

# THE INFLUENCE OF POLITICAL COMMUNICATION ON PUBLIC POLITICAL PARTICIPATION IN THE 2024 CONVENIENT REGIONAL HEAD ELECTIONS (PILKADA) IN SOUTH KALIMANTAN

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## ABSTRACT

Communication plays an important role in achieving political goals and as a communication tool for political campaigns. One of the goals of political communication is to urge political participation. Community political participation in all stages of the election is a sign of the success and quality of holding elections. This research aims to analyze the influence of political communication on people's political participation in the 2024 Pilkada in South Kalimantan. The methodology used in this research is through literature research and analysis using content analysis methods. The results of the research prove that the 2024 simultaneous local elections in South Kalimantan show the level of public political participation that will be influenced by political communication by political actors. So the hypothesis in this research is that political communication affects people's political participation in the 2024 simultaneous Regional Head Elections (Pilkada) in South Kalimantan.

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## 1. INTRODUCTION

Indonesia is a country that adheres to a democratic system. One form of local democracy in the Indonesian constitutional system is the direct election of regional heads (pilkada). Pilkada is a means of achieving people's sovereignty in order to realize a democratic government. Based on Article 18 (4) of the 1945 Constitution, Governors, Regency Governors, and Mayors are heads of provincial, regency and city regional governments who are democratically selected. Governors, regents and mayors serve for 5 years and their elections are held by the General Elections Commission.

In 2024, the Simultaneous Local Election Law will be formally passed. The ratification is contained in Law Number 10 of 2016, a change from Law Number 8 of 2015 and Law Number 9 of 2015. The law stipulates that elections for governors, regents and mayors are held once every 5 years simultaneously in all regions of the Unitary State of the Republic of Indonesia (RI Law, 2016). Pilkada is a form of community political participation and a manifestation of people's sovereignty, because it is in the election process that the people can determine the political process in their territory through direct voting. The results of regional head elections held in an atmosphere of openness, freedom of expression, and freedom of association can serve as benchmarks for evaluating community involvement. For the theory of *Activist Rationality* (Subiakto & Ida, 2012), the large number of citizens who participate actively in the political process, makes the quality of the country's democracy great.

In pilkada contests, it is not often known that when the elections are held, each candidate will compete to win the ballots. They use various methods to attract people's attention to vote for them. Prospective candidates want to communicate their vision, mission and work plans in the hope of gaining public sympathy and support. This campaign is part of the political communication process to the citizens. With the existence of political communication that is being attempted, it is hoped that it can influence citizen participation in exercising their right to vote in exploring regional head elections. Muslimin (2020: 47) reinforces the statement above that the purpose of political communication is 1) to build a political image; 2) form and maintain public opinion; and 3) pressing for political participation. Conversely, the influence of political communication can be concluded that the influence of political communication such as political image and public opinion, and the distribution of political participation can be measured from the results of the election voting.

South Kalimantan Province is listed as one of the participating regions in the 2024 simultaneous local elections. The election for governors, regents and mayors will be held on November 27, 2024. Researchers are interested in conducting a study on "The Influence of Political Communication on Community Political Participation in the 2024 Simultaneous Regional Head Elections (Pilkada) In South Kalimantan" because according to a statement by the Chairman of the General Election Commission (KPU) of South Kalimantan Sarmuji, the level of voter participation in the 2020 election for the governor and deputy governor of South Kalimantan, which previously reached 64% of the total final voter list (DPT) or 2,793,811 people, compared to The participation rate in the 2015 gubernatorial election decreased by around 2%. According to Sarmuji, voter participation in the 2020 Pilgub is far from the previously set target of 79%. According to Sarmuji, voter participation in the 2020 Pilgub is far from the previously set target of 79%. This is due to reflections on the 2019 Presidential, Vice-Presidential and Legislative Elections of the Republic of Indonesia, where the voter turnout rate exceeded 80%. Reported on the news between KALSEL (Maskuriah, 2020) .

