



Communication Strategy of the General Election Commission as a Source of Information and Socialization of Legal Products in General Election

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Abstract

The aim of the research is to determine the KPU's communication strategy as a source of information and dissemination of legal products through the KPU's JDIH website, and to determine the factors that support and hinder the KPU's communication strategy. The research was carried out at the Makassar City KPU Office. This type of research uses a qualitative approach, with informants consisting of 6 (six) people. Data collection techniques consist of observation, interview guidelines and documentation. The data analysis technique uses qualitative analysis with three stages, namely data reduction, data presentation, data verification and conclusion drawing. The results of the research found that the KPU's communication strategy had been implemented as a source of information and socialization of legal products through the JDIH KPU website in accordance with the formation of a team in publishing regulations related to regional head elections on the JDIH KPU website, creating socialization materials, creating legal content to increase public knowledge about head elections. regions, publish on social media as a form of communication for target groups and facilitate access to social media channels for people who need information on regional head elections. Communication targets and choice of communication media are factors that support the KPU's communication strategy through the KPU's JDIH website. Meanwhile, assessing the purpose of the communication message and the role of the communicator is a determining factor in implementing the KPU's communication strategy.

Introduction

Indonesia is a country that adheres to a democratic system where the highest power is in the hands of the people. As a democratic country, General Election activities are mandatory because they are the main pillar of the process of accumulating the will of the people and indicators of election success can be seen from the level of community political participation. For this reason, in holding elections, it is necessary to provide information to the public from the General Election Commission (KPU) regarding the regulations implemented in regional head election activities (Pilkada) (Tewu, 2021). Communication is an important thing in social life, through communication humans can influence and change the attitudes of other people in making decisions as group members. Communication is a tool used by humans to interact with other people, communication activities themselves cannot be separated from everyday life (Rahmatullah et al., 2022). By communicating, someone will be able to achieve goals according to what they want. Apart from that, through communication you can actualize yourself in the surrounding environment. Currently, the level of communication development is increasingly sophisticated, a person does not have to meet directly (face to face) with another person to communicate (Mpungose, 2020). Simply by opening your cellphone and writing down the message you want to convey, the communication process will take place. There are

various communication media. Starting from print media such as newspapers, magazines, posters to electronic media in the form of television, radio, internet networks and so on. Communication strategies are important for obtaining information sources and outreach (Shahid, 2023). With communication strategies, obtaining information sources and socializing legal products, in this case the JDIH website of the General Election Commission as the body that organizes elections (Wijatmoko et al., 2023; Akbar et al., 2022). An appropriate communication strategy as a source of information and outreach aims to make the process of conveying knowledge and information about elections more effective.

This is in accordance with the relevant theory as a grand theory related to the KPU's communication strategy, which refers to the goal theory from Wayne & Peterson (2018) that there are three goals for implementing the strategy, namely ensuring that the communicant understands the message received, receiving the message to be implemented. and take supportive actions to implement those communication strategies (Talevski et al., 2020). This means that the implementation of the communication strategy must have clear information, so that it is easy to disseminate information to the public as recipients of the message. The KPU's communication strategy is a source of information and socialization of legal products through the JDIH website which makes it easier for the public to gain knowledge of the regulations on KPU activities (Sabrina et al., 2023). Establishment of the Makassar City General Election Commission (JDIH KPU) Legal Documentation and Information Network (JDIH) to make it easier for the public to obtain information published through the website. This information is in the form of regulations or old rules as well as new rules related to Pilkada activities.

The JDIH KPU website was formed based on the legal basis of Presidential Regulation no. 33 of 2012 as a forum for the joint use of legal documents in an orderly, integrated and sustainable manner, as well as a means of providing complete, accurate, easy and fast information (Prihatini, 2022). The JDIH KPU JDIHN website aims to ensure the creation of unified and integrated Legal Documentation and Information Management in various government agencies and other institutions as well as ensuring the availability of complete and accurate legal documentation and information, and can be accessed quickly and easily (Hartoyo & Sulistyowati, 2023). The KPU's JDIH was formed starting from the Technical Guidance activities for the Establishment and Management of JDIH where provision was provided regarding the introduction, preparation and writing of abstracts on legal products, as well as procedures or mechanisms for processing and uploading SK documentation on the JDIH page (Silalahi & Siregar, 2024).

