



The Strategy Of The Maros KPU In An Effort To Increase Community Participation In The Election Of The Regent And Vice Regent Of Maros During The Covid-19 Pandemic

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ABSTRACT

The purpose of this study was to determine the strategy of the Maros KPU in an effort to increase public participation in the election of the Regent and Deputy Regent during the covid-19 pandemic and the factors that hinder and support the Maros KPU in increasing public participation in the election of the Regent and Deputy Regent during the COVID-19 pandemic. -19. This type of research is descriptive qualitative with the research methods used are Observation, Interview, and Documentation. Data analysis techniques are reduction, data presentation, and conclusion drawing. The results of the study can be concluded that the KPU Strategy in the Maros Regency KPU Strategy in an effort to increase public political participation in the 2020 Simultaneous Regional Elections, namely: Institutional Strengthening, Implementation of Socialization, Beginner Voter Education. The supporting factors are the availability of experienced human resources and budget availability. The obstacles are the limited space for the KPU to carry out socialization because the covid-19 pandemic has not ended, the lack of financial support for socialization because some funds are diverted for handling Covid-19, the limited space for the community to participate in the socialization activities of the KPU due to the covid-19 pandemic, the number of personnel The KPU is still limited to reaching the entire community in 14 sub-districts and 103 villages/kelurahan in Maros Regency.

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1. Introduction

General election (Election) is a means of implementing people's sovereignty which is carried out directly, publicly, freely, confidentially, honestly and fairly within the Unitary State of Indonesia based on Pancasila and the 1945 Constitution of the Republic of Indonesia (Nur Wardhani 2018). In Indonesia, elections are a real manifestation of democracy (Mulyono and Fatoni 2019). People's sovereignty can be realized in the election process to determine who should run and supervise the government in a country (Abdullah 2018). Elections based on Pancasila and the 1945 Constitution of the Republic of Indonesia (Irma and Fajriyah 2021). Community participation in a democratic country is an indicator of the implementation of the highest state power (people's sovereignty) (Randy Helnal Dinata 2016). High public political participation indicates that the people follow and understand and involve themselves in electoral activities (Iqbal 2020). On the other hand, a low level of political participation generally indicates that the people lack appreciation or interest in electoral issues or activities (Madjid and AS 2022).

In 2020, a simultaneous Regional Head Election (Pilkada) agenda has been scheduled involving 270 regions with 105 million voters (Maharani and Efriza 2020). The initial plan was that the simultaneous regional elections would be held on September 23, 2020, but due to the COVID-19 pandemic, the Government, DPR, KPU, Bawaslu, and related parties agreed to postpone the implementation schedule to December 9, 2020. Government Regulation in Lieu of Law (Perppu) Number 2 of 2020 concerning the Election of Governors, Regents, and Mayors is present as the legal umbrella and legality of this policy. This Perppu comes to replace Law (UU) Number 1 of 2015, concerning the Third Amendment to Law Number 1



of 2015 concerning Stipulation of Government Regulations in Lieu of Law Number 1 of 2014 which contains the Election of Governors, Regents, and Mayors into Laws -Invite.

The agreement caused debate, there were those who appreciated the General Elections Commission (KPU) for its courage in being responsible for preparing for general elections (Election) during the pandemic and there were also pessimists and worried about the addition of COVID-19 cases through transmission on polling day. This condition is natural, considering that this simultaneous regional election is the first time the regional election has been held during the pandemic.

KPU as the election organizer has made various efforts to make the Simultaneous Pilkada successful in December. Collaborative efforts with Health in preventing the possibility of additional confirmed positive Covid-19 from the Pilkada cluster and increasing the level of public political participation are the main focus of the KPU in this Pilkada. In addition, the Minister of Home Affairs (Mendagri) Tito Karnavian has invited the South Korean Ambassador to Indonesia, Kim Chang-Beom to discuss the preparation process, the implementation of the general election in South Korea, to the post-election stage and evaluation of the overall election activities. South Korea has indeed been declared quite successful in the legislative general election which was held on April 15, 2020 (Handayani et al. 2020). Therefore, the Minister of Home Affairs has learned a lot and intends to adopt activities that support the success of the election in the midst of a pandemic in South Korea to be implemented in the Simultaneous Pilkada in Indonesia.

The spread of the Covid-19 pandemic started from Wuhan China December 2019 (Wryawan 2020) is a challenge for Indonesia in strengthening the national political system (Maharani and Mahalika 2020). The Covid-19 outbreak that has hit various regions has not only had an impact on health and the economy, but also on politics, namely the implementation of regional head elections (pilkada). This epidemic forced the postponement of the stages of the regional elections nationally, including in Maros Regency. One of them relates to the technical arrangement of socialization. Because during the pandemic, people are prohibited from gathering in the same location (Tirayoh and Lintong 2020). In addition, avoid meeting or face-to-face. To deal with this condition, the Maros Regency KPU has a strategy in socializing the stages of the 2020 Pilkada.

