



The Effectiveness of the KPU Goes to Campus and Goes to School Programs in Increasing Voter Participation in the 2024 South Sumatra Regional Elections

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Article Info

Article history:

Received 27 Jul, 2025

Revised 08 Oct, 2025

Accepted 14 Oct, 2025

Keywords:

Effectiveness, Service, Regional Elections

ABSTRACT

This study aims to determine the Effectiveness of the Services of the South Sumatra Provincial General Election Commission in providing information about the South Sumatra Simultaneous Regional Elections. In this study, the researcher uses a Qualitative Method where the researcher gets an appropriate and targeted data through interviews, observations and documentation. The results of this study show that by using the theory that has been analyzed, namely the Theory of Effectiveness which has 4 indicators, namely (1) Accuracy of Program Targets, (2) Program Socialization, (3) Program Objectives and (4) Program Monitoring which has fulfilled the basis as a design for the Service Effectiveness of the South Sumatra Provincial General Election Commission in providing information about the South Sumatra Simultaneous Regional Elections. Then the results of the analysis and findings in the field from this study show that the South Sumatra Provincial General Election Commission has shown significant progress in providing information related to the Simultaneous Regional Elections. However, there is still room for improvement, especially in terms of access to information for remote areas and the expansion of the reach of socialization. It can be concluded that currently the effectiveness of the South Sumatra Provincial General Election Commission in providing information about the South Sumatra Simultaneous Regional Elections still needs to be improved. In the future, the effectiveness of the service needs to be focused on expanding the reach of socialization to remote areas.

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INTRODUCTION

General elections are a way and forum to exercise people's sovereignty in the representative democratic system, which is regulated in the 1945 Constitution. Elections are an important tool to realize the highest power in the hands of the people in order to form a legitimate government, as well as a channel for the people to express their aspirations and fight for their interests (Tricahyono, 2009). As a form of implementation of people's sovereignty, general elections (elections) are held based on the principles of direct, public, free, secret, honest, and fair (LUBER JURDIL). These principles aim to create a democratic system that truly respects and guarantees the freedom of every citizen in making his or her political choices (Santoso, 2019).

According to Law No. 15 of 2011 Article 1 paragraph (1), general elections (elections) are a form of implementation of people's sovereignty that is held directly, publicly, freely, secretly, honestly, and fairly in the Unitary State of the Republic of Indonesia in accordance with the 1945 Constitution. Based on Law No. 8 of 2015 Article 3, elections are held simultaneously throughout Indonesia every five years. Through elections, the people have the right to determine the leaders they want at the regional level and provide an important space for participation in Indonesian democracy (Ristyawati, 2020).

The Regional Elections are a form of democracy at the provincial and/or district/city level that provides opportunities for the people to elect Regional Heads and Deputy Regional Heads in accordance with Pancasila and the 1945 Constitution. More than just electing rulers, the main goal of the Regional Elections is to elect leaders who focus on service and community service, the old paradigm that considers regional heads as rulers who are served needs to be fundamentally changed to a service-oriented leadership paradigm (Asmawi et al., 2021).

The KPU has full authority to hold all elections in Indonesia, including the Legislative Elections (DPR, DPD, DPRD), Presidential and Vice Presidential Elections, and Regional Elections. The responsibility of the KPU covers all stages and aspects related to the implementation of elections, starting from planning, preparation, implementation, to determining election results (Marzuki, 2008). As an institution mandated to hold general elections, the General Election Commission (KPU) has a strong and clear position. This is affirmed in Article 22E paragraph (5) of the 1945 Constitution which states that "General elections are held by a general election commission that is national, permanent, and independent." (Firmanzah, 2010).

The KPU plays a very important role in providing information related to elections. As an independent institution that controls all stages of elections, the KPU is tasked with increasing public awareness and providing comprehensive education regarding their rights and obligations as citizens in the implementation of elections. One of the crucial efforts to achieve this goal is to intensify socialization. This socialization is very important because the legal basis and stages of elections often undergo changes and developments, which has implications for changes in the implementation of general elections (Santoso, 2019). The obligation of the KPU to be transparent in providing information to the public is the responsibility of the Information and Documentation Management Officer. Public information disclosure in Indonesia is supported by legal regulations, namely Law Number 14 of 2008 concerning Public Information Disclosure.

Information services are designed to facilitate people with knowledge in the form of data and facts related to their education, employment, and personal and social development. By understanding their environment, learners are expected to be better able to organize and plan their own lives (Winkel & Hastuti, 2006). Prayitno (2012) also revealed that information services function to satisfy individual needs for the necessary information.