The Makassar City General Election Commission formed the Makassar City KPU JDIH Management Team through the Decree of the Makassar City General Election Commission Number 41/HK.04-Kpt/7371/KPU-Kot/II/ 2021, dated February 12 2021 concerning the Formation of the JDIH Advisory Team and Technical Team Within the General Election Commission of Makassar City, guided by the Decision of the General Election Commission of the Republic of Indonesia Number 134/Kpts/KPU/Year 2016 concerning JDIH KPU and the Decision of the General Election Commission Number 533/HK.04-Kpt/03/KPU/XI/2020 concerning Technical Guidelines for Management of Documentation and Legal Information within the General Election Commission, Provincial General Election Commission and Regency/City General Election Commission.

The information included on the JDIH KPU Makassar City website is in the form of updated news related to the KPU which can be found in the home column, statutory regulations and decisions related to the KPU, monographs, circulars and decisions (Rohman & Napang, 2022). Apart from that, on the Makassar City KPU JDIH website there are also decisions from

Bawaslu, MA and MK regarding Makassar Pilkada cases posted on the Makassar City KPU JDIH page item and can be checked directly via <https://jdih.kpu.go.id/sulsel/makassar/home>. Communication strategy as a bridge that connects policies with goals. Strategies are like tactics implemented through communication activities that bridge the gap between goals and the tools used to achieve the goals. The KPU's JDIH communication strategy refers to a network of thoughts, ideas, in-depth understanding, experiences, goals, expertise, memories, perceptions and hopes that guide the publication of information through media that is easily accessible to the public, so that the public can get information related to the regulations for implementing the Pilkada.

The phenomena found in the field of implementing the KPU's JDIH communication strategy still need to be strengthened or addressed in its implementation. This shows that the implementation of the communication strategy must be kept up to date. Specifically related to team formation, creating outreach materials, creating legal content, determining target groups and social media channels (Carah & Brodmerkel, 2021). The visible fact is that the teams that work are still individual and not collective with one interest and goal. The socialization material has not been directed according to expectations and achievement targets. This includes creating legal content related to regional election regulations that is difficult for the public to access. The target group does not understand the outreach carried out by the KPU regarding Pilkada activities. Including the determination of social media channels that have not been well coordinated in conveying information and news about the regional elections.

The implementation of the KPU's JDIH communication strategy cannot be separated from factors that can support and hinder as seen from the reality in society, including communication targets that directly and indirectly influence the available communication strategies (Sabilah & Nurjaman, 2023). Including the factor of choosing the communication media used by the public to consider whether the strategy is implemented successfully or not. The same thing also relates to factors assessing the purpose of communication messages that are applied as determinants of communication strategies. And the role of the communicator in communication according to the content of the message determines the success or failure of the communication strategy that is implemented well. Based on the background description above, researchers are interested in conducting research by choosing the title: General Election Commission Communication Strategy as a Source of Information and Socialization of Legal Products via the JDIH KPU Website. What is the KPU's communication strategy as a source of information and socialization of legal products through the KPU's JDIH website? What factors support and hinder the KPU's communication strategy? The objectives to be achieved in this research are: To find out the KPU's communication strategy as a source of information and socialization of legal products through the JDIH KPU website. To find out the factors that support and hinder the KPU's communication strategy.

Methods

The research approach uses a descriptive study which will describe the KPU's communication strategy as a source of information and socialization of legal products through the KPU's JDIH website. The type of research used is qualitative research, namely research that seeks to understand the meaning of an event. This research was carried out at the Makassar City General Election Commission (KPU) Office. The research location was determined by considering the time and distance traveled, so the area made it easier for the author to conduct research. The data sources for this research consist of primary data and secondary data. Data collection techniques in this research were observation, interview guidelines, documentation.