This study aims to find out how successful the implementation of elections in Maros Regency is from the planning stage, process to evaluation of activities, then what are the challenges of holding Pilkada during a Pandemic and how to overcome them.

2. Method

2.1 Allocation and Types of Research

This research was conducted in the working area of the General Election Commission of the KPU Maros Regency. This community service activity was carried out starting in November 2020. The type of research used by the researcher is qualitative research. Qualitative research is a research method used to investigate, find, describe, and explain the quality or features of social influences that cannot be explained, measured, or described through a quantitative approach. (Aji and Diniati 2021). This study uses qualitative methods so that researchers can know and understand the election mechanism during the Covid-19 pandemic at the Maros Regency KPU. This study is used to explain a picture or a phenomenon based on observations on issues related to general election policies (Pilkada) during the pandemic.

2.2 Data Source

To obtain data related to this research, the researchers used two data sources, namely as follows:

1. Primary data is data obtained by researchers directly from informants. Informants are research subjects who provide information needed by researchers in collecting research data (Economics, Management, and Ratulangi 2019). Researchers selected informants using purposive sampling technique.
2. Secondary data in this study comes from literature review in the form of articles, journals, internet sites, books written by experts and previous research, as well as lecture materials that have a relationship with the problem to be studied.

2.3 Research Method

To obtain research data, both primary data and secondary data, the researchers used the following methods:



1. Observation or field observation is an effort that is used directly to the field to observe and record, systematically analyze the symptoms/phenomena/objects to be studied.
2. Interview or interview is a method of collecting data to obtain oral information through question and answer conducted face to face with informants or it can also be through communication media, namely via telephone or WhatsApp messages.
3. Documentation is a data collection technique by collecting information such as pictures, quotes, and other reference materials at the research site.

2.4 Research Instruments

Researchers play an active role as full observers. Researchers go directly to informants in conducting research activities at the research location. To make it easier for researchers when visiting informants at the research location, researchers used observation guidelines, interview guidelines, picture taking tools, and sound/image recording devices.

2.5 Data Analysis Techniques

Data analysis in this study are as follows:

1. Data reduction.
2. Data presentation.
3. Conclusion.

3. Result and Discussion

3.1 Overview of Research Sites

Maros Regency is one of the regencies in South Sulawesi Province with an area of 1,619.12 km². Maros Regency is a neighboring area of Makassar City or known as the Makassar City Support Regency with a population of 398,300 people in 2018 and in 2020 the population will be approximately 400,000 people. Administratively, Maros Regency consists of 14 districts and 80 Villages and 23 Kelurahan with the following details: 1) Bontoa Kecamatan District, 2) New Maros District, 3) Lau . District, 4) Camba Kecamatan District, 5) Bantimurung District, 6) Tompobulu District, 7) Turikale . District, 8) Tanralili Kecamatan District, 9) Moncongloe Kecamatan District, 10) Marusu District, 11) Mandai Kecamatan District, 12) Simbang District, 13) Cenrana Kecamatan District, 14) Mallawa District. The administrative center of Maros Regency is in Turikale District. Geographical Location sTo the north it is bordered by Pangkep Regency, to the south by Makassar City and Gowa Regency, to the east by Bone Regency and to the west by the Makassar Strait. The topography of Maros Regency varies greatly from lowlands, hills, to mountains. The western part to the north is lowlands with coastal beaches, while the eastern part is hilly to mountainous topography.

3.2 Research Results

In the implementation of the election of the Regent and Deputy Regent of Maros in 2020 there are 800 TPS (Polling Points) spread across 14 districts, 80 villages and 23 sub-districts. The number of voters registered in the Permanent Voters List (DPT) is 247,680 L = 119,399 and P = 128,28. The total number of registered voters was 253,586, DPT 247,680, Voting (DPPH) 699, DPTb who used ID cards because they were not registered in the DPT 5,207.

The election of the Regent and Deputy Regent of Maros in 2020 was attended by 3 pairs of candidates, namely: 1. H. Andi Tajerimin Nur SE, M.Sc. and H. Havid S. Fasha, SH with 48,308 votes, 2. HAS Chaidir Syam, S.IP., MH and Hj. Suhartina Bohari, SE with 82,770 votes, 3. Drs. H. Andi Harmil Mattotorang, MM and Andi Ilham Nadjamuddin, S.STP, M.Sc. with a total of 64,512 votes. The total number of valid votes from the three pairs of candidates is 195,590 and the number of invalid votes is 1,514. The total number of voters who cast their ballots was 197,104 out of 252,887 registered in the DPT and DPTb.

Based on the data above, the level of community participation can be calculated as follows:

$$\begin{aligned} &= \text{Number of voters who cast their votes} / (\text{DPT} + \text{DPTb}) \times 100\% \\ &= 197,104 / (247,680 + 5,207) / \times 100\% \\ &= 197,104 / 252,887 \times 100\% = 77.94\%. \end{aligned}$$

So it can be concluded that the number of voter participation in the 2020 Maros Regent and Deputy Regent Elections is 77.94%.