Law Number 14 of 2008 concerning Public Information Disclosure (KIP) requires every public body or official to provide the widest access to information to the public. This obligation includes the provision of information, documents, and data that must be well integrated within government institutions. In order to ensure fast, accurate, and accessible information services, the establishment of Information and Documentation Management Officers in every public body is crucial as a form of responsibility in data and documentation management. (Lukman & Farely, 2023).

The South Sumatra Provincial KPU has implemented E-PPID as a forum for information disclosure based on the Law, but in its implementation there are still many obstacles faced. There are shortcomings in the delivery of information about the E-PPID feature, which results in the public's understanding of E-PPID as a means of information disclosure and access to information related to the South Sumatra Provincial KPU is not optimal. The public still prefers to get information directly, as can be seen from the low number of visitors and users of the South Sumatra Province KPU e-PPID website, listed in the following diagram and table:



Figure 1. Home E-PPID KPU South Sumatra Province.

Source: sumselppid.kpu.go.id



Figure 2 Table of Visitors of the E-PPID KPU South Sumatra Province.

Source: E-PPID KPU South Sumatra Province

Based on the image above, it shows that there are still few people who access the E-PPID website. However, the PPID KPU of South Sumatra Province has made efforts in the openness of information services regarding the election process and stages. The South Sumatra Provincial KPU does not only rely on websites but has various media for disseminating information to the public which can be seen in the table below.

Table 1. Social Media of the South Sumatra Provincial KPU

Instagram	@kpuprovinsisumsel
X	@kpuprovsumsel
Posted on Facebook	South Sumatra Provincial KPU
Youtube	South Sumatra Provincial KPU
Tiktok	@kpuprovinsisumsel

Source: processed by author, 2024

Table 2 Information provided by the South Sumatra Provincial KPU through social media.

Yes	Information provided by the South Sumatra Provincial KPU through Instagram, X, facebook, youtube, Tiktok
1.	Registration of PPK & PPS in South Sumatra.
2.	Launch of the Election of Governor and Deputy Governor of South Sumatra Province.
3.	Announcement of the Submission of Support Requirements for Prospective Individual Candidate Pairs in the 2024 South Sumatra Governor and Deputy Governor Elections.
4.	Mascot for the 2024 South Sumatra Governor and Deputy Governor Election.
5.	Voting Dates for the Election of Governor and Deputy Governor, Regent and Deputy Regent, and Mayor and Deputy Mayor in 2024.
6.	Schedule for Fulfilling the Support Requirements for Individual Candidate Pairs in the Election of Governor and Deputy Governor Regent and Deputy Regent, as well as Mayor and Deputy Mayor in 2024.
7.	The number of PPS in South Sumatra.
8.	Announcement of the Submission of Documents for the Support Requirements for

