

# Communication Strategy of Banjar City General Elections Commission in Increasing Political Participation of People with Disabilities (A Study on Mayor and Deputy Mayor Election in 2018)

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**Abstract**—The purpose of the study is to analyze the communication strategy of Banjar City General Election Commission in increasing political participation of person with disabilities. Moreover, the study also investigates the obstacles found and the efforts made to solve the obstacles. To achieve the objectives, the study used a qualitative approach with descriptive method. The informants were selected by using purposive sampling technique. The key informants were the Chairperson of Banjar City General Election Commission, the Indonesian Disability Association (PPDI) of Banjar City and people with disabilities such as hearing impairment and speaking impairment, mental retardation, visual impairment, and physical handicap. The results showed that the communication strategy used Banjar City Election Commission in collaboration with the Indonesian Disability Association (PPDI), was by holding a socialization event for people with disabilities, and providing the diffable-friendly polling station (TPS). However, there were some weaknesses found. The considerations have not been made on certain aspects such as the elderly voters with disabilities and the distance to the polling station. The collaboration with Special Schools (SLB) was also not done and the role of parents has not been established as a communicator. The constrains encountered were the limitations in conveying the information, making E-ID for first time voters and people with disabilities who do not have a ID. To overcome the obstacles, the commission established a cooperation with the Indonesian Disability Association (PPDI) of Banjar City and DISDUKCAPIL in making the E-ID.

**Keywords**—*Strategy, Communication, Banjar City General Election Commission, People with Disabilities*

## I. INTRODUCTION

The political participation of persons with disabilities is still said to be quite low because the implementation of disability-friendly elections has not been carried out besides the lack of communication related to the election implementation, the socialization methods used are not effective, the delivery of props is still minimal, (Dedi, 2020) lack of updating the data of persons with disabilities that are has the right to vote and lack of accessibility in accessing the polling station (TPS). In general, the government's low support for people with disabilities has resulted in the low participation of these groups, moreover the representation of disadvantaged groups in government has occurred in many countries, including in Indonesia. (Schur, Kruse and Blanck, 2013)

Whereas in Act Number 8 of 2016 concerning the political rights of persons with disabilities is affirmed in article 13 in letters 'f' and 'g'. Letter 'f' explains that persons with disabilities play an active role in the electoral system at all stages and / or parts of the organization, and in letter 'g' persons with disabilities obtain accessibility to the facilities and infrastructure for organizing general elections, governor elections, regents / mayors, and village head elections or another name. These political rights make the reason that the involvement of persons with disabilities in elections needs to be considered so that they obtain the same rights.

The Banjar City General Election Commission (KPU) targets the 2018 Regional Election (Pilkada) to reach a percentage of 78% of the political participation of the Permanent Voter List (DPT) 139,385. The political participation targeted by the General Election Commission includes the participation of persons with disabilities who have the right to vote amounting to 612 or around 0.4%.

Related to the importance of political participation of persons with disabilities in the City of Banjar in the 2018 local elections (Pilkada) must be carried out through an appropriate communication strategy. The awareness of persons with disabilities in political participation is something that needs to be improved because the lack of awareness will affect the level of abstentions in the City of Banjar. Seeing this problem, researchers are interested in raising the title: "Communication Strategy of the Banjar City Election Commission in Increasing Political Participation for Persons with Disabilities (Study on the Election of Mayor and Deputy Mayor in 2018)". The purpose of this study is to analyze the Communication Strategy of the Banjar City Election Commission in Increasing Political Participation for Persons with Disabilities.

## II. LITERATURE REVIEW

### A. Strategy Concept

According to Steinberg (Pito, 2013: 196) stated the strategy is "a plan for action, preparation and implementation of the strategy affect the success or failure of a strategy". The theory used by the strategy according to Newman and Shet (Pito, 2013: 211-212), namely: strengthening strategy, rationalization strategy, persuasion strategy and confrontation strategy.

### B. Communication Concept

Understanding Communication according to Siporin (in Hasan, 2014: 18) that communication is the process of exchanging information between two or more people, and in that process activities occur giving / sending, receiving and responding to messages between people who interact. The theory used for supporting and measuring communication is from Dominick's theory (Morissan, 2013: 17), namely: Communicators, messages, channels, communicants, and disturbances.

### C. General Election Commissions

The General Election Commission, hereinafter abbreviated as KPU according to Law Number 8 of 2012, is an election institution that is national, permanent and independent in charge of carrying out elections.

### D. People with disabilities

According to Law No. 8 of 2016, people with disabilities are those who have limitations on physical, mental, intellectual, and sensor in long term within the interaction with the surrounding and the community attitudes can make people with disabilities to meet obstacles and difficulties to participate fully and effectively based on equal rights.

