Development of Media Campaigns to Increase Beginner Voters' Political Participation

Rr Nanik Setyowati[1], Pudji Astuti[1], Anam Miftakhul Huda[1]

1 Universitas Negeri Surabaya, Surabaya, Indonesia
naniksetyowati@unesa.ac.id

Abstract. The democratic party which will be held in 2024 will be attended by all Indonesian citizens, including first-time voters. The level of participation of novice voters is expected to take part in the democratic party. This research is an effort to reduce the number of abstentions in the upcoming 2024 election. In efforts in this Generation Z era, the campaign is not carried out in an open area with conventional speeches or campaigns, it is necessary to have innovations in providing insight into political literacy. This study uses Research and development (R&D) with the ADDIE Analysis, Design, Develop, Implementation, and Evaluate models, because it is suitable for development research models. The results of this study are expected to obtain an effective campaign media product for first-time voters so that it can increase the participation of first-time voters to join the 2024 Democracy party with the SBV Short movie campaign media product..

Keywords: Development, Campaign Media, Politic Participation, Rookie Voter

1 Introduction

Category Participation Politics can be divided into 3 of them: political participation in general traditional, Pragmatic political participation, and rational political participation [1]. (Kartikasari, Maya Mustika, et al, 2018). Political participation can be carried out through general elections (elections) as a democratic party conducted by a country. The key to democracy success is level participation because people feel they own their country. Elections are one of the concrete manifestations of democracy and are a means for the people to declare their sovereignty over the government of the State of Indonesia. Elections are based on Pancasila and the 1945 Constitution of the Republic of Indonesia. In Indonesia, elections are held on the principles of direct, public, free, secret, honest, and fair [1]. The term participation is generally defined as the active participation of citizens in certain activities [2]. In the Political Dictionary, participation is taking part; following; participate. This term is more popular in interpreting the participation of a person or entity in one work or big plan [3]. Participate in the sense of taking part in the People's Party during the election.

All citizens have the same rights and obligations in participating, not just certain groups or certain positions, but based on Article 198 point 1 Law Number 7 of 2017

concerning Elections states that those who have the right to vote are Indonesian citizens who are 17 (seventeen) years old or more on voting day, are married, or have been married.

In practice, there are still many first-time voters who don't care about their right to vote, even though the number of first-time voters in the 2024 election has almost reached 35 percent. This is due to a lack of knowledge of the importance of their participation in determining national leaders who have high integrity and quality.

In the future, Indonesia has an important task in increasing political participation among young people, who have received less political education and are less concerned about politics. These novice voters are an asset that should not be underestimated because their voices are needed in building a more advanced Indonesia.

Increasing the participation of first-time voters is an important goal in the democratic process. Media campaigns have a crucial role in helping achieve this goal. The following are several media campaign strategies that can be used to increase the participation of first-time voters. Law No. l0 2008 concerning the General Election of Members of the People's Legislative Assembly. Representative Council, It is stated that novice voters who are 17 years old year or already married have the right to participate in general elections. Based on research on the behavior of novice voters is an indicator of the quality of democracy in general substance for the future. The condition of these novice voters is still unstable and easily influenced by things that are unfavorable to political parties. (Ester and Basuki Rachmat, 2016:26).

According to Betty Epsilon, a KPU commissioner, in terms of composition, millennial genes will become voters' majority in 2024 with a total of 66,822,389 people or 33.60%. (Jawa Pos, Monday 3 July 2023). The media campaigns that have occurred so far have been ordinary and less attractive, so development is needed in their delivery. For this reason, this research discusses how to develop media campaigns that are creative, attractive, and can attract and increase the political participation of novice voters.