	Individual Candidate Pairs in the Election of Governor and Deputy Governor Regent and Deputy Regent, as well as Mayor and Deputy Mayor in 2024.
9.	Opening of Registration for Voter Data Update Officer (PANTARLIH).
10.	Preparation of chocolate.
11.	Voter Data Matching & Research by Patarlih.
12.	Preparation of the Voter List in the Election of Governor and Deputy Governor, Regent and Deputy Regent, as well as Mayor and Deputy Mayor in 2024.
13.	Pantarlih went to people's houses.
14.	Recapitulation of the Number of Mapping Polling Stations in the 2024 Simultaneous Elections.
15.	Fulfillment of Support Requirements for Pairs of Candidates for Governor and Deputy Governor Regents and Deputy Regents, as well as Mayors and Deputy Mayors.
16.	Announcement of Registration of Candidates for Governor and Deputy Governor Regents and Deputy Regents, as well as Mayors and Deputy Mayors.
17.	Registration and Research of Requirements for Candidates for Governor and Deputy Governor Regents and Deputy Regents, as well as Mayors and Deputy Mayors.
18.	Determination of Pairs of Candidates for Governor and Deputy Governor Regent and Deputy Regent, as well as Mayor and Deputy Mayor.
19.	Check Voter Data on cekdp.tonline.kpu.go.id
20.	Don't forget November 27, 2024 come to the polling station
21.	Requirements to bring when voting at the polling station
22.	Number of Provisional Voter Lists and Number of Polling Stations in 17 Regencies/Cities in South Sumatra
23.	Health Examination of Candidates for Governor and Deputy Governor Regent and Deputy Regent, as well as Mayor and Deputy Mayor.
24.	KPPS Recruitment for the 2024 Election.
25.	Recapitulation of the Permanent Voter List.
26.	Drawing of Serial Numbers for Candidates for Governor and Deputy Governor.
27.	The number of voters based on the Age Group and Generation of the 2024 Simultaneous Election at the South Sumatra Provincial Level.
28.	Campaign Schedule for the 2024 Candidate for Governor and Deputy Governor of South Sumatra.
29.	How to Manage Moving Chooses.
30.	First, Second, and Third Public Debates for Regent and Deputy Regent Candidates.
31.	The First and Second Public Debates Are Candidates for Mayor and Deputy Mayor.
32.	Simulation of Voting and Vote Counting in the Election of Governor and Deputy Governor Regent and Deputy Regent, as well as Mayor and Deputy Mayor in 2024.
33.	Get to Know the Color and Type of Ballots in the 2024 Simultaneous Elections.
34.	The First Public Debate Between the Pair of Candidates for Governor and Deputy Governor of South Sumatra in 2024.
35.	Second Public Debate Between the Pair of Candidates for Governor and Deputy Governor of South Sumatra in 2024.
36.	The Third Public Debate Between the Pair of Candidates for Governor and Deputy Governor of South Sumatra in 2024.
37.	How to Vote at the TPS.
38.	Stages of Recapitulation of the Results of the Vote Count and Determination of the Results of the Election of Governor and Deputy Governor Regent and Deputy Regent, as well as Mayor and Deputy Mayor.
39.	Re-Voting (PSU) in Palembang City.
40.	The Level of Community Participation in the 2024 South Sumatra Governor and Deputy Governor Elections.
41.	Open Plenary Meeting on the Determination of Elected Governor and Deputy Governor Candidates in the 2024 South Sumatra Province Governor and Deputy Governor Elections.

Source: processed by author, 2024

The table above shows the information submitted by the South Sumatra Provincial KPU. The South Sumatra Provincial KPU has several programs in creating service effectiveness, including KPU Goes to Campus, KPU Goes to School, KPU Goes to Market, and Socialization Program to 3T Regions (Outermost, Disadvantaged and Innermost). This research focuses on the KPU Goes to Campus and KPU Goes to School programs created by the South Sumatra Provincial KPU for Beginner Voters.

The researcher took the title "The Effectiveness of the KPU _Goes To_ Campus and _Goes To School_ KPU Program in Increasing Voter Participation in the 2024 South Sumatra Regional Elections" to find out whether the PPID service of the South Sumatra Provincial KPU has provided maximum information and made it easier for the public to obtain information and whether information about the South Sumatra Regional Elections has reached the entire community, especially novice voters in the province South Sumatra.

RESEARCH METHODS

The researcher uses a field research method with a qualitative descriptive approach. The researcher conducted direct observation at the South Sumatra Provincial KPU as the main location. This method is based on the philosophy of postpositivism and aims to research objects in natural conditions (Sugiyono, 2017). This approach is used to see the effectiveness of the South Sumatra Provincial KPU service in providing information about the South Sumatra Regional Elections.

RESULT AND DISCUSSION

South Sumatra Provincial KPU Services in Providing Information About the South Sumatra Simultaneous Regional Elections

This study aims to determine the effectiveness of the services of the South Sumatra Provincial General Election Commission in providing information about the South Sumatra Simultaneous Elections. This research focuses on providing voter education socialization to novice voters in South Sumatra. The South Sumatra Provincial KPU has provided transparent information services for the public. The Information and Documentation Management Officer ensures that the public gets information about the simultaneous regional elections through various forms of socialization related to the regional elections. This study uses a descriptive qualitative approach with data collection methods through observation, interviews, and documentation in the field. The main purpose of this study is to gain an in-depth understanding of the effectiveness of the South Sumatra Provincial KPU Services in providing information about the South Sumatra Simultaneous Regional Elections.

Effectiveness of Information and Documentation Management Officer Services through the KPU Goes to Campus and KPU Goes to School Program in Improving Information related to the Simultaneous Regional Elections

Based on Law Number 14 of 2008, the Information and Documentation Management Officer under the Sub-Division of Participation and Public Relations is responsible for providing information needed by the public. The South Sumatra Provincial KPU made the KPU Program Goes to School and KPU Goes To The campus is aimed at the novice voter group. The target of this program is novice voters who are 17 years old and are required to have an ID card. The Emergence of the KPU Program Goes To School and KPU Goes To The campus aims to provide a better understanding of the democratic process and the importance of having the right to vote that must be used properly in electing people's representatives in the 2024 regional elections. By means of socialization to schools and campuses, providing education, Workshop About the Pilkada. Through this program, the KPU intends to facilitate the process of delivering information to novice voters through approaches such as socialization to schools and campuses in South Sumatra Province (Haniardi et al., 2024).

