



Communication Strategy of Makassar City Election Commission in Recruitment of Election Committee Organizers

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Article Info

Article history:

Received 8 February 2024

Received in revised form 14
March 2024

Accepted 22 March 2024

Keywords:

Communication Strategy

KPU

Recruitment

KDP Organizer

Abstract

The purpose of the study is to find out and describe the communication strategy of the Makassar City Election Commission in recruiting KDP organizers for the 2024 Election has been carried out or not, as well as to know and explain the challenges faced by the Makassar City Election Commission in recruiting KDP organizers for the 2024 Election. The research was conducted at the Makassar City KPU (General Election Commissions) Office. This type of research uses a qualitative approach, with 4 (four) informants. Data collection techniques consist of observation, interview guidelines and documentation. Data analysis techniques use qualitative analysis with three stages, namely data reduction, data presentation, data verification, and conclusions. The results of the study found that the communication strategy applied by the KPU in recruiting KDP organizers for the 2024 election has been well implemented through the KPU website, and is also maximized on social media in the form of Instagram, Facebook, YouTube and Twitter). Furthermore, the communication strategy was implemented by conducting socialization in the form of recruitment banners on all channels and making press conferences so that the public knew information on KDP receipts organized by the Makassar City KPU. The challenges to the communication strategy of the KPU in the 2024 election related to the implementation of KDP recruitment are several things, namely macro problems, technical problems, and ad hoc HR problems.

Introduction

Standards for the implementation and supervision of elections must be owned by every election organizer at all levels. This is the main key to realizing the upcoming elections with integrity. However, it is undeniable that the capacity building of election organizers, especially at the *Adhoc* level, namely sub-districts to polling stations, is very limited.

Based on General Election Commission Regulation Number 8 of 2019 Article 1 Paragraph 16 concerning the Work Procedures of the General Election Commission, Provincial General Election Commission, District/City General Election Commission, the District Election Committee or PPK is a committee formed by the District/City General Election Commission to carry out elections/elections at the subdistrict level. Then, the Voting Committee or PPS is a committee formed by the District/City General Election Commission to carry out elections/elections at the kelurahan/village level. The Polling Organizing Group or KPPS is a group formed by PPS to carry out voting at polling stations. The organizer will be in charge according to their respective work levels from collection, counting to recapitulation in stages. In its position as a member of the Election Organizer KDP, PPK, PPS, and KPPS each have duties, authorities and obligations directly mandated by law (Pasalli et al., 2023; Wulandari & Herawati, 2023).

The Adhoc election *organizing body* is a temporary election committee with duties, authorities and obligations to hold elections in accordance with the authority regulated by the Election Law and the Election Law and KPU Regulations (Sugiarto et al., 2022). In KPU regulation Number 3 of 2018 concerning the Establishment and Work Procedures of KDP in the Implementation of General Elections, it is stated that KDP includes (Siregar et al., 2023): Members and Secretariat of the District Election Committee (PPK), Members and Secretariat of the Voting Committee (PPS), Voting Organizing Group (KPPS), Foreign Election Committee (PPLN), Overseas Voting Organizing Group (KPPSLN), Voter Data Update Committee/Voter Data Update Officer, Overseas Voter Data Update Committee and Polling Station Order Officer.

KDP is an election organizer who is in direct contact with voters and election participants because it works at the lower level and is temporary (Haryadi et al., 2022; Fazil & Connelly, 2023). They are an important part, because they spearhead the administration of elections, as well as the frontline in serving voters and participants, as well as the backbone of democracy. So called, considering its very crucial role in facing the process of election stages, starting from the stages of updating data and preparing voter lists, logistics distribution, voting and counting votes, to the recapitulation of the results of the vote count (Huda et al., 2023).

One of the problems faced by the General Elections Commission related to KDP recruitment is the wrong name input when announcing the written test results, there are differences in CAT result data with the announcement of written test results, so this is an evaluation material for the KPU in recruiting KDP for the 2024 election (Hayashi et al., 2021). In the previous election, the recruitment of KDP there was negative sentiment from the public to the General Election Commission due to many election organizers, namely KDP who died while carrying out their duties (Hama, 2022). The pandemic had a huge impact on the recruitment of KDP formation in 2020, such as postponement of stages, changes in working period, addition of criteria, to budget readjustments. As a result of delays and changes in the regulations of these stages, recruitment does not run smoothly according to previous regulations and experiences uncertainty or inconsistency due to adjusting to the situation and conditions that occur (Griffin & Grote, 2020).