Result and Discussion

KPU Communication Strategy through the JDIH KPU Website

Communication strategy is a very important thing in communication, where communication strategy makes the communication process successful so that the message or information you want to convey is in accordance with its initial purpose. The success and failure of a communication activity is largely determined by the communication strategy. Communication strategy has several functions¹⁸, both macro (planned multimedia strategy) and micro (single communication medium strategy), including: Disseminating communicative, persuasive and instructive communication messages systematically to targets with the aim of obtaining optimal results. Bridging the "cultural gap" or (cultural group) as a result of the ease with which it is obtained and the ease of operation of mass media which is so powerful, if left unchecked will destroy cultural values. Communication strategy is a planning and management structure that will produce a structured activity or plan. A good communication strategy must be able to show how the strategy in its operations is practical and easy to accept, of course with variations in each situation and condition. The communication strategy for this research is the JDIH KPU communication strategy as a form of delivering messages in the form of election implementation regulations that are easily accessible to the public via the available website.

Team Building

Team formation, namely forming a team to plan the publication of information related to regulations in regional head elections. The formation of the Makassar City General Election Commission (KPU) Documentation and Legal Information Network (JDIH) began with the Technical Guidance activity for the Establishment and Management of the Regency/City KPU Documentation and Legal Information Network (JDIH) throughout South Sulawesi which was carried out online on Wednesday, December 30 2020 .

In this meeting, the Makassar City KPU together with 23 other Regency/City KPUs throughout South Sulawesi were given training regarding the introduction, preparation and writing of abstracts on legal products, as well as procedures or mechanisms for processing and uploading SK documentation on the JDIH page which were explained by several presenters. including the Head of the Legal Bureau of the Indonesian KPU, the Head of the Documentation and Legal Information Section and a resource person from the JDIH Team of the Indonesian KPU.

After implementing the Technical Guidance, the Makassar City KPU then formed the Makassar City KPU JDIH Management Team through the Decree of the Makassar City General Election Commission Number: 41/HK.04-Kpt/7371/KPU-Kot/II/2021, dated February 12 2021 concerning Formation JDIH Advisory Team and Technical Team within the Makassar City KPU, guided by the Republic of Indonesia KPU Decree Number: 134/Kpts/KPU/Year 2016 concerning KPU JDIH and KPU Decree Number: 533/HK.04-Kpt/03/KPU/XI/ 2020 concerning Technical Guidelines for Management of Legal Documentation and Information within the General Election Commission, Provincial General Election Commission and Regency/City General Election Commission. After the formation of the Makassar City KPU JDIH Management Team, as a first step, the team collected and verified several Makassar City KPU Decree (SK) documents for 2020 and 2019.

The South Sulawesi Provincial General Election Commission held the First Online Coordination Meeting for Evaluation of the Documentation and Legal Information Network (JDIH) throughout South Sulawesi on March 10 2021. This Coordination Meeting was the first Coordination Meeting held by the South Sulawesi Provincial KPU following the Establishment Technical Guidance activities and Management of the Legal Documentation and Information

Network (JDIH) which was previously implemented by the Indonesian KPU. In a coordination meeting involving 24 Regency/City KPUs throughout South Sulawesi, the South Sulawesi Provincial KPU evaluated and monitored the results of the implementation of JDIH management in each Regency/City throughout South Sulawesi.

To improve the performance and effectiveness of JDIH management, the Makassar City KPU JDIH Technical Team immediately moved by dividing tasks, starting from identifying decrees from year to year, then making abstracts of each decree that had been identified starting from the 2015, 2016, Decree. 2018, 2019, 2020 and 2021, then through the process of uploading the Decision file and abstract file to the Makassar City KPU JDIK page.

The South Sulawesi Provincial General Election Commission again held an Online Monitoring and Evaluation Meeting for the Legal Documentation and Information Network (JDIH) on May 20 2021. This meeting was the second monitoring and evaluation meeting held by the South Sulawesi Provincial KPU. The second Evaluation and Monitoring Meeting held by the Provincial KPU aims to find out the extent of progress in the implementation of JDIH management at the Regency/City KPU, apart from that, an evaluation is also carried out regarding what are the obstacles in JDIH management.