The development of good political literacy is very important in the context of building the quality of life for a democratic nation and state. Development of political literacy through the establishment and development of adequate socialization and educational structures in the socio-political context, citizens will understand literally and comprehensively their position as citizens who are aware of their rights and obligations. This research was done with partners SMAN 1 Purwosari Pasuruan because a relationship has been established with the Faculty of Social and Legal Sciences (FISH) Surabaya State University through a Cooperation Agreement (PKS). The urgency of this research will have implications for the emergence and increase of autonomous awareness in participating in the development of a quality political and democratic system to reduce the White Group (Golput), especially for first-time voters. This research aims to make novice voters practice politics.

Formulation of the problem that is determined is How the Media Development of the Smart Beginner Voter Short Film Campaign (SBV) at SMAN 1 Purwosari Pasuruan.Research objectives namelyMedia Development for Smart Beginner Voters Short Film Campaign (SBV) to be an effective medium for smart novice voters. The

research product is a short film with a duration of 5-10 minutes with actors from the research object, packaged in the style of young people as Smart Beginner Voters (SBV).

2   Methods

The method used in this research is research and Development is a research method used to research as an effort to develop existing products (innovation) as well as to create tested new products (creations) [14]. The development research procedure uses the ADDIE model (Analysis, Design, Development, Implementation, and Evaluation), which was first developed by Dick and Carrey in 1996. This approach aims to describe and determine the quality of the media developed [14]. The data used were obtained based on primary data sources and data sources in seconds. Primary data sources are data obtained from the parties concerned directly, for example, such as interviews. Meanwhile, secondary data sources are data obtained from sources that have been published in general

The data collection procedure in this study used the FGD (Focus Group Discussion) research method which is a discussion activity carried out systematically and directed at a particular issue or problem (Irwanto, 2006). Done directly at SMAN 1 Purwosari Pasuruan. Involve the school principal, Wakasek, Civics teachers, and students as well as the research team. The research location is at SMAN 1 Purwosari Pasuruan.

3   Result And Discussions

3.1   SBV Analysis Process

Starting from novice voters or students of SMAN I Purwosari who are at an unstable age, of course, they still think of themselves. And some are more focused on their studies to get good grades for each subject, and how to achieve them. so that it makes them ignore common interests such as using their voting rights in elections as a means of selecting leaders.

Based on the results of interviews and observation, when an election is held there is one of the most prominent candidates, this also influences voters not to take part in using their voting rights because they feel that there are already a lot of people who represent them to elect that candidate because there are many real programs or actions. However, the belief that they have is not by the final result where the impact will only be felt after a few years ahead so that disappointment and regret arise for themselves for underestimating the use of voting rights.

Lack of socialization, especially for first-time voters whose voting rights are very influential for the progress of a country, is an obstacle to the participation of first-time voters in exercising their right to vote. Most of the actions of prospective leaders only focus on adults, causing a lack of information or knowledge about politics for first-time voters. This is what makes the interest of first-time voters take part in exercising their voting rights because they do not understand the basis of elections.

The opinion of novice voters is that the government is not making enough use of social media as a medium for disseminating election information, especially since the millennial generation is now more active on social media or gadgets. Another cause is a lack of emphasis at school regarding election information or the importance of exercising voting rights.

From the description above, it can be concluded that prospective leaders must also prioritize outreach to first-time voters, besides that the government needs to make more use of social media, for example, the media like TikTok as the fastest market for disseminating information. In this way, first-time voters unknowingly participate in or follow any latest information regarding elections or the exercise of their voting rights.

3.2   SBV Design Process

Based on the analysis that has been put forward above the researcher created a concept that will be used in media campaigns for novice voters. Effectiveness Communication is the process of conveying messages by one person to another to inform or change attitudes, opinions, or behavior either verbally or indirectly through the media [13] , in this definition, it is concluded that the purpose is to inform or change attitudes (attitudes), opinions (opinion), or behavior (behavior). The process of communication is essentially the process of conveying one's thoughts or feelings (the communicator) to another person (the communicant). [13]. Thoughts can be ideas, information, opinions, and others that arise from his mind. Feelings can be in the form of belief, certainty, doubt, worry, anger, courage, excitement, and so on that arise from the depths of the heart. For communication to take place effectively, a communication strategy is needed that takes into account the supporting and inhibiting factors of communication. [13].