Seeing this phenomenon indicates that violations in elections can occur and be committed by parties participating in it or in other words all parties have the potential to commit violations, both organizers and prospective organizers (Syafitri et al., 2019; Indriati, 2020). The occurrence of malpractices in the implementation of elections from the past until now occurs due to the less-than-optimal performance of election organizers such as problems at the KDP level, namely PPK, PPS, and KPPS (Sulastris & Handayani, 2017). Errors occur due to the lack of optimal performance of organizers such as in the field of implementation caused by the ranks of the election organizers themselves, such as at the secretariat level and KDP recruited in general election organizers.

Looking back at the KDP recruitment in the previous election, there are several challenges that must be passed by the City KPU, so it requires the right communication strategy in recruiting KDP for the 2024 election (Sofyan et al., 2023). The City KPU must be a good communicator in socializing the KDP recruitment system to build public interest in participating as election organizers. This is inseparable from the application of interpersonal communication built by the KPU. Interpersonal communication describes the occurrence of communication activities as a process that connects the sender with the recipient of the message (Hasyim & Arifah, 2023). In the process of interpersonal communication, the communicator has an important role in determining the success in influencing the communicant, closely related to the inherent

character of the communicator itself. This assumption is based on the opinion that the characteristics of the communicator, which include expertise or credibility, attractiveness and trustworthiness, are very influential factors and determine the success of the communicator in carrying out communication (Tarigan & Stevani, 2021).

KDP recruitment is inseparable from various problems in this regard related to human resource problems and technical obstacles that became challenges in the 2014 elections. Human resource problems in this case have difficulty recruiting *Adhoc human resources* who are experienced in carrying out the preparation and implementation of voting and counting votes. Especially recruitment at the polling station level. Many people are interested in recruitment, but have no previous experience. The interest to become an *Adhoc* supervisor at the polling station level is young people who have no experience (Sugiarto et al., 2022). It is the duty of Bawaslu who must provide technical guidance to volunteer supervisors with limited time. While technical obstacles faced such as difficulties accessing communication technology networks in regions, especially areas with isolated geographies.

This makes the community as communicants can be hampered in receiving messages related to the procedures for using SIAKBA which contains material on KDP requirements, administrative documents requirements that must be prepared, stages of formation, duties, obligations and authorities of KDP and rights as KDP are also important for the public to know, especially prospective applicants who want to become KDP both KDP and PPS (Nurrahman & Maulana, 2020). Thus, there will be a feedback effect from the communication strategy implemented by the City KPU in recruiting KDP to people who want to be part of the 2024 elections.

Based on this description, it is understood that it is necessary to develop an effective communication strategy in recruiting KDP for the 2024 elections. Communication mechanisms need to be designed together for future election activities. Communication is not only verbal, non-verbal communication, both internally and publicly, but also communication with General Elections Commission (KPU) stakeholders in elections. Communication strategies are important in building authoritative election organizing institutions and better election administration.

Methods

This research approach is qualitative research, with a descriptive type of research. This descriptive research is usually carried out against one observed focus by trying to elaborate in detail that corresponds to the desired research problem. This research was carried out at the General Election Commission Office (KPU) Makassar City, determining the location of the study by considering in terms of time and distance traveled, the area made it easier for the author to conduct research. This research will be carried out for 2 months in 2023. Data collection techniques in this study were carried out by observation, interviews, and documentation. The data analysis technique used in this study is an activity focused on capturing information that has been obtained by researchers through interviews, observations and documentation evidence in relation to the communication strategy of the City KPU in recruiting KDP organizers for the 2024 election.

After the information is collected, the next step taken by the researcher is to carry out information analysis process activities. This is intended to select information that has been collected at the time the research is carried out, which then qualitative analysis is divided into three stages, namely data reduction, data presentation, and data verification and conclusions. The collected data is validated through triangulation based on methods, theories and sources,

according to checking the validity of data that utilizes something other than the relevant data for checking purposes or as a comparison. In this study, the triangulation used is triangulation of methods, data sources and theory triangulation. Until the complete data is then validated from various sources so that it can be the basis for drawing conclusions. With this technique, it is expected that the data collected meets the construct of drawing conclusions. This triangulation combination is carried out in conjunction with activities in the field, so that researchers can record complete data. Thus, it is expected that the data collected is worthy of utilization.