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Based on these problems, it can be hypothesized that the decrease in the level of community political participation is caused by ineffective political communication, which is supported by Muslimin's theory (2020: 47) that effective political communication can encourage political participation and political communication is a dynamic element that determines socialization politics and political participation.

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## **2. LITERATURE REVIEW**

### **1. Political Communications**

Political expert Maswadi Rauf in Pureklolon (2016: 3) argues that political communication is an object of political science research, because the information disclosed in the communication process is political in nature, namely related to the political power of the state, government and communicators in positions of actors in political activity. Political communication can be seen from two dimensions, namely political communication as a political activity and political communication as a scientific activity. Communication as a political activity is the delivery of political messages by political actors to other parties. This activity is experiential because it is carried out in a real way in social life. Meanwhile, political communication as a scientific activity views political communication as one of the political activities in the political system. Meanwhile, Roelofs & Barn Lund in Pureklolon (2016: 4) define political communication as talking about politics, or more precisely political activity (politicization). Things that affect political communication (1) The existence of political leaders, (2) Character and institutions, (3) Maintaining character, (4) Strengthening institutions, (5) Creating togetherness, (6) Understanding audiences, (7) Composing messages persuasive, (8) sorting and selecting media, (9) negotiation and (10) building consensus.

### **2. Community Political Participation**

Community political participation in various literature usually explains that community involvement begins with ensuring they are registered as voters, researching candidates, tracking and monitoring campaign implementation, reporting irregularities by organizers and participants, finding potential leaders, and voting on voting day (Halim & Lalongan , 2016: 13) . According to Verba et al., in

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Halim & Lalongan (2016: 14) , political participation must focus on activity rather than political orientation, and one of the things that must be considered is "focus on political activity rather than political interests".

Halim & Lalongan (2016: 26) say that the phenomenon of political participation in general elections tends to show a gradation of decline and debate about direct general elections in general can be stated as follows: a) Presence and absence of voters at TPS, b) Voter behavior (voting) behaviour), c) money politics, d) the level of political literacy of citizens and e) citizen voluntarism in politics (political voluntarism). Meanwhile Almond & Verba in Halim & Lalongan (2016: 27) argues that the problem of community political participation, both unconventional and conventional, can be seen from five dimensions, namely: a) Voting, b) Political discussion activities, c) Campaign activities, d) Activities to form and join other interest groups and e) Individual communication with political officials.

### **3. METHODS**

This type of research is literature research. Documentary research procedures are also a series of activities related to procedures for collecting library information, reading and taking notes, and digesting research materials (Kartiningih, 2015) . Kartiningih added that every researcher conducts library research with the main objective of finding a foothold/foundation to obtain and establish a theoretical basis, frame of mind and identify research conjectures or hypotheses. So that researchers can classify, determine, manage and use various documents in their fields. The population in this research is the community as actors of political participation

## **4. RESULTS AND DISCUSSION**

### **1. Communication Role Politics for Regional Head Candidates**

Communication plays an important role in achieving political goals and as a communication tool for political campaigns. It can be recognized that the goals in the political system will not be achieved without prior communication activities. And vice versa, communication will be carried out for political purposes if the information conveys the same meaning to someone who follows political currents.

The following is an example of political communication via news media on the internet carried out by regional head candidates in Tanah Laut, South Kalimantan Province: 2 pairs of candidates (paslon) for Regent and Deputy Regent of Tanah Laut, South Kalimantan for the 2018-2023 period delivered their vision and mission to the plenary DPRD Tanah Laut was attended by Acting Tanah Laut Regent Achmad Sofiani, Head of Tanah Laut Police AKBP Sentot Adi Dharmawan, Head of the Pelaihari State Legal Council Mohammad Amrullah and Head of Tanah Laut State Attorney Sri Tatmala Wahanani and 30 DPRD members. In this opportunity, candidate pair No. 1 Sukamta-Abdi Rahman explained, delivering their 5 year vision is the realization of Interactive Land of the Sea (creation, innovation, order, religious, actual and synergy). On the other hand, the mission for the next 5 years, for Sukamta, is called "Working" with an orientation towards the benefits for others. Meanwhile, candidate number No. 2 Alamsyah- Ahmad Nizar delivered, his vision is Strategic (prosperous, superior and special). On the other hand, its mission is to increase the welfare of the people, increase the agricultural zone, increase the livestock zone, increase the fishery zone, industrial areas and tourism. Quoted in the news between KALSEL (Arianto, 2018) .

