Instagram, they can capture and send messages in the form of audio visuals. Instagram has become a platform for millennials to channel their thoughts, aspirations and opinions. Therefore, social media, especially Instagram, can attract the political attention of the millennial generation so that future political activities and battles are quite dependent on Instagram.[22]

Figure:2 KPU Instagram Account of Kediri District

Instagram is the most active social media used by the Kediri District KPU for socialization, this can be seen from the posts that are uploaded quite regularly on the @kpukabkediri Instagram account and the number of followers owned by 11.3 thousand followers and as many as 334 who follow. Instagram is the social media platform of the Kediri District KPU with the highest number of followers when compared to other social media.

3. YouTube (KPU of Kediri District)

YouTube is a social media that is used to convey messages and information through videos that have been packaged uniquely and interestingly

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[22] Jerry Indrawan, Ruth Elfrita Barzah, Dan Hermina Simanihuruk, "Instagram Sebagai Media Komunikasi Politik Bagi Generasi Milenial," *Ekspresi Dan Persepsi : Jurnal Ilmu Komunikasi* 6, no. 1 (30 Januari 2023): 176, https://doi.org/10.33822/jep.v6i1.4519.

not only in the form of pictures and writing. YouTube content is one way to convey comprehensive information about the vision and mission and work programs of candidate pairs to voters as a consideration in determining their choices. The meaning of the message to be conveyed to the audience as potential voters must be by the target to be achieved. This is a form of two-way communication between the audience or community as potential voters and political actors. [23]

Month	Post
August	53
September	36
October	69
November	72
December	7

Content in the form of short and long videos related to the series of election processes both pre-election and post-election is shared by the Kediri District KPU through its YouTube channel @KPU Kediri District which has 2.77 thousand subscribers with 99 videos that have been uploaded.

Figure:3 KPU YouTube Account of Kediri District

Among the videos uploaded on the YouTube channel of the Kediri District KPU, 6 contents discuss information related to the 2024 Election from August to October 2023, including:

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[23] Faridhian Anshari, "Komunikasi Politik Di Era Media Sosial Faridhian Anshari Staff Pengajar STT PLN Jakarta," *Jurnal Komunikasi* 8, no. 1 (2013): 98, http://dosen.univpancasila.ac.id/dosenfile/7014211002154994371612February2019.pdf.

No.	Content	Upload Date	Discussion
1	Provisional Candidate List for Kediri District DPRD Members	22 August 2023	List of temporary candidates for members of the Kediri District DPRD in the 2024 Election
2	Let's fill out the Integrity Assessment Survey	8 September 2023	Information on completing the Integrity Assessment Survey
3	Benalu	8 September 2023	Information on corruption in Indonesia as a continuum and how to prevent corruption through the Integrity Assessment Survey
4	Simulasi Pengamanan Kota (SISPAMKOTA)	23 October 2023	Content related to the stages during the City Security Simulation (SISPAMKOTA) which was attended by the KPU of Kediri District.
5	Watching Together the Movie "Kejarlah Janji" at Tabassam Al Falah Boarding School in Ploso Mojo	23 October 2023	Activities to watch the movie "Kejarlah Janji" with students and santriwati Pondok Pesantren Tabassam Al-Falah Ploso Mojo on the commemoration of National Santri Day 2023.
6	Watching Together the Movie "Kejarlah Janji" at Institut Agama Islam Negeri (IAIN) Kediri	30 Oktober 2023	The activity held by the KPU of Kediri District is watching the movie "Kejarlah Janji" together with students at IAIN Kediri on the commemoration of Youth Pledge Day 2023.

4. Twitter (@KPU_Kediri)

In addition to the previously mentioned social media, the KPU of Kediri District also utilizes Twitter or what is currently called X as a means of digital communication in increasing election participation in 2024. Based on the We Are Social report, Indonesia occupies the sixth position with 14.75 million Twitter users as of April 2023[24]. The number of posts on the Kediri District KPU twitter is 7,263 posts and has a total of 1,894 followers.

Figure:3 KPU Twitter Account of Kediri District

5. Website (KPU Kabupaten Kediri)

A website is a series of web pages that contain and connect to each other and are accessed via the internet. In the current era digital is very important, the website has become one of the important elements in human life. On the Kediri District KPU Website, it become an element in branding and also as a center of information on KPU activities.

