

## The Role of Social Media as an Effort to Increase Participation of Novice Voters in Padangsembian Kaja Village in the 2024 Election

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### ABSTRACT

Indonesia is a country that upholds democracy by declaring that supreme sovereignty is in the hands of the people. General elections are an effort to implement a democratic system, of course by involving the role of the community. As time goes by, people who do not participate in elections can be seen in the emergence of the abstention phenomenon, so efforts are needed that can again increase voter participation, especially among first-time voters during the 2024 elections. Keeping up with the times, the role of social media has a big impact on the continuity of elections because it can be used as a media to reach the public in large numbers and more efficiently in time, place, and energy compared to using other media. Even political figures and government institutions have used social media to show their performance in cyberspace. This shows that social media plays a very important role and can be used as an effort to increase the participation of first-time voters, especially in Padangsembian Kaja Village in the 2024 general election.

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## INTRODUCTION

General elections are one of the manifestations of democracy that is highly upheld by the Indonesian state (Ridho, 2017). With the holding of elections, the people hope that the change of power in the government can be done wisely with the election of leaders who are in line with the wishes of the people so as to achieve the goals of the Indonesian state as stated in the constitution (Prasad, 2017). Article 1 Paragraph (2) of the Constitution of the Republic of Indonesia states that democracy is a manifestation of people's sovereignty in the form of submission to the people to make political decisions in state life (Patarai, 2021). Thus, the success of the elections will affect the future of the country in a certain period. To realize this success, political participation by the community is very important in legislative elections, presidential elections, and regional elections (Halimatusa'diyah & Prihatini, 2021). The existence of gaps in the distribution of information about elections can be a major highlight to prevent a decrease in the level of political participation (McCluskey et al., 2004).

To carry out political participation there are several causal factors expressed by (Bömmel & Heineck, 2023) Namely: First, there are political stimulants such as often participating in debate forums or public discussions about politics both formally and informally. Both care about social, cultural, economic, and political issues. Third, socioeconomic, ethnic, and religious status will affect a person's perspective on politics. Fourth, a conducive and democratic political environment will stimulate interest to bring the individual closer to the political realm.

The development of adequate technology can be used as a solution to help the implementation of elections so that they can run efficiently by reaching many people in various circles (Sabrina et al., 2023). The public is familiar with the existence of social media so the implementation of the 2024 election involving all aspects can be the right means to be used as an effort to increase voter participation, especially novice voters (Arfan & Rafni, 2023; Fujiwara et al., 2021). In Padangsembian Kaja village, as of the latest data in 2016, there were 16,655 people and 72% of them were Generation Z, so the role of youth is very necessary for the achievement of successful elections so that maximum democracy is implemented. Therefore, there needs to be a role for the media that can entangle election officials and the community (Arfan & Rafni, 2023).

Social media is recognized as having a great influence in shaping the behavior of the people of Padangsembian Kaja in participating in the 2024 elections (Candra et al., 2023). Many who are hindered by distance and time can use the presence of social media to find information, although the community itself will be tested to filter which content is accurate and not (Dennis et al., 2022). But behind all that the positive impact caused is that people will be trained to think critically in digesting content contained on social media (Latif et al., 2020).

Indonesia is one of the countries that consume social media for private and public purposes (Sakti & Nainggolan, 2023). Indonesian society is very massive in the use of social media for daily needs so internet use can affect participation in the political process (Maharani & Nurafifah, 2020). The public is greatly helped by the existence of social media because it can be used as a new means of participation in the political world (Arfan & Rafni, 2023). Menurut Effing et al., (2011), Social media content can be used as political participation such as campaigns so that information can be spread throughout the country in a quick time. Online media can create awareness of the importance of elections (Satria M et al., 2023). Therefore, communication through social media is very influential on political consumption of political participation (Effing et al., 2011).

Community participation in Padangsembian Kaja Village ahead of the election can be seen from the enthusiasm of residents to register to become the Voting Organizing Group (KPPS). The involvement of the Padangsembian Kaja village community is indirectly a sign that the implementation of democracy is underway plus the role of social media that communicates all activities ahead of the 2024 general election

(Abdillah, 2014). With the use of social media to reach the wider community in shaping people's enthusiasm to participate in the 2024 election, it is urgently needed, especially for novice voters consisting of generation Z and above (Satria M et al., 2023). Therefore, in the implementation of this Real Work Lecture, the author relies heavily on the role of social media to increase the participation of novice voters in Padangsembian Kaja village in the 2024 election.

## METODE IMPLEMENTATION

The target of this activity is shown in the implementation of the work program made by all participants of the Undiknas Thematic Real Work Lecture for the 2023/2024 period. Based on observations that have been made for one week since the release of the Undiknas Thematic KKN for the 2023/2024 period on the Padangsembian Kaja Village office environment and discussions with the Padangsembian Kaja PPS ranks, data has been obtained that the majority of residents are immigrants so it will be very difficult if a work program is implemented involving a large number of the general public. The assignment from the PPS ranks ahead of the approaching elections given to students who carry out KKN in Padangsembian Kaja Village also adds to the note that the work program is not possible to be carried out one by one according to the number of KKN members. So that solutions can be taken, the work program is divided into 2 places, namely socialization at the Padangsembian Kaja Village Office and socialization to public places by involving all KKN participants.

