

The Challenge of Effective Socialisation and Voter Education

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Abstract: The Indonesian Electoral Commission which is in charge of the general election in Indonesia has to socialise with the public to increase public participation. Public participation in the election is one of the democratic election parameters that has to be promoted. In the current era of public information disclosure, the Indonesian Electoral Commission needs to innovate for an effective method in providing socialisation and voter education to the public. The purpose of this study is to find out the methods or strategies that can be used by the Indonesian Electoral Commission in facing the challenge of socialisation in the digital era today. The method used in this research is an explanatory literature study of books, journals and articles related to this theme. The results of this study are expected to provide insight into the Indonesian Electoral Commission in terms of socialising and voting education in the digital era.

1 INTRODUCTION

Socialisation and voter education are the Indonesian Electoral Commission's important tasks to increase public participation in general elections. Public participation is one of the parameters of democratic elections in Indonesia. This is stated in Article 12 of Law No.7 of 2017 about general elections.

Several things have been done by the Indonesian Electoral Commission to provide voter information and education to the public, such as information services on websites, socialisation of young voters in schools and campuses, and establishing smart election houses at the Indonesian Electoral Commission's offices at a central, provincial and district level.

Nevertheless, there are still a number of voters who have registered on the voter list who are not using their right to vote. There are several reasons why voters do not come to the voting station, because they work outside the region, performing tasks that cannot be abandoned, or because of other personal factors.

Based on data from the Indonesian Electoral Commission, the total voter participation in 2018 reached 73.24% of 152,079,997 total voters registered on the Voter List. The percentage shows the national average of female voter participation to be 76.67% and male voters to be 69.32%. This

shows that there are still some voters who did not exercise their rights at 26.76%.

In this digital era, the Indonesian Electoral Commission faces the challenge of making new innovations for effective and efficient voter education. The Indonesian Electoral Commission should be able to take advantage of technological developments to do voter socialisation and education.

Based on the background, this paper primarily focuses on revealing how the Indonesian Electoral Commission can conduct effective socialisation and voter education. By conducting this study, the author expected to provide input and insight into the Indonesian Electoral Commission in conducting socialisation and voter education effectively in today's digital era.

2 LITERATURE REVIEW

2.1 Socialisation

Socialisation is a long process referring to internalisation of a value from the old generation to young people; the purpose of this process is to maintain the existing social system. Socialisation is the transfer of habits, values and rules in a group or society.

Specifically, Edward S. Greenberg defines political socialisation as the process by which an individual acquires attitudes, beliefs, and values relating to the political system of which he is a member and to his own role as citizen within that political system. This term is important because every political regime seeks to instil young people with values, beliefs, and behaviours for continuance of its political order, and those individual political attitudes and aggregates of individual attitudes have an impact on the operation of a nation's political life (Greenberg, 2017, pp. 3-4)

Some scholars have conducted more specific research on civic education in some countries to know the extent of its influence on students as prospective and young voter subjects. Based on case studies of civic education in some countries (1997-2008) and research of the International Association for the Evaluation of Educational Achievement (1995-2000), Carole L. Hahn and Theresia Alviar-Martin conclude that (Hahn, 2008, pp. 98-99):

- Students and teachers tend to view citizenship as a passive role;
- Civic-political knowledge tends to be correlated with socioeconomic status;
- Civic-political attitudes depend on gender;
- Civic-political instruction can increase student knowledge;
- When its instruction is delivered through participatory active learning strategies, students develop political interest, efficacy and trust –and they are more willing to extend rights to diverse groups;
- Experiences in school are important for developing student intention to become actively engaged in politics;
- Confidence in school participation is often associated with positive civic attitudes.

2.2 Voter Education

Voters in Indonesia are citizens that have reached seventeen years old on voting day, or have been married, and registered on the voter list. The Indonesian Electoral Commission which is in charge of general elections in Indonesia have to register all qualified citizens. This is important so that all citizens can use their right in the general election.

To increase voter participation in the election, the Indonesian Electoral Commission needs to conduct voter education amongst the public. Voter education is an electoral knowledge transfer process to know the importance of an election. It's not about qualifications, how, when, and where to register as a voter, but why we register as a voter. Also, it's not

about how, when, and where to vote, but why we have to choose a party or candidate (Surbakti, 2013, p. 6).

2.3 Effective

Being effective according to the Big Indonesian Dictionary is being able to bring results, succeed, or having an effect (consequently, its influence, its impression). Barnard (2005) said that effectiveness is the degree to which operative goals have been attained, which allow the purpose of the Indonesian Electoral Commission in implementing socialisation to be achieved.

Schemerhon (2009) explains that effectiveness is the achievement of output target, measured by comparing the output budget with actual output; if $OA > OS$, it is deemed to be effective. So, in this case, effectiveness can be achieved if the target of socialisation and voter education that has been established by the Commission can be achieved.

3 RESEARCH METHOD

This research uses an explanatory literature study of books, journals and articles related to this theme. The data used are secondary data obtained from official sources. Research focused on how the Indonesian Electoral Commission deals with the challenge of effective socialisation and voter education in the digital era.