Figure: 4 KPU Website of Kediri District

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[24] Cindy Mutia Annur, "Jumlah Pengguna Twitter di Indonesia Capai 14,75 Juta per April 2023, Peringkat Keenam Dunia," May 2023, https://databoks.katadata.co.id/datapublish/2023/05/31/jumlah-pengguna-twitter-di-indonesia-capai-1475-juta-per-april-2023-peringkat-keenam-dunia.

The Kediri District Website itself contains information about KPU activities in terms of news, reports (PPID and BAKOHUMAS), publications (election results and community satisfaction index), E-PPID, Agenda, and DCS for 2024 Election DPRD members. KPU targets to make and upload news on the website every month around 40-60 news. The news related to the 2024 Election contained on the website of the KPU of Kediri District from August to October 2023 is 24 news.

Impact of Social Media Communication

Social media acts as a platform to facilitate users in activities and collaboration. Its relation to political communication, especially in the context of election campaigns, makes the active participation of political institutions in political communication, especially through social media, very important. The ability to create a discussion space between politicians and the public, as well as attracting the attention of novice voters, makes social media a major focus in political campaigns. In the political context, social media is used as an easy-to-use tool of power because of its ability to attract and direct attention, invite opinions, and influence people's choices, thus encouraging political participation in Pilkada.[25]

Political participation refers to the involvement of individuals and groups as citizens in the political process, with activities aimed at actively participating in politics to influence government policy. [26] Elections in Indonesia, which are Direct Elections, apply normative democratic principles by guaranteeing individual freedom and equal political rights. [27] Simultaneous elections in all regions of Indonesia are realized as an effort to create local accountability, political justice, and local responsiveness. In the 2019 elections, the public revealed that social media played a key role in obtaining information related to

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[25] Ike Atikah Ratnamulyani dan Beddy Irawan Maksudi, "Peran Medua Sosial Dalam Peningkatan Partisipasi Pemilih Pemuda Di Kalangan Pelajar Di Kabupaten Bogor" *Jurnal Ilmu-ilmu Sosial dan Humaniora*, 20 (2), (2018), 156

[26] Muhammad Irfan Dwitama dkk., "Media Sosial Dan Pengaruhnya Terhadap Partisipasi Politik Masyarakat Di Pilkada 2020 Tangerang Selatan," *Independen: Jurnal Politik Indonesia dan Global* 3, no. 1 (31 Mei 2022): 53, https://doi.org/10.24853/independen.3.1.53-66.

[27] Sahbana, "Partisipasi Dalam Pelaksanaan Pemilihan Umum", *Jurnal Warta,* 2017

political campaigns. Candidates for President, Vice President, members of the DPR and members of the DPD successfully used social media effectively in political campaigns, influencing public political participation. However, there is a risk of misinformation (hoaxes) through social media related to the 2019 elections as well as related to the elections to be held in 2024. Social media also plays a significant role in facilitating the acquisition of information or news related to the 2024 Election, with the public getting political campaign information through applications such as Whatsapp, Instagram, Facebook, and Twitter.

Social media has an urgency in organizing elections, including being used as a means of disseminating election information, socializing voter education strategies and objectives, building interactions between KPU and the community, building and increasing public awareness of the importance of elections and democracy, increasing the active role of the community in elections, exploring aspirations and community input on policies and electoral information submitted by KPU.

This is known from the content of the Kediri Regency KPU Instagram posts which are informative and educative. Not only photo news but also electoral information content. Especially when the stages take place. Utilization of social media characteristics to build engagement with followers by using social media features. Intensity and continuity of content uploads. Captions that have not built two-way communication with the audience. Responding to comments submitted by the audience.

Social Media KPU Kediri Distric is two-way and open to facilitate the parties to participate and build discussions, share and get information. The presence of social media is an addition to the information dissemination suggestions. The urgency of social media in the 2024 elections is known to disseminate election information, socialize election education strategies and objectives, build interactions between the KPU and the community, build and increase public awareness of the importance of elections and democracy so as to

increase the active role of the community, besides that social media is able to explore aspirations, opinions, and public input on policies and election information submitted by the KPU.