The level of community participation in the 2020 Maros Regent and Deputy Regent Election is quite high compared to the 2005 Maros Regent and Deputy Regent Election (75.99%), 2010 (75.17%), 2015 (61.84%). The Maros Regency KPU achieved a fairly high level of participation, of course, with the

assistance of organizers at the ad-hoc level, consisting of 70 PPK, 309 PPS, 5,600 TPS or KPPS officers and 1600 PAM TPS. So that the number of ad hoc agency personnel who assist the KPU's duties is 7,579 people.

3.3 Strategy to Increase Community Participation

The level of voter participation in the 2020 Maros Regent and Deputy Regent Elections is quite high. The Maros Regency KPU has carried out various methods or strategies to increase voter participation, although voter participation is not solely the responsibility of the KPU. The level of voter participation is a shared responsibility between the KPU, Bawaslu, the Government, the community, political parties, and the election participants themselves.

The strategies carried out by the Maros Regency KPU in increasing voter participation in the 2020 Maros Regent and Deputy Regent Elections include:

1. Institutional Strengthening Strategy in the form of:

Institutional strengthening is carried out by the KPU to strengthen or strengthen institutions so as to produce good performance. This strategy is in the form of increasing the capacity and quality of all organizers, especially to all ad hoc committees (PPK, PPS, and KPPS), improving communication and information disclosure to the public, as well as providing technical guidance.

2. Implementation of Socialization

1. Face Socialization

Socialization is one of the ways that KPU Maros does to increase voter participation, namely the face-to-face socialization method. Face to face socialization activities with the community are one of the socialization activities carried out by the Maros KPU in conveying information about the implementation of the 2020 Maros Regent and Deputy Regent Elections. Face to face socialization is part of interpersonal communication that generally takes place directly without going through an intermediary. The activities carried out were: meeting with community leaders, overnight in the village, going to kampong, going to school/campus, recruiting democracy volunteers, carrying out socialization to community segments, youth, female voters, marginalized and disabled, religious, with the method of socialization in the form of face to face.

2. Socialization through Social Media

Dissemination of information regarding the election of the Regent and Deputy Regent of Kab. Maros is carried out through social media in the form of youtube, face book, Instagram, and whats app.

3. Socialization through print and electronic media

The use of various communication media used by the Maros KPU in socializing the implementation of the 2020 Maros Regent and Deputy Regent Elections is important in increasing voter participation. The use of media such as newspapers, radio and television is very necessary to explain and provide information to scattered people without having to meet in person wherever they are.

4. Socialization Material

Dissemination of socialization materials such as brochures, leaflets, stickers, banners, billboards, banners are carried out in malls, traditional markets and night markets. This activity involved PPK, PPS, and democracy volunteers.

5. Competition KPU

Maros Regency also conducts outreach activities through competitions. There is a jingle (election song) creation competition, election mascot creation, etc

3. Beginner Voter Education

Beginner Voter Education is one of the KPU's methods by paying special attention to novice voters. KPU visits schools in limited circumstances because the teaching and learning process is still carried out online.

3.4 Supporting and Inhibiting Factors for the KPU's Strategy in increasing Voter Participation in the 2020 Maros Regent and Deputy Regent Elections.

1. Supporting Factors

Supporting factors in increasing public participation are: Availability of human resources who are experienced enough in organizing elections to elections and budget availability. The professionalism of the organizers from the KPU and secretariat levels to the ad-hoc committee, namely PPK, PPS and also the level of government support both in assisting in conducting socialization and providing budget and human resources or civil servants who handle KPU activities.



2. Inhibiting Factor

The Maros Regency KPU in an effort to increase public political participation in the implementation of the 2020 post-conflict local election encountered several obstacles in the process of implementing the strategy. These constraints are as follows:

- a. Limited space for the KPU to carry out socialization due to the covid-19 pandemic not yet over.
- b. Reduced financial support for socialization because some of the funds are diverted to handling Covid-19
- c. Limited space for the community to participate in the socialization activities of the KPU due to the covid-19 pandemic
- d. The number of KPU personnel is still limited to reach the entire community in 14 sub-district area and 103 villages/kelurahan in Maros Regency.

4. Conclusion

Based on the results of the study, researchers can draw conclusions, namely: the strategy of the Maros Regency KPU in an effort to increase public political participation in the 2020 Simultaneous Elections, namely: (a) Institutional Strengthening. (b) Implementation of socialization in the form of face-to-face, through social media, print and electronic media, dissemination of socialization materials, and competition activities. (c) Beginner Voter Education. Supporting factors for the KPU's strategy in increasing voter participation in the 2020 Maros Regent and Deputy Regent Elections are the availability of experienced human resources and budget availability. The obstacles are the limited space for the KPU to carry out socialization because the covid-19 pandemic has not ended, The lack of financial support for socialization because some funds are diverted for handling Covid-19, due to the covid-19 pandemic The number of KPU personnel is still limited to reach the entire community in 14 sub-districts and 103 villages/kelurahan in Maros Regency.

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