

Efforts to Increase Public Awareness in Tonja Subdistrict Regarding Preventing Abstention Through the Smart Voting Movement

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ABSTRACT

In the implementation of democracy, a significant question arises regarding how the ideal concept of democracy is carried out. Providing education about the importance of increasing awareness of voting rights in the 2024 elections aims to make people realize that abstaining from voting or not choosing is a mistake. The potential problems of the public about elections are fear of the wrong way to vote, limited knowledge and physical limitations. From the last 5 years, this is very taken for granted by the community because people assume that only those who have perfect knowledge and physique can vote. If this problem is not immediately addressed, more and more people in this Indonesian country will be lazy to come to the polling station and vote. This can also make the image of the nation less good. So with that, I held a work program in the Tonja Village Environment with socialization methods and distributed brochures on tips on choosing or voting properly and correctly. With this activity, it makes people have no fear of coming to the polling station and exercising their voting rights in the 2024 election.

ARTICLE INFO

Article History:

Submitted/Received 10 Mar 2024

First Revised 11 Apr 2024

Accepted 12 Apr 2024

First Available online 30 Apr 2024

Publication Date 30 Apr 2024

Keyword :

Democracy

Elections

Abstention

Smart Voting Movement

INTRODUCTION

Indonesia is a country known as a democracy. In this era of globalization, the development of information technology has been very extensive, not even about education, the application of democracy in Indonesia has also been very developed and modern. Democracy in general consists of two words derived from Greek, namely "demos" which means people or inhabitants of a place and "crates" or "cratos" which means power or sovereignty. So when combined from these two words democracy means the state of the state in which in the system of government sovereignty is in the hands of the people, the highest power is in the joint decision of the people, the people are in power, the government of the people and by the people. (Noviati, 2016) The thing most synonymous with democracy is political participation, the development of political participation in Indonesia today is very dynamic, specifically, citizens re participating in more creative activities than they are being the subjects of the political process (Herdiansah, t.t.) According to (470-Article Text-778-1-10-20230106, t.t.) to political participation, it is the activity of a person or group of people to actively participate in political life, among others, by electing state leaders at the provincial level, leaders at the mayor to district levels along with representatives in the form of the House of Representatives Level 1 and 2 to the central and regional representatives and directly influencing government policies.

The 195 Constitution of the republic of Indonesia Article 1 paragraph 2 states that sovereignty is in the hands of the people and is implemented according to the Constitution the sovereignty manifested through general election held every five years. General election are a means of selecting members of the People's Representative Council (*DPR*), Region Representative Council (*DPD*), President and Vice President and Regional People's Representative Council (*DPRD*). General election are held directly, publicly, freely, and fairly every five years as stated in Article 22E Paragraph 1 of the 1945 Constitution (Huda & Suharno, 2023) Elections are the real wujud of procedural democracy, although democracy is not the same as general elections, but elections are one of the very important aspects of democracy that must also be held democratically (Eva & Antari, 2018) The majority of political participation in the current year is the younger generation or commonly called gen z, voters from generation Z and millennials amounted to 1,22,550 people. The number of young voters dominates because it reaches 56.45 percent of the total voters. Student also fall into this category and are prone to electoral apathy influenced by the hedonistic environment of young people. In addition, the level of understanding of leadership is also still lacking in theory and practice (Satria dkk., 2023)

Discussing elections in Kelurahan, especially Tonja Village. Tonja Village is one of the villages located in North Denpasar, its location is very strategic which is very close to the city center. Kelurahan Tonja has an area of 230 ha (Arianty dkk., 2021). The livelihoods of the residents in Tonja village mostly consist of civil servants, tourism sector workers, traders, and housewives Tonja village is composed of 9 neighborhoods or official banjars and 9 traditional banjars, namely Tatasan Kelod, Tatasan Kaja, Sengguan, Kedaton, Tegeh Kuri, Tanggun Titi, Tegeh Sari, Oongan, and several additional banjars: Banjar Tega, Batan Ancak, and Banjar Dukuh.