The impact of communication through social media in increasing participation in the 2024 General Election is known as the number of voter participation has increased significantly to 83.75 percent in Kediri District. The number of beginner voters participating consisted of Generation Z and Millennial Generation almost 50%. The details of Generation Z reached 212,585 people, and the Millennial Generation reached 372,022 people.[28]

The Role of Digital Society in Election Participation

Political participation can be defined as the actions of individuals or groups who actively participate in political affairs, including through the election of state leaders either directly or indirectly, which has an impact on policymaking. Every implementation of the democratic process or general elections in the Republic of Indonesia has consequences for the progress and development of the life of the nation and state. Political elites should provide smart political education to the public to increase democratic awareness from various levels of society. This level of democratic awareness will increase if public participation in elections, which includes voting, also increases.

Public awareness to actively participate in existing politics will be appropriate if the community conducts elections by the existing environment. Vice versa, political attitudes and behaviors will be born that seem odd or negative, for example, if someone is accustomed to being in a democratic political environment, but is placed in a feudal or undemocratic community environment, he will experience difficulties in the process. Democracy demands the involvement of the people in all aspects of what the state does. The people are considered a very important party in the structure of democracy because the basic principle of democracy is equality and the idea that the government needs

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[28] Ane Kusuma, "Pilkada-2024, Partisipasi Pemilih Di Kabupaten Kediri Diharapkan Meningkat," *Pilkada 2024* (blog), April 26, 2024, https://www.rri.co.id/pilkada-2024/656570/pilkada-2024-partisipasi-pemilih-di-kabupaten-kediri-diharapkan-meningkat.

the consent of the governed. The role of the people in the electoral process is a key element in a democratic system. Therefore, the holding of elections is considered a forum for realizing democracy, which of course cannot be separated from the active participation of the community. [29]

Public participation in achieving a successful election is essential. People can join election monitoring organizations to be involved in monitoring the process. In addition, people can also act on their own, either individually or by joining organizations, to carry out voter education, opinion dialogues, quick counts, and even socialization related to elections. To achieve the goal of actively participating in elections, many utilize social media as a tool. In addition to being efficient, social media has a wide reach, able to reach social areas that are difficult to reach by conventional socialization models. [30] Social media has become a new public arena for people to discuss political issues. Social media is considered the most efficient, and economical, and has a wide mass reach. As it develops, social media becomes the most important aspect of political communication, especially because of its ability to overcome the geographical and psychological distance between potential leaders and their constituents.

The 2019 general election showed the extent of the strategic role of social media. Both presidential and vice presidential candidates, Jokowi-Ma'ruf and Prabowo-Sandi, built support through social media and realized the importance of social media as a communication channel that engages the public at large. One of the main focuses of campaigns and socialization on social media is on communities. These communities create strong personal relationships due to shared interests and values. The success of a social media-based campaign and socialization strategy can convince a community to support a candidate in a particular election, because the message that is faithfully delivered to the public has a widespread chain effect. [31]

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[29] Bisri, "Partisipasi Politik Dalam Keterbukaan Informasi Publik."

[30] Ahmad Dawam Pratiknyo, "Partisipasi Masyarakat Digital Sebagai Tantangan Baru Untuk Pemilu Indonesia," 2019.

[31] Fayakhun Andriadi, *Partisipasi Politik Virtual : Demokrasi Netizen Di Indonesia* (Jakarta Selatan: RMBOOKS, 2017), 246–47.

Political participation through social media has significant differences with participation through traditional media. Through social media, individuals can establish a more active and meaningful relationship with official institutions, allowing them to come closer to expressing their opinions openly and freely. Three types of participation can be developed through social media, namely: first, policy participation, which involves citizens' responses to government policies, with social media being used to support or oppose those policies. Second, political participation, which aims to influence the political decision-making process or engage in setting the political agenda. Third, social participation, which aims to increase social capital such as solidarity or supporting public petitions. Social media is used as a means of social criticism by voicing protests or organizing social solidarity in the face of issues related to public interest.

D. CONCLUSION

The impact of communication through social media in increasing participation in the 2024 General Election which has an impact on the number of voter participation has increased significantly reaching 83.75 percent in Kediri District. With the number of beginner voter participation consisting of generation Z and Millennial Generation almost 50%. The details of Generation Z reached 212,585 people, and the Millennial Generation reached 372,022 people. This emphasizes the importance of studying innovation and diffusion as a dynamic and inclusive process. Social media has become a media as an image media and as an information center, especially election education for beginner voters who are currently inseparable from social media.

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