On this occasion, the Makassar City KPU JDIH Team, represented by the Commissioner of the Legal and Supervision Division as JDIH Trustee, Head of the Legal Sub-Section and JDIH Operator, reported on the progress of managing the Makassar City JDIH and what obstacles were faced during the JDIH management process. There are several things reported, namely a number of Makassar City KPU decision documents and court decisions which have been uploaded on the Makassar City KPU JDIH page, the creation of abstract files and several news content created by the Makassar City KPU JDIH Technical team and have been uploaded to the Makassar City KPU JDIH page.

In the identification and search process carried out by the legal sub-section in the archive storage room in the Makassar City KPU warehouse, several archives of Makassar City KPU decision documents from 2003 to 2013 were found, however there are still several other decision documents that have not been found, and for decision documents that have not been found will undergo a further search process which will be carried out specifically by the JDIH Technical Team. Meanwhile, for archived documents that have been found, document verification and abstracts are carried out.

For the third time, the South Sulawesi Provincial KPU held a Monitoring and Evaluation Meeting on the Management of the Legal Documentation and Information Network (JDIH) throughout South Sulawesi. Similarly, during previous monitoring, the South Sulawesi Provincial KPU carried out monitoring regarding the progress of JDIH management in each Regency/City and asked each Regency/City to report progress and any obstacles they experienced during the JDIH management process. On this occasion, the Commissioner of the Legal and Supervision Division, Abd. Rahman conveyed the number of decision and progress document reports that had been carried out by the Makassar City KPU during June, there were 126 SK documents and their abstracts that had been uploaded, 2 Bawaslu Decisions, and 1 PTUN Decision.

"The existence of a team that manages the JDIH website within the KPU has a very important role, this is in line with Presidential Regulation Number 33 of 2012 concerning the National Legal Documentation and Information Network. "Legal documentation and information that has been well organized and organized in one national network has a very important meaning and role in efforts to increase,

understanding and knowledge of law in particular and development in the legal sector as well as part of national development in general."

"Regarding the formation of a team in implementing the KPU's communication strategy via the JDIH website, it is hoped that the team can carry out its duties and functions. JDIH members are tasked with managing documentation and legal information published by their agency. Apart from that, it carries out functions ranging from collecting, processing, storing, preserving and utilizing legal document information published by the agency, building a legal information system based on information and communication technology that can be integrated with the JDIHN central website. Carry out guidance and development of human resources for JDIH managers in their environment, provide facilities and infrastructure for JDIH management in their environment, carry out evaluations regarding JDIH management in their environment at least once a year, submit reports from the Provincial KPU and Regency/City KPU to the KPU via electronic mail (email) jdih.kpu@kpu.go.id, cc: jdih.kpu@gmail.com; and the KPU submits a report every year in December to BPHN via the e-reporting.jdihn.go.id application."

Socialization Material

In this case, socialization material creates material to be disseminated as information for the publication of information related to regulations in regional head elections. It is important for the KPU to develop a communications strategy by creating outreach materials. Several things that must be considered regarding the KPU's communication strategy in socialization materials include the election message, such as voting days, online DPT checks, information about moving to vote, and an open proportional election system. It is time to evaluate how big the impact of conveying information about voting day is, how much the public or citizens know about it.

Next, check on cekdptonline.kpu.go.id in order to encourage voters to check whether they are registered as voters before determining the Permanent Voter List (DPT). Activities for compiling voter data, updating voter data, and determining the voter list show that the public's response is better, political parties' interaction with the KPU is quite good, the government's relations with the Ministry of Foreign Affairs are also quite good. Until the district/city determines the DPT relatively smoothly, there are not too many significant shocks. The researcher conducted an interview with informant the KPU Secretary to ask about the KPU's communication strategy via the KPU's JDIH website regarding socialization materials.

"It is important to create outreach materials so that the public knows election information. This is an opportunity for citizens to be able to vote, by socializing the election to the public."

"To increase public participation in voting, there needs to be outreach as a communication strategy from the KPU. The communication strategy itself is a design created to change people's behavior on a large scale through the exchange of new information. "With socialization material created as a combination of all elements in a communication strategy designed to achieve maximum communication goals".

Creating Legal Content

The development of information technology encourages the dissemination of information through various social media platforms, such as Instagram, Facebook, Twitter, YouTube and various other social media. One-way information media such as television and newspapers are

increasingly being abandoned along with the proliferation of digital media. The advantage of this new media lies in direct interaction in cyberspace, so that the audience or public can respond directly and two-way communication occurs.