## III. METHODS

### A. Research Type

The research type used by researchers is qualitative research under descriptive method. Qualitative research is

the research conducted by collecting data to produce data that are observed naturally. Descriptive method describes the facts investigated with the appropriate interpretation. This study uses theories and data as references to explain the research result and analyze the problems to be studied.

### B. Informant Determination Technique

Determination of informant used purposive sampling technique. The informants who will be observed in this study are as follows: chairman of Banjar City General Election Commission, chairman of the Indonesian Disability Association (PPDI) in Banjar, teachers of SLB ABC Pasundan, Socialization Agency, people with hearing impairment, people with visual impairment, and physical disability.

### C. Processing Technique and Data Analysis

Processing technique is conducted through the following stages:

- Editing Stage, is an activity to process data by examining the data that has been obtained through literature studies and field studies in order to ensure the validity of the data so that it can be processed immediately.
- Stage of Interpretation, stage of interpretation is the data that will be described and interpreted in the research result

Data analysis is performed through:

- Reduction
- Presentation of Data (Display Data)
- Data Verification
- Triangulation.

## IV. RESULT AND DISCUSSION

The regional head election of Banjar City which were held on June 27, 2018 coincided with the simultaneous regional head elections in 17 Provinces, 115 Regencies and 39 Cities. There are 143,516 people of Permanent Voter List (DPT) in Banjar city with registered 77,770 men and 72,746 women. The number of polling stations (TPS) in Banjar city were 332 polling stations including, Banjar District has 92 TPS, Pataruman District has 106 TPS, Purwaharja District has 40 TPS and 94 TPS in Langensari District. The participation rate of voters with disabilities in the election of mayor and deputy mayor of Banjar City is still quite low. Nevertheless, Banjar City's KPU has carried out various strategies to increase political participation for people with disabilities. KPU runs the strategy as follows:

### A. Strengthening Strategy

Researchers analyzed the strengthening strategy carried out by Banjar city General Election Commission to increase political participation both by collaborating and organizing socialization events for people with disabilities. The strengthening strategy chosen by the cultural model and face-to-face approach which is easy to understand, because the socialization carried out is quickly conveyed to the public [7]. The weakness of the strategy of strengthening General Election Commission still needs special facilitators who are able to convey and inform properly and correctly to people with disabilities. The newly formed Association of People with Disabilities of

Indonesia (PPDI) of Banjar City, tends to lack understanding of politics and elections, so it needs comprehensive guidance related to elections. The need for the involvement of teachers of school with special need education (SLB) to be used as communicators.

In addition, the role of political parties is needed in the socialization of elections to persons with disabilities. Even though in reality very few parties are concerned / aggressive towards disability groups (Schur, 2017). The impact is the disabled people do not want to enter the party or even do not want to participate in elections and this is a serious problem related to democracy, where political parties do not carry out the function of socialization properly (Budiarjo, 2003).

**B. Rationalization Strategy**

The analysis of the rationalization strategy carried out by General Election Commission in Banjar is quite good by involving the Indonesian Disability Association (PPDI) of Banjar City and Banjar City Socialization Agent in the delivery of information or as a communicator. Weaknesses of the rationalization strategy carried out by General Election Commission in Banjar city are well-undistributed comprehensive information or political education to provide rationalization related to candidate pairs of mayor and deputy mayor of Banjar city to people with disabilities. There are still some people with disabilities who do not know the candidate pairs of mayor and deputy mayor of Banjar City.

The government needs to provide detailed explanations related to elections to persons with disabilities, this is important because it involves the participation of persons with disabilities in elections. The context of socialization is very important for the development of political knowledge for anyone (Verhaegen and Boonen, 2016).

Election perspective for regional head is still also low and only following the activities to be carried out. Weaknesses related to people with visual impairment whengiving rationalization and voting later is not all educated, so there are some who can read and cannot read braille ballot / template. However, it needs to be considered in for the input in the upcoming election that their political rights must not be neglected. From the activities carried out, Banjar City General Election Commission can analyze whether it affects the level of community participation or actually decreases the level of participation. This needs to be reconstructed and inputs can improve the implementation of the upcoming elections. Analysis of the persuasion strategy carried out by Banjar City General Election Commission in increasing political participation for people with disabilities in collaboration with Indonesian

Disability Association (PPDI) of Banjar city is already good. General Election in Banjar city also uses comprehensive socialization with the assistance of Indonesian Disability Association (PPDI) of Banjar city in order to convey the information more effectively. In the implementation of the election, the diffable-friendly polling station (TPS) will also be utilized.