The socialization work program at the Padangsembian Kaja Village Office Hall was carried out by 7 KKN participants with a socialization arrangement of 5 speakers, 1 material in the form of video content, and 1 socialization in the form of souvenirs which would be distributed to the audience who were present and actively asked questions in the discussion session after providing material and socialization airing in the form of video content. The system of the work program entitled "Optimizing the Use of Video Content as an Effort to Increase Public Understanding of the Importance of Using Voting Rights in Elections" is that participants who attend from representatives of 9 STTs from Hamlets who have been invited to the work program can *scan the barcode* that has been listed in the brochure so that a socialization video will automatically appear about the importance of exercising voting rights in elections.



FIGURE 1. Barcode Socialization Video

## RESULTS AND DISCUSSION

The activity will be held from January 15, 2024, to March 1, 2024 in Padangsembian Kaja Village. All teams involved participated in assisting in the preparation of the election, starting from helping KPPS and PPS prepare all needs such as collecting permanent voter lists at each existing polling station (Wasisto, 2024). In addition, the team also helped the village of Padangsembian Kaja Village prepare other non-technical preparations such as logistics and other equipment until the day of the election (Sari et al., 2023). The importance of collaboration between various parties in ensuring the smooth and successful implementation of elections. By involving a team consisting of various backgrounds and expertise, it is hoped that the preparation and implementation of the election can run well and meet the standards set (van der Staak & Wolf, 2019).

To fulfill the purpose of this activity, which is to increase voter participation in the 2024 election agenda, the team prepared material in the form of videos that are used to provide a more optimal understanding to the public about the importance of voting rights in this election. In addition to videos, the team also created content in the form of printed posters containing information about the importance of voting rights in elections and *barcodes* containing socialization videos (Bueno De Mesquita et al., 2023). The goal is that the information conveyed can reach all people in Padangsembian Kaja Village (Tulip & Denpasar, 2014).

On Sunday, February 4, 2024, a socialization work program entitled "Optimizing the Use of Video Content as an Effort to Increase Public Understanding of the Importance of Using Voting Rights in Elections" was held at the Padangsembian Kaja Village Office Hall, West Denpasar (Carney, 2022). This work program focuses on socialization which is carried out by providing material and video viewing to socialization participants consisting of representatives of young people from a total of 9 STTs or 9 Hamlets in Padangsembian Kaja Village. According to research conducted Pramana & Nurkumalawati, (2020) entitled "Review of evaluation of immigration socialization and leadership activities by immigrant polytechnic cadets in high schools" stated the importance of conducting further evaluations to ensure that this socialization activity is effective in achieving its objectives. This includes measuring the level of understanding gained by socialization participants after participating in the activity and its positive impact on participation in elections.

The socialization participants who attended were given posters containing information about voting procedures at the nearest polling station and also information about valid and invalid ballots. Then participants will be asked to *scan* the *barcode* in the brochure and watch a socialization video about the importance of exercising voting rights in elections (Satria M et al., 2023). Videos can be accessed anywhere and anytime as long as they are still connected to the internet network. It is also intended that the people of Padangsembian Kaja Village are literate about technology and the playback of this video is expected to be able to accompany public opinion widely about the importance of voting rights in elections (Anonym, 2021).



**FIGURE 2.** Poster Distribution and Barcode Scan Briefing

During the implementation of the socialization work program, the KKN participant team received a very good response as evidenced by the large number of socialization participants who asked questions related to the material presented regarding the 2024 election. Participants with the best questions were given fan souvenirs from the KKN participating teams which contained the Undiknas logo, Padangsembian Kaja Village and the Thematic KKN Logo of Undiknas Padangsembian Kara for the 2023/2024 period.

That way, after the work program takes place, the youth who are present in the socialization can apply and realize the material and are also expected to share it through their respective social media. This is expected to expand the positive impact that is useful and beneficial to the people around. Therefore, the results of community service of the participants of the Thematic KKN Undiknas Padangsembian Kaja run optimally. According to research conducted by Ade Sunia & Jabu, (2023) yang berjudul "The Implementation of Independent Learning-Independent Campus (MBKM) Teaching Assistance in Education Units Towards Students' Soft Skills and Hard Skills" expressed confidence that KKN program participants who attended the socialization had the ability to apply and realize the material that had been learned, as well as the possibility to share it through their respective social media.



FIGURE 3. Video playback

## CONCLUSIONS AND RECOMMENDATIONS

With the implementation of the work program "Optimizing the Use of Video Content as an Effort to Increase Public Understanding of the Importance of Using Voting Rights in Elections" in Padangsembian Kaja Village which then produced a Community Service Journal with the title "The Role of Social Media as an Effort to Increase Novice Voter Participation in Padangsembian Kaja Village in the 2024 Election" It is hoped that it can help the community in the implementation of the 2024 election and the resulting output can be useful to people around. The use of the development of information and communication technology in the form of creating content in the form of videos as a medium and means of socialization is expected to be an effort to increase public understanding of the importance of exercising voting rights in elections.

The goal to be achieved coincides with the General Election period so that it is expected to increase community participation in elections, especially those in Padangsembian Kaja Village in order to reduce the existence of golput groups. With the holding of the 2024 general election, it has become a sign that democracy is still being carried out well, as evidenced by the involvement of the general public in villages who are also involved in voting committees in every village throughout Indonesia.

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