Some potential issues in Kelurahan Tonja are abstention from voting and low awareness among the community in exercising their voting rights This is due to limited knowledge and education regarding electoral matters in the area Abstention, or golput, refers to not using one's voting rights in elections for various reasons. The phenomenon of abstention has occurred since the first election in 1955, due to ignorance or lack of information about the holding of elections (Arianto & Ali Haji, t.t.). According to the data as shown in Figure 1, during the 5-year period from 2014 to 2019, the abstention rate in Tonja Village reached an average of 28.20% The percentages for the President and Vice President were 47.67%, for the Regional Representative Council (DPD) 23.36%, for the House of Representatives (DPR) 23.17%, for the City Council (DPRD KOTA) 23.42%, and for the Provincial Council (DPRD PROVINSI) 23.37%.

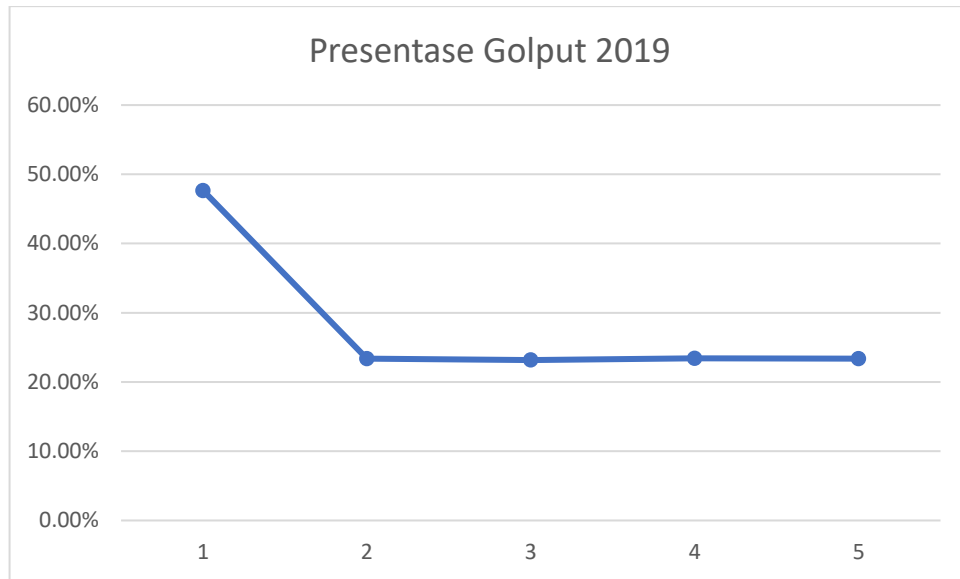


FIGURE 1. Graph of Golput Percentage in 2019

The occurrence of golput is not only due to lack of knowledge or awareness among the public, but there is another factor, such as people's fear of their social status and physical appearance. In the past 5 years, many people have chosen to golput due to physical limitations and embarrassment in going to the polling stations. According to Law Number 7 of 2017 regarding general elections, golput is considered illegal, as stated in Article 284 of the Election Law, which reads, Influencing or persuading others not to vote or not to exercise their voting rights.

In addition, the Head of Sub-district and Head of KPPS Kelurahan Tonja said it was important to continue to disseminate information related to the dangers of golput and invite the community to participate more in the election by teaching the community the smart movement to choose for the sake of the nation and state. The smart voting movement is an event program that contains education, entertainment, discussions, related to elections among first-time voters, parents and people with disabilities. This activity can increase the optimization of public awareness and responsibility among voters to help make the 2024 simultaneous election activities a success.

In conclusion, awareness and spirit of the community regarding electoral participation can be significantly improved through socialization about the dangers of abstaining from voting and by organizing events for the Smart Voting Movement. Overall, these activities also help protect their right to vote and contribute to building a strong and quality nation.