Result and Discussion

Communication Strategy of the Makassar City Election Commission in Recruiting KDP Organizers for the 2024 Election

Recruitment is open by providing and providing equal opportunities for all citizens to compete in the selection process. The basis of assessment is carried out through a process with predetermined conditions, through rational objective considerations, in which everyone who is qualified to fill a political office elected by the people has an equal opportunity to compete for office in both political and administrative or government offices. Closed recruitment, in this case the opportunity to enter and be able to occupy political positions is not the same for every citizen, meaning that only certain individuals can be recruited to occupy positions in politics or government. In this closed system people get elite positions through irrational means such as friendships, family ties and others.

In simple terms, it also uses the same concept in looking at the recruitment of political party cadres, but uses a more detailed discussion. In terms of who is nominated, Rahat and Hazan look more at the person who will run to be nominated by a political party, must be able to represent votes. Meanwhile, for who selects, Rahat and Hazan look more at aspects of the rules used in choosing the person who will be the selector.

The researcher then interviewed the informant, with the same question. Excerpts from the interview are:

"The strategy is effective because the information related to Adhoc recruitment is quite massive. Communication implemented by the KPU is carried out online and using social media, so that the delivery of messages can be faster to the public" (Interview on December 29, 2023).

The meaning of the interview with the informant above, it is understood that the communication strategy implemented by the KPU has been effectively carried out at this time. This shows that digitalization has triggered a very rapid development of information and communication by presenting digital technology. The presence of digital technology makes a huge impact on human life both in terms of economic aspects, education, and government systems. Political information that is more easily accessible to the wider public through the internet, social media, and information technology. Notably, generation Z has been significantly affected by these changes in political activity in the digital age. They tend to use a variety of digital platforms and are comfortable using social media, mobile devices, and other digital technologies to seek information, entertainment, and communicate. To be effective in reaching this generation, information must be presented in a modern and engaging manner through various social media platforms that are popular among Gen Z, such as Facebook, Twitter, WhatsApp, Instagram, and YouTube. Their intense daily use of digital technology and strong relationships impacted their behavior and attitudes, including shorter attention spans,

rapid gratification seeking, as well as a preference for interactive and visual content, sharing information online as they grew up in a highly connected society.

Furthermore, the researcher conducted an interview with Member of the HR Division to ask about the KPU communication strategy in the form of communicator socialization related to recruitment information for the 2024 KDP Election organizers. Excerpt of the interview as follows:

"Maximizing the groups that have been fostered by the KPU, we have a village program that cares about elections and elections, each village has a cadre of at least 25 people, groups are formed, there is a whatsapp channel, KDP organizers who last year we never broke relations, we always connect with them there are 459 former PPS and KDP, there are several KDPs as well, we send this information once and all can be spread. There are banners everywhere, information via yutub followers above 10 thousand so that information is effectively spread in the community, we also use buzzer accounts on Instagram which are hundreds of thousands of followers to convey information, communicators are used a lot, all have whatsapp groups, making it easier to access information" (Interview on December 28, 2023).

The researcher then interviewed informant PPS of Barombong Village, with the same question. Excerpts from the interview are:

"For information on the recruitment of KDP organizers, the KPU applies direct and indirect information systems, both through socialization and social media. For strategies in the form of socialization, the KPU conducts more socialization through social media accounts. So that it can reach a large audience" (Interview on December 29, 2023).

Interpreting the results of interviews with informants above, it shows that in designing effective communication strategies, such as utilizing social media and digital platforms that are often used by society today. This helps the KPU in increasing youth participation in this digital era. KPU Kota Makassar utilizes social media to interact with Generation Z in a certain way to organize media and highlight content that is relevant to them, thus influencing what is of public concern. In addition, an understanding of the elements that influence Generation Z's participation in elections, especially the influence of news and information on social media, is key in increasing their participation. By understanding this, the KPU can improve its communication techniques to attract the attention of Generation Z and increase their participation rate in elections.