### **2. Community Political Participation in Pilkada**

Political participation is the behavior of citizens towards options and directions for better changes in the future. One of the indicators of the success and quality of holding democratic elections is citizen participation in all stages of the election. The following are the results of citizen political participation in the 2018 regional head election in Tanah Laut Regency, South Kalimantan Province:

The General Election Commission for Tanah Laut Regency, South Kalimantan, noted that there was enthusiasm from the people to exercise their political rights in the 2018 Simultaneous Pilkada in Tanah Laut district which had reached the target set by the South Kalimantan KPU of 75 percent. Compared to the 2013 Pilkada, it was only around 65 percent. For the leadership of the KPU of Tanah Laut Regency, the votes for supporting district and deputy district heads number 1, Sukamta and Abdi Rahman, who were supported by 3 political parties, namely Gerindra, PKS and PKPI, meanwhile reached 62.30 percent. Meanwhile, the votes for candidate pair number 2, Bambang Alamsyah-Ahmad Nizar, supported by 8 political parties (PDIP, Golkar, Nasdem, PPP, PAN, PKB, Democrat and Hanura), gained 37.70 percent of the vote. the leadership of the KPU of Tanah Laut Regency also increased the number of votes obtained by the results, judging from the level of community participation that voted as much as 76.69 percent.

Candidate pair number 1 almost won in 10 sub-districts, while candidate pair number 2 only won in Bati-Bati sub-district. Quoted in banjarhits.id news (Banjarhits, 2018) .

### 3. The Effect of Political Communication on Community Political Participation

Political communication (political *communication*) is communication that involves political messages and political actors, or related to government power and government policy. Political communication can also be understood as communication between “those who rule” and “those who are governed” (Muslimin, 2020: 47) . Political communication seems to have an effect on political participation, this can be seen from previous studies which illustrate that there is an influence between political communication on political participation, this is presented in the following table:

Table 1 Influence between political communication on political participation

Name	Year	Title	Results
Magfirah	(2019)	The Effect of Political Communication on Community Political Participation in the 2018 South Sulawesi Governor Election in Makassar City	Political communication has an effect on people's political participation in the 2018 South Sulawesi gubernatorial election in Makassar City, with a significance value of 0.000 <0.05. The level of influence of political communication variables on political participation variables is 35.0% while the remaining 65.0% is influenced by other variables not included in this study.
Fauzi	(2018)	Political Communication of Legislative Candidates in Influencing Community Political Participation in North Aceh District	Political communication significantly affects people's political participation in North Aceh District, as evidenced by the significance value of 0.000 <0.05, then $H_0$ is rejected and $H_1$ is accepted. The level of influence reaches 33.2% and the rest is influenced by things that are not examined.

Based on these studies, it shows that there is an influence between political communication on people's political participation so that if political communication is implemented effectively then the level of people's political participation will increase, and vice versa if political communication goes badly then people's political participation will decrease. The results of this study are reinforced by the theory put forward by Muslimin (2020: 47) which states that one of the goals of political communication is to encourage political participation.

### 5. CONCLUSION

Based on the results of an analysis of the effect of political communication on the political participation of the community, it can be concluded that the 2024 simultaneous Regional Head Elections (Pilkada) in South Kalimantan show the level of community political participation which will be influenced by political communication by political actors . So the hypothesis in this study is that political communication has an effect on people's political participation in the 2024 simultaneous Regional Head Elections (Pilkada) in South Kalimantan.

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