Based on the description of the problem above, it is necessary to conduct socialization activities related to elections and proper voting procedures in the Tonja Village area. This socialization is expected to increase public awareness and understanding of the importance of exercising their voting rights in the 2024 elections. With a deeper understanding of the risks of abstaining from voting, it is hoped that safe, peaceful, and integrity-driven politics can be achieved in 2024.

METHOD

As a female student of Universitas Pendidikan Nasional Denpasar, I strive to disseminate and distribute brochures about civic participation and the procedures for casting votes as a form of community service, guided by the principles of Tridharma Perguruan Tinggi. The following is the implementation process for community service activities.

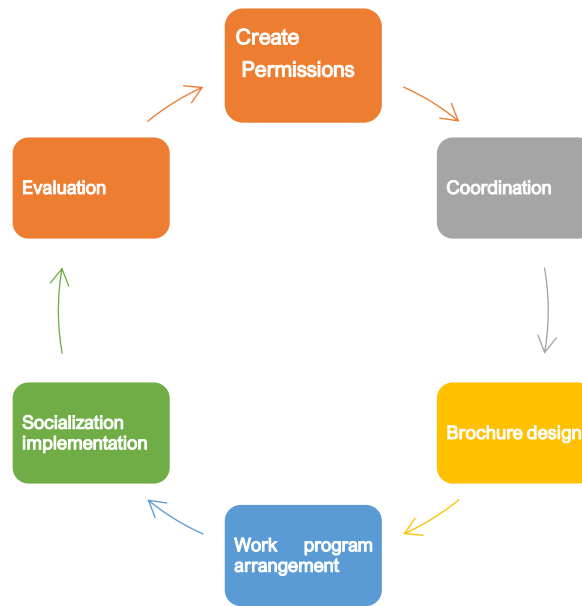


FIGURE 2. Sosialization Implementation Flow

The first step is to coordinate my work program with the KPPS (Village Election Organizing Committee) in Tonja Subdistrict to obtain approval and guidance regarding the location and design of the brochure that I will distribute. I will also coordinate with smaller groups within the team who have the same socialization theme. The brochure design includes the call to Not to abstain from voting, Let's Vote! and an invitation to come to the polling station. The work program is based on the background of various societal issues, especially in the Tonja Village, lasting for 3 days, with the aim of raising awareness about the importance of voting rights. As part of community service in Tonja Village, North Denpasar, I will carry out activities such as socialization and distributing brochures related to elections. The community service program focuses on raising awareness for peaceful and integrated elections, held at the Living World Mall theater in Tonja Village, North Denpasar, Denpasar City. After implementing this work program, the author observes progress within the community.

RESULT AND DISCUSSION

One of the things that plays an important role in election activities is the KPU (General Election Commission). KPU, Stakeholders and political parties have a moral responsibility to inform voters of the participation importance in general election. On the other hand, KPU must understand and be precise in determining strategic steps explaining to the public to increase the awareness of their rights and obligations as citizens. The success of the strategic implementation will improve the political participation of novice voters (Athahirah, 2022). General Election Commission (KPU) is an independent and non-partisan institution in realizing people's sovereignty to create a democratic government in organizing election. Therefore, all aspects related to the implementation of elections are the responsibility of KPU Law No. 15 of 2011 about general election implementations (Athahirah, 2022). On the first day of the socialization activity, I conducted a survey at the location where this socialization program will be held. I coordinated again with the general manager of Living World Mall Denpasar regarding the timing and location of the socialization. This coordination took approximately one and a half hours. The mall management and Tonja Village have collaborations with the Research and Community Service Unit as well as partnerships with higher education institutions.