The results of the interview with Secretary to ask about the KPU communication strategy can be seen from the message related to information on the recruitment of KDP organizers for the 2024 election. Here are the results of the interview:

"The strategy carried out is very maximum and extraordinary through social medicine, and can reach many audiences, considering that information is disseminated through several social media accounts, both through the KPU itself account and accounts from KDP throughout the Kec. Tamalate. And personal accounts of commissioners, staff and adhock organizers at the subdistrict level. And of course, these messages continue to be forwarded everywhere with #Tag systems and others" (Interview on December 28, 2023).

Researchers then interviewed informant PPK Biringkanaya with the same question. Excerpts from the interview are:

"Social media such as Instagram is quite loved by almost all levels of society. I think it is one of the right ways by the KPU to maximize the dissemination of information through such media. We go directly to the information conveyed, namely the language such as "Makassar KPU seeks 75 people to serve 15 months with such a salary" this is to attract residents, because there are so many residents who need work, especially as a result of the effects of the pandemic that many people need work and need income to meet their needs, this is an alternative for residents who need work, not bad for 15 months, it is also until, we highlight, how much, how long will work, what is the salary, what are the requirements, being a KDP is simple, integrity not being part of a political party has never been criminalized, KTP age 17 max 55 years, Makassar domicile, relatively easy to meet Makassar residents, of course also have to be technologically literate. So the communication strategy is not long-winded" (Interview on December 29, 2023).

Interpreting the results of interviews with informants above, it shows that the KPU consistently uploads informative content through social media such as Instagram, Youtube, and Website, thus helping Gen Z to get information about the election. When viewed from the number of posts shared, the KPU has a good understanding of social media which is a priority for Generation Z, and actively shares relevant content regarding the general election. From the results of interviews conducted showed that the KPU Instagram account was very helpful to find information about the election.

The following researchers conducted another interview with informant as PPK Biringkanaya with questions about the KPU communication strategy based on the media used to disseminate information on the recruitment of KDP organizers for the 2024 election. Here are the results of the interview:

"The strategy is very effective because it is through social media accounts, where messages can be forwarded and shared with other social media accounts, so that the information spreads and can be conveyed to social media users or non-social media users (social media information conveyed through direct information)" (Interview on December 28, 2023).

The researcher then interviewed informant PPS of Barombong Village with the same question. Excerpts from the interview are:

"KPU website media, print, online, electronic, whasap, buzzer accounts, Instagram accounts with many followers, conventional media (billboards, banners), letters to sub-districts, and whassap group networks (journalists, sub-districts, lurah, former elections, students)" (Interview on December 29, 2023).

The results of the interview with the informant above mean that the KPU uses #temanpemilih hashtags to encourage people, especially first-time Gen Z, to actively participate in the 2024 General Election and to increase political awareness and support for election activities. In addition, this hashtag encourages people to become friends and support others. Valence, this term is used to describe positive or negative feelings associated with certain information or messages. In an effort to increase Gen Z's participation in the 2024 general election through social media, Valence also plays an important role in determining their perceptions and attitudes towards political engagement.

All content uploaded by the KPU on social media consists of images or videos containing election-related information. This shows the KPU's commitment in providing easy-to-understand and impartial content. In agenda setting, there is a dimension in the form of an

audience agenda, which refers to issues that are considered important by the audience. The audience agenda has 3 points as a tool to measure issues that are important to the audience. *Familiarity* is how familiar the audience is with the topic reported or discussed in the media. When viewed from some of the content displayed by the KPU through the media, and known by audiences, especially Generation Z, it is considered by researchers that the KPU social media platform is effective and well known enough to attract the attention of visitors on the platform.

The researcher interview continued to be conducted with informant PPK Biringkanaya to ask about the KPU communication strategy seen from communicants in receiving information related to recruitment information for the 2024 KDP election organizers. Excerpt of the interview as follows:

"Information is received through social media and passed back like a chain message from friend to friend. The rest of the information can also reach people who do not have social media accounts, through direct word of mouth" (Interview on December 28, 2023).