The weakness of the persuasion strategy carried out by Banjar City General Election Commission is that it does not consider the elderly people with disabilities and people with disabilities who have distant residence. Banjar City General Election Commission must also collaborate with School with special need education (SLB) for beginner voters with disability. Persuasion strategy can also develop the parent role as the most important communicator in conveying information.

**C. Persuasion Strategy**

Analysis of the persuasion strategy carried out by the Banjar City Election Commission in increasing political participation for persons with disabilities in collaboration with the Indonesian Disability Association (PPDI) of the City of Banjar is already good. The Banjar City Election Commission also uses comprehensive outreach with the assistance of the Banjar City Indonesian Disability Association (PPDI) to more effectively convey the information. The election will also use a poll-friendly polling station (TPS).

The weakness of the persuasion strategy carried out by the Banjar City Election Commission is that it does not consider the age of persons with disabilities who are elderly, and persons with disabilities who live far away. The Banjar City Election Commission must also collaborate with an Extraordinary School (SLB) for beginner voter disabilities. Persuasion strategies can also shape the role of parents as the most important communicators in conveying information.

**D. Confrontation Strategy**

Although not doing things that force people with disabilities as seen from the disability voter data in the election of mayor and deputy mayor of Banjar City in 2018 as follows:

The analysis of the confrontation strategy carried out by Banjar City General Election Commission is already good by not doing things that force people with disabilities. The limitation of people with disabilities such as people with mental retardation may not be subject to violence or coercion when providing information. Although not doing things that force people with disabilities, it can be seen from the data of voters with disabilities in the election of mayor and deputy mayor of Banjar City in 2018 as follows:

TABLE I. DATA OF VOTERS WITH DISABILITIES IN THE ELECTION OF MAYOR AND DEPUTY MAYOR BANJAR CITY

Data of voters with Disabilities		DISTRICT				Total Number
		Banjar	Langensari	Pataruman	Purwahrja	
Voters with Disability	LK	71	93	94	39	297
	PR	71	94	92	58	315
Disability	JML	142	187	186	97	612

Voters with Disabilities who uses their voting right	LK	47	49	37	14	147
	PR	39	39	38	27	143
	JML	86	88	75	41	290

*Source: Banjar City General Election Commission in 2018*

Data of voters with disabilities in the election of mayor and deputy mayor of Banjar City that can be seen from voters who use their voting rights is only about 290 out of the 612 voters with disabilities or around 47.3%. From the voter data table, the level of political participation in the election of mayor and deputy mayor of Banjar City is still low. This needs to be rearranged and restructured dealing with the strategy that will be used by visiting the voters with disabilities in the election and door-to-door socialization directly to people with disabilities. The level of participation of people with disabilities in the 2019 presidential and legislative elections can increase in line with the expectation of Banjar City General Election Commission.

Communicators in communication are the Indonesian Disability Association (PPDI) of Banjar City and the City socialization agent of Banjar city. The communicant or the recipient of the information is all people with disabilities in Banjar city. The message conveyed informed the candidate pair of Mayor and Deputy Mayor of Banjar City and invited them to vote at the election time. Channel or media used is meeting face to face directly. The obstacle faced by people with disabilities is those who do not directly understand the information conveyed

## V. CONCLUSION

There are several communication strategies implemented by Banjar City General Election Commission in increasing political participation for people with disabilities, as follows:

### A. Strengthening Strategy

Establishing cooperation and implementing socialization event as well as using a cultural model approach or face to face. The weakness is that there is still a need for a special companion who is able to convey and give information properly and correctly.

### B. Rationalization Strategy

Involving the Indonesian Disability Association (PPDI) of the Banjar City and the Socialization Agent of Banjar city in conveying the information or as a communicator. The weakness is the information and political education have not been completely conveyed.

### C. Persuasion Strategy

Comprehensive dissemination is conducted with the assistance of the Indonesian Disability Association (PPDI) of Banjar City. The election is held using a polling station (TPS) which is easy to access for people with disabilities. Its disadvantage does not take into account the elderly people with disabilities, and people with disabilities who have distant residence. Another disadvantage is there hasn't been coordination with school with special need education (SLB) for the beginner voters with disabilities and the role of parents as a communicator hasn't been established.

### D. Confrontation Strategy

The strategy is carried out by not doing things that force people with disabilities. Communicators in communication are the Indonesian Disability Association (PPDI) of Banjar City and Banjar City socialization agent. The communicant or the recipient of the information is people with disabilities in Banjar city. The message conveyed informed the

candidate pair of Mayor and Deputy Mayor of Banjar City and invited them to vote at the election time. Channel or media used is meeting face to face directly. The obstacle occurs when people with disabilities do not directly understand the information conveyed.

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