The first activity in community service is to request permission from the Chairperson of the Polling Committee (KPPS). The Polling Committee Chairperson is a committee formed by the Election Commission (KPU) to conduct elections at the village level. The initial step is to coordinate my work program with the

KPPS in Tonja Village for approval and guidance regarding the location and design of the brochures that I will distribute This activity will take place on Wednesday, January 24, 2024, from 09:00 to 09:30 AM.



FIGURE 3. Socialization brochure

On the following day, January 25, 2024, from 11:00 to 12:00 WITA, coordination was conducted with the subgroup within our group, which also includes a smaller subgroup with the same socialization theme During our discussion, we decided to carry out the socialization program at Living World Mall Denpasar. The next step is creating a brochure design that includes proper instructions on how to vote, valid and invalid ballot forms, and the five types of ballot papers The brochure should also contain the message Not Voting Blankly is Not the Solution, Let's Vote! and an invitation to come to the polling station.

The preparation of this work program is based on the background of problems from various circles of the general public, especially in Tonja Village, which aims to raise public awareness of the importance of voting rights. From these problems, I, who am part of the Community Service activities of the National Education University of Tonja Village, North Denpasar, will carry out work programs, namely, socialization and distribution of brochures related to elections. This work program is entitled "Efforts to Increase Public Awareness to Realize Peaceful and Integrity Elections". Through the work program that I created, I intend to provide education related to public awareness of their voting rights.

On January 2, 2024 at 15.00 – 17.00 WITA, this socialization will be carried out. This work program is carried out by qualitative methods. In the implementation of this activity, I use methods in the form of interviews and observations. At this stage there are several places recommended by KPPS and groups, namely at Living World Mall Denpasar. One of the influential factors in choosing this topic was the high number of white voters (Golput) around Tonja Village. After much consideration, this activity was finally carried out at Living World Mall, Oongan Village. In this activity, it is done without forcing mall visitors to spare a moment to listen to my socialization Then, I distribute brochures containing tips for choosing wisely and correctly, as shown in Figure 4 Thus, besides providing education, this work program can also enhance the enthusiasm and confidence of the community to come to their respective polling stations in the village on February 14, 2024.



FIGURE 4. Socialization process

From the first idea of making a work program "Socialization as an Effort to Increase Public Awareness of Umun to Realize Peaceful and Integrated Elections", namely because the problem I encountered was that many people were less enthusiastic and afraid to choose leaders who would affect the life of the nation and state, this caused many people to abstain (white group). The results of the implementation of community service activities in Tonja Village, North Denpasar related to the election, namely :

TABLE 1. Results of Community Service

| No | Subject Before Activities | About After Activities |
|----|---|--|
| 1 | Many people, from the younger generation to the elderly, are afraid to come to the polling station and choose to cast their voting rights | The community is much more excited because the community's understanding and knowledge increases regarding the dangers of golput. |
| 2 | People do not know how to vote well and correctly so that votes can be considered valid. | People know and are more careful in making their choices so that the voting rights they have can be useful and considered valid or calculated. |

Overall, in the community service activities carried out, many people are willing to accept and take the time to listen to the socialization and brochures that I do. Especially for beginners as in Figure 5 they are very receptive to what I conveyed. According to them, as voters who do not really understand the meaning of elections and how to vote, this socialization is very useful to increase their insight.



FIGURE 5. Socialization and distribution of brochures to beginners

CONSLUSION

Community service activities carried out in the Living World mall Denpasar area run well and effectively. Starting from the stage of planning activities, making permits, coordinating with friends, making work programs, implementing socialization to the evaluation stage. Socialization is carried out face-to-face one by one audience which includes introduction, giving material briefly and finally distributing brochures containing procedures for choosing properly and correctly. The enthusiasm of the community to know what I am doing is proof that the socialization or work program that I do has a positive impact on the community.

ACKNOWLEDGMENTS

A little token of my gratitude to the Head of Tonja Village and the Head of KPPS along with their staff and supervisors who have participated in helping the smooth running of socialization activities and for brochures, for community service related to elections held in the Living World Mall Denpasar area.

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