The researcher also interviewed informant member of the HR Division with the same question. Excerpts from the interview are:

"With various ways of socialization using media channels that reach registrants, we also cause these communicants to be easy to get information, no longer come directly to the KPU to ask about recruitment, through social media communicants can get the information, ask through Instagram admin or other social media, we bring services closer via mobile phones or laptops through social media, whatsapp, and the files can be uploaded at SIAKBA, register through SIAKBA, later after all are verified and completed then collect the files and come to the office, so it's not complicated not to come many times², but if it has been acc by the SIAKBA application then you can come. so this makes it easier for them" (Interview on December 29, 2023).

The meaning of the interview with the informant above, it is understood that the communication strategy applied by the KPU. In this case, communicants receive information related to elections can be obtained through SIAKBA, which is a tool used by the KPU in organizing elections to facilitate the recruitment process of KDP organizers. The function of SIAKBA is to assist the KPU in the KDP recruitment process in organizing elections.

KDP recruitment uses SIAKBA for information, registration, document verification, monitoring the schedule of formation stages, and documentation of election and election data. In information, SIAKBA is used to provide information publication on the schedules of the stages of forming ad hoc bodies; In registration, SIAKBA is used for registration of prospective members of KDP and PPS, then verification of required documents, SIAKBA is used to check the validity of administrative requirements documents submitted through the information system. Furthermore, in monitoring the stage schedule, SIAKBA is used to monitor the implementation of recruitment; and data documentation, SIAKBA is used for archiving and monitoring digital data of PPK, PPS, KPPS, and Pantarlih.

The following researchers conducted an interview with informant a Member of the HR Division with questions about the KPU communication strategy based on feedback related to recruitment information for the 2024 KDP Election organizers. Here are the results of the interview:

"Very active, on debates on social media, how people ask, and being overtaken by admins, they also respond, everything has answers, so it's effective through social media, there is feedback, not using conventional media" (Interview on December 28, 2023).

The researcher then interviewed informant PPS of Barombong Village with the same question. Excerpts from the interview are:

"The recruitment information that spreads on social media, makes many people have the opportunity to register as adhoc organizers. Information that initially only revolved around the family or acquaintances of the KPU, was finally known to the public, who flocked to register themselves" (Interview on December 29, 2023).

The results of the interview with the informant above mean the importance of feedback in communication to determine the sustainability of the communication process. This feedback plays an important role in helping communicants understand what is being communicated on social media. In addition to being a determinant of communication sustainability, feedback also helps maintain more effective open communication. It can be said that feedback is the basis for seeing whether the communication process is effective or not. Communication is said to be effective if the communicator and communicant achieve common meaning.

This shows that the communication strategy implemented by the Makassar City KPU in recruiting KDP organizers for the 2024 election has been well implemented and created feedback between communicators and communicants and understands communication messages, so that the process runs smoothly, effectively, and noise can be minimized. The delivery of the message to the audience (election participants and the public) is determined by who conveys the message, media, methods and strategies used. Therefore, the General Elections Commission (KPU) pays attention to these factors so that the information provided is easy to understand so that it can be applied properly by the public. In addition, an understanding is also instilled in the election organizer, the KPU, that the voting community today is actually smart and sometimes has its own way to participate in the success of the election. The method should not be patronizing, underestimating people in various regions because people are smart in their way. Dive into the heart of the mind so that effective messages of kindness can be received.

Conclusion

The communication strategy implemented by the KPU in recruiting KDP organizers for the 2024 election has been implemented well through the KPU website, and is also maximized on social media in the form of Instagram, Facebook, YouTube and Twitter). Furthermore, the communication strategy was implemented by conducting socialization in the form of recruitment banners on all channels and making press conferences so that the public knew information on KDP receipts organized by the Makassar City KPU. The challenges to the communication strategy of the KPU in the 2024 election related to the implementation of KDP recruitment are several things, namely macro problems, technical problems, and ad hoc HR problems. The macro problem of the provisions in the election law and multi-interpretive regional elections makes organizers vulnerable to ethical and even criminal questions. This is what finally went to the DKPP and the criminal court. Technical problems, namely the intersection of stages between elections and regional elections. Second, the difficulty of accessing information technology networks in various regions, especially eastern Indonesia. Third, geographical constraints in isolated areas, and fourth, namely limited time for recapitulation of vote counting and re-voting.

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