Effectiveness, according to Budiani, emphasizes that a program or service can be said to be effective if the planned goals can be achieved optimally. In the context of the South Sumatra Provincial General Election Commission's services, this effectiveness can be analyzed through four main indicators, namely the accuracy of program targets, program socialization, program objectives, and program monitoring (Purnamawati et al., 2022).

CONCLUSION

Based on the results of the discussion of the research conducted by the author regarding the Effectiveness of South Sumatra Province KPU Services in Providing Information about the South Sumatra Simultaneous Regional Elections through the KPU Program Goes to Campus and KPU Goes to School, it can be concluded that efforts to provide information about regional elections based on Budiani's theory (2007) show important findings. In terms of Program Target Accuracy, the KPU is considered successful in designing and implementing targeted programs, especially by targeting beginner voter groups through the KPU program Goes to School and KPU Goes to Campus. This program touches high school/vocational high school students as well as students from various universities in South Sumatra Province, which is a strategic group in increasing voter participation. Novice voters are considered a vulnerable group to political apathy and disinformation, so the presence of the KPU directly in their environment is a real step to reduce the information gap while strengthening the political literacy of the younger generation.

In terms of Program Socialization, the socialization strategy implemented by the KPU is innovative, inclusive, and adaptive to the times. The KPU not only relies on face-to-face methods in the form of seminars and discussions, but also packages information in an interesting form and in accordance with the character of the younger generation. For example, the screening of the educational film "Tepatilah Janji" in the nobar (watching together) activity has been proven to be able to attract students' interest in participating in educational activities with a relaxed but meaningful atmosphere. On the other hand, the use of various social media platforms such as Instagram, TikTok, and YouTube also helps to expand the reach of information to a wider public, including those who cannot participate in activities in person. This multiplatform approach shows that the KPU recognizes the importance of reaching audiences through the media they use daily.

In terms of Program Objectives, these programs have succeeded in achieving the main goal, which is to increase the understanding of novice voters of their rights and obligations in the Regional Elections. This is shown from various testimonials that state that they have become more aware of the importance of using their voting rights wisely, and understand the election process. This change indicates that the socialization carried out by the KPU is not only informative, but also transformative, changing the passive mindset to be active in participating in the democratic space.

In terms of Program Monitoring, monitoring of program effectiveness is also carried out actively and based on community feedback. The KPU monitors the involvement of participants through the activeness of questioning, discussing, and dialogue during the activity. In addition, public engagement is also analyzed through digital interactions such as the number of impressions, likes, comments, and the level of content reach on the KPU's official social media. The KPU even adapts the content to the growing trends in the community, as well as using local-based approaches such as the use of regional languages to reach people in areas that have cultural and linguistic distinctions. With this approach, the KPU shows that the information services provided are not only carried out administratively, but also through participatory and adaptive public communication strategies.

The South Sumatra Provincial Election Commission in providing information on the Simultaneous Regional Elections can be categorized as quite effective, especially in terms of reaching young voters and increasing awareness of the importance of participation in elections. However, this effectiveness has not been completely evenly distributed because there are still obstacles in reaching young voters in certain areas. With improvements in these aspects, it is hoped that the quality of information delivered by the KPU can truly reach all young voters and encourage wider and more conscious participation in the implementation of democracy.

SUGGESTIONS

The KPU needs to expand socialization activities, especially in remote areas that are difficult to reach. The use of traditional media, such as radio or in-person visits, should be prioritized so that all novice voters can access important information.

The KPU is suggested that programs such as KPU Goes to Campus and Goes to School should be carried out more regularly, not only closer to voting day, so that democratic literacy grows sustainably.

The KPU must continue to utilize social media by creating interesting and useful content, so that the younger generation can increase their understanding of the election process.

The KPU needs to create an open evaluation system, such as an online survey or QR code that can be scanned after the activity to provide an assessment of the effectiveness of the program. The results of this survey can be the basis for improving content, methods, and scheduling of future activities to better suit the needs of the community.

By implementing these suggestions, it is hoped that the South Sumatra Provincial KPU can be more effective in conveying information and encouraging the participation of novice voters in the election process.

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