The presence of this new media is of course also a challenge for election organizers to be able to provide communication media that contains various electoral information that can be accessed by the public quickly, easily and responsibly. In this case, the KPU creates a legal context which is displayed on the JDIH KPU website.

The JDIH KPU website is very appropriate to be chosen as a communication tool for the public because it is able to open a space for dialogue which allows for interactive communication (two-way communication) between the organizers and the wider audience. For this reason, social media must receive serious and professional management priority. There are main elements that must be fulfilled in managing social media, namely social engagement (things that the public likes).

The researcher conducted an interview with informant the KPU Secretary to ask about the KPU's communication strategy through the KPU's JDIH website regarding creating legal content related to the KPU.

"We upload all legal content related to the KPU on the JDIH website. The content we create provides information to the public regarding the implementation of elections. The JDIH KPU website is a forum for the joint use of legal documents in an orderly, integrated and sustainable manner, and is a means of providing complete, accurate, easy and fast legal information services."

"The legal content on the KPU's JDIH page includes statutory documents, decrees and other documents. This legislation consists of laws related to the KPU and KPU regulations. The determination document is in the form of a KPU decision and a decision of the KPU secretary general. Furthermore, other documents are in the form of court and Constitutional Court decisions, legal monographs and official documents."

Target Group

The target group is the part of society who uses social media to access various regional election information. Social media is able to increase people's political participation because it makes it easier for users to obtain and provide information quickly. Use of social media as a campaign tool. Including the KPU with the JDIH KPU website which is used to post content on legal products related to regional elections, indirectly expecting a level of active political participation from the community. Political participation is defined as the activities of individuals, organizations or groups that contribute to the world of politics. The increase in political participation reflects that people's understanding of politics has increased. The researcher conducted an interview with informant the KPU Secretary to ask about the KPU's communication strategy via the JDIH KPU website regarding the target group.

"For the target group, the communication strategy we are implementing is optimizing social media which provides the information needed by the public, especially new voters generation Z and millennials. With social media, target groups can get information on election participants, including the DPR, DPD, DPRD, president and vice president. As well as the vision, mission and programs carried by election participants."

Social Media Channels

The existence of social media has become a force for sharing, and has made the world more transparent even to remote areas as far as the internet network can reach, and without knowing age limits. Information transparency is an important need in a democratic country. However, transparency and participation are requirements for a democratic country like Indonesia. In the current digital era, the need for digital social media that supports the dissemination of information has become a necessity.

"Social media channels have become common in communication. For this reason, on the JDIH KPU website, voters can get information related to the elections that will be held. What determines the reach of legal product information in JDIH is the power of content publication, including by utilizing social media, for example: Facebook, Twitter, Instagram and WhatsApp. "So far, JDIH KPU has social media accounts, but their management is not yet optimal."

"Regarding social media channels, there is still a need to increase the existence and usefulness of the KPU's JDIH, such as increasing the number of implementing staff who take part in the JDIH Technical Guidance in order to anticipate changes in personnel policies. This is also important in the context of the regeneration and existential sustainability of JDIH KPU. There is a need to assign special staff who focus on always being able to update or be placed in the position of JDIH KPU social media admin. And also carry out new innovations to increase the public's usefulness or accessibility to legal documents in the KPU's JDIH."

Supporting and Inhibiting Factors of the KPU's Communication Strategy

Communication Goals

Communication goals depend on the purpose of communication, whether communication is only to know (informative method) or so that communication takes certain actions (persuasive or instructive method). In this case, communication targets are a supporting factor in implementing the KPU's communication strategy. Communication targets, in this case voters, are how to find out information related to holding elections via the JDIH KPU website. Whatever the purpose, method and number of objectives, the communicant must consider the factor that the content of the message conveyed to the communicant must be in accordance with the frame of reference. Everyone's frame of reference will be different from another's. A person is formed within themselves as a combination of experience, education, life norms, social status, ideology and so on. Researchers conducted interviews with informant Member of the Legal Products Editorial Board to ask about communication targets as supporting factors for the KPU's communication strategy via the KPU's JDIH website.