Four important factors that must be considered in developing a communication strategy are: a. Defines an audience. Before launching communication, it is necessary to examine who will be the target of communication. Of course, this depends on the purpose of communication, namely whether the communicant only knows (with informative methods) or does the communicant take certain actions (persuasive and instructive methods). b. Selection of Communication Media. There are many communication media, to achieve communication goals one must be able to choose one or a combination of several media, depending on the goals to be achieved, the messages to be conveyed, and the techniques to be used. c. Objective Assessment.Message Communication Message (message) communication has a specific purpose. This determines the technique to be taken, whether information techniques, persuasion techniques, or instructional techniques. Whatever the technique, communication must understand the message of the communication. Communication messages consist of message content(content of the message), or coat of arms(symbol). The content of the communication message can be one, but the symbols used can be various. d. The Role of the Communicator in Communication. An important factor in the communicator's self when launching communication, namely the attractiveness of the source(source attractiveness) and source credibility(source credibility).

The concept used by researchers in making charged short film campaigns for school children who will be connected with subjects such as learning media about politics and its importance participation in politics for first-time voters.

3.3   SBV Development Process

This short film is produced based on the results of the analysis and will be played by students of SMAN 1 Purwosari. Based on the scenario that has been written by the researcher as a reference for the production of the film. The development of this film is expected to provide an overview of political issues that exist in Indonesia and those that have positive or negative impacts.

3.4   SBV Implementation Process

Films that have been made and of shares in social media both at Surabaya State University and at SMAN 1 Purwosari are learning innovation media.

3.5   SBV Evaluation Process

This SBV film will be measured from the results of audience perceptions regarding media campaigns to increase literacy related to being a smart beginner voter. This form of further research as an evaluation of this film product relates to whether the messages conveyed by the media have been effective or not.

4   Conclusion

For media campaign development to run well, several things must be considered. Consistency in campaign messages, namely an invitation to choose, monitor and analyze the performance of the media used. Trying to do a combination with other media. Follow trends and innovations in media campaign development. Reiterate the purpose and benefits of media in campaign development. Emphasizes the importance of choosing the right media. Reminding about important tips and tricks in using media.

Acknowledgment

Autors' Contribution

The author consists of 3 members who have shared research work jobs. Among the stages of data collection, are data analysis to research reports submitted to reviewers.

References

1. Antar Venu. 2009. Manajemen Kampanye (Panduan Teoritis dan Praktis dalam. Mengefektifkan Kampanye Sosial). Simbiosa Rekatama Media, Bandung, 2009.
2. Ardha, Berlian. Social Media sebagai Media Kampanye Partai Politik 2014 di Indonesia. **Jurnal Visi Komunikasi** Volume 13, No. 01, Mei 2014.
3. Esther dan Basuki Rachmat. 2016. Perilaku Pemilih Pemula Dalam Pilkada Serentak di Kecamatan Ciomas Kabupaten Serang Tahun 2015. Vol XLII No. 2, Institut Pemerintahan Dalam Negeri. 25-35.
4. Jawa Pos, Senin 3 Juli 2023
5. Kartikasari, Maya Mustika, dkk. 2018. Orientasi Politik Pemilih Pemula dalam Merespon Dinamika Demokrasi Politik (Studi pada Pemilih Muda di Jawa Timur). Penelitian Kebijakan Fakultas.
6. Maya Mustika Kartika Sari, Rr Nanik Setyowati, Agus Satmoko Adi, dan Warsono. 2018. The Idea of Democracy and the Ideology of the State: Pancasila Democracy in the Minds of Millennial's Voters. Advances in Social Science, Education and Humanities Research. Volume 473. Proceedings of the 3rd International Conference on Social Sciences (ICSS 2020). 256-259