"The communication strategy in socializing regional elections is largely determined by communication targets. For this reason, the KPU's communication strategy is carried out through electronic media, in this case the KPU's JDIH website. The influence of this media in political life is very large. The media has the ability to influence public opinion and people's behavior. This is very important in socializing the KPU. The wide coverage in society means that website media is considered an effective way of communicating KPU legal products."

"Political communication is understood as communication between those who govern and those who are governed." In practice, communication is very important in everyday life. Because, in daily activities, not a single human being does not communicate, and

sometimes they are trapped in the analysis and study of political communication. "In order for the public to understand the KPU's legal products, the JDIH KPU website is provided which includes legal products so that the communication target, namely the voting public, understands the rules that apply in holding elections."

Selection of Communication Media

The choice of communication media is one form of achieving communication goals. The way to do this is to choose one or several media that will be used as a medium for conveying information. The choice of media depends on the goals to be achieved, the message to be conveyed, and the techniques to be used.

Researchers conducted interviews with informant Network Responsible Person to ask about the choice of communication media as a factor that determines the KPU's communication strategy via the KPU's JDIH website.

"The principle of elections is direct. This directly means that anyone who votes is a voter, because there are many voters, so there are many people interested in legal information and legal documentation compared to other information. For this reason, the JDIH KPU website must be an appropriate communication medium for providing information on legal products to the voting public. Create attractive publication displays so that people are interested in visiting the website page."

"The JDIH KPU website is not only its substance capacity, not only its application or system capacity, but also increasing the personnel capacity of JDIH managers. The Person Behind the Machine is important, the capacity of the people who manage JDIH is also important to increase."

Assessment of the Purpose of Communication Messages

Every communication message that will be conveyed always has a specific purpose. A communicator can use this technique so that a message can be conveyed according to its purpose. Some of these techniques are information, persuasion techniques or teaching techniques. The content of communication messages in everyday life is mostly conveyed to communicants using a combination of symbols (symbols), such as communication messages through newspapers, films or television. Researchers conducted interviews with the Chief Editor to ask about assessing the purpose of communication messages, which is a factor that determines the KPU's communication strategy via the KPU's JDIH website.

"The JDIH KPU website has carried out an informative function, where communication is seen as a system for processing information and disseminating it to parties who need it, both internal and external. The implementation of this function can be seen on the KPU website which provides information about regulations, policies and decisions relating to general elections."

"The purpose of the communication message in this case is still not optimal. In this case, we still need a good communication process so that the activities we carry out are in line with the organization's goals."

The Role of the Communicator

There are important factors in the communicator when he communicates, namely source attractiveness and source credibility. A communicator will be successful in communication, will be able to change the attitudes, opinions and behavior of the communicant through a push-pull mechanism if the communicator feels that the communicator is participating with him. In

other words, the communicant feels that there are similarities between the communicator and the communicant who wants to comply with the content of the message conveyed by the communicator. Researchers conducted interviews with informant member of the Legal Products Editorial Team to ask about the role of communicators as a factor in determining the KPU's communication strategy via the KPU's JDIH website.

“Communication plays an important role in every aspect of life for individuals, groups and organizations. “Communication for the government is carried out to convey development messages and policies to the public with the aim that the public can understand and participate in the success of each program implemented.”

Conclusion

The KPU's communication strategy has been implemented as a source of information and socialization of legal products through the JDIH KPU website in accordance with the formation of a team in publishing regulations related to regional head elections on the JDIH KPU website, creating outreach materials, creating legal content to increase public knowledge about regional head elections, publishing on social media as a form of communication for target groups and to facilitate access to social media channels for people who need information on regional head elections. Communication targets and choice of communication media are factors that support the KPU's communication strategy through the KPU's JDIH website. This means that the existence of the website becomes a forum for communication between the government and the public to obtain information regarding regional head elections. Meanwhile, assessing the purpose of the communication message and the role of the communicator is a determining factor in implementing the KPU's communication strategy. The determining factor in this case is that if it is implemented according to procedures, it will support an effective communication strategy via the JDIH website, where the public can easily access information related to regional head elections. If not, it will be a factor that hinders the implementation of the KPU's communication strategy via the JDIH website.

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