4 DISCUSSION

A general election is a means of implementing the sovereignty of the people directly, publicly, freely, secretly, honestly and fairly in Indonesia based on Pancasila and the 1945 Constitution. The purpose of a general election is to elect the Head of Region and Deputy Head of Region, Members of the People's Legislative Assembly, Regional Representative Council, Regional People's Legislative Assembly, and the President and Vice President as the embodiment of the people's sovereignty in accordance with the mandate of the 1945 Constitution Article 1 Paragraph (2) stating that sovereignty is in the hands of the people and implemented according to the Law Constitution.

In order to exercise the right to vote, a citizen must be registered in the voter list or have a National ID card if not already registered. The Indonesian Electoral Commission as the organiser of the general

elections has to ensure that all eligible citizens are registered.

Based on the Law No.7 Tahun 2017, the Indonesian Electoral Commission's main tasks are:

- planning programs, schedules and budgets;
- preparing the Indonesian Electoral Commission Regulation for every stage of the election;
- coordinating, organising, controlling and monitoring all stages of the election;
- updating voter data based on the latest election and data submitted by the government;
- socialising the implementation of elections and / or issues related to the Indonesian Electoral Commission duties and authorities to the public;
- conducting an evaluation and making a report of each stage of the implementation of elections.

In accordance with the description of the task above, the Commission undertook several ways to conduct socialisation; there are:

- public information through the website;
- public information services (PPID) online and offline;
- socialisation of young voters in schools and campuses;
- establishing smart election houses in Indonesian Electoral Commission offices in several provinces for pilot project;
- holding art performances that accommodate local wisdom with the electoral theme.

Nevertheless, the number of voters participating during the 2018 elections did not meet the 77.7% target already set by the Indonesian Electoral Commission. The level of public participation in local elections 2018 was 73.24% from a total of 152,050,861 on the voter list.

The total voter participation in Pilkada 2018 was 73.24%, which is the average of the national women voter participation rate of 76.67% and the male voters at 69.32%. Women's voter participation rate was higher than that of men nationally.

To increase the number of voters participating, the Indonesian Electoral Commission should try to find new ways to improve socialisation and voter education in today's digital age. Information technology can be used by the Commission to achieve its objectives. Based on internet user data launched by eMarketer, Indonesia ranks in the top six in countries in the world with an estimated number of 123 million users by 2018.

Based on the table below, it can be seen that the internet media is one of the most appropriate ways taken by the Indonesian Electoral Commission to conduct socialisation and voter education. This is based on the estimated figure of the Central Bureau of Statistics (BPS) and based on the Indonesian population in 2015 as 255,461,700 people. It can be said that about half of the population of Indonesia accesses the internet.

Top 25 Countries, Ranked by Internet Users, 2013-2018						
Millions	2013	2014	2015	2016	2017	2018
1. China*	620.7	643.6	669.8	700.1	736.2	777.0
2. US**	246.0	252.9	259.3	264.9	269.7	274.1
3. India	167.2	215.6	252.3	283.8	313.8	346.3
4. Brazil	99.2	107.7	113.7	119.8	123.3	125.9
5. Japan	100.0	102.1	103.6	104.5	105.0	105.4
6. Indonesia	72.8	83.7	93.4	102.8	112.6	123.0
7. Russia	77.5	82.9	87.3	91.4	94.3	96.6
8. Germany	59.5	61.6	62.2	62.5	62.7	62.7
9. Mexico	53.1	59.4	65.1	70.7	75.7	80.4
10. Nigeria	51.8	57.7	63.2	69.1	76.2	84.3
11. UK**	48.8	50.1	51.3	52.4	53.4	54.3
12. France	48.8	49.7	50.5	51.2	51.9	52.5
13. Philippines	42.3	48.0	53.7	59.1	64.5	69.3
14. Turkey	36.6	41.0	44.7	47.7	50.7	53.5
15. Vietnam	36.6	40.5	44.4	48.2	52.1	55.8
16. South Korea	40.1	40.4	40.6	40.7	40.9	41.0
17. Egypt	34.1	36.0	38.3	40.9	43.9	47.4
18. Italy	34.5	35.8	36.2	37.2	37.5	37.7
19. Spain	30.5	31.6	32.3	33.0	33.5	33.9
20. Canada	27.7	28.3	28.8	29.4	29.9	30.4
21. Argentina	25.0	27.1	29.0	29.8	30.5	31.1
22. Colombia	24.2	26.5	28.6	29.4	30.5	31.3
23. Thailand	22.7	24.3	26.0	27.6	29.1	30.6
24. Poland	22.6	22.9	23.3	23.7	24.0	24.3
25. South Africa	20.1	22.7	25.0	27.2	29.2	30.9
Worldwide***	2,692.9	2,892.7	3,072.6	3,244.3	3,419.9	3,600.2

Note: Individuals of any age who use the internet from any location via any device at least once per month; *excludes Hong Kong; **forecast from Aug 2014; ***includes countries not listed
Source: eMarketer, Nov 2014

Table 1. Top 25 Countries Ranked by Internet Users, 2013-2018

Usia	Persentase
35-44 tahun	29.20%
25-34 tahun	24.40%
10-24 tahun	18.40%
45-54 tahun	18.00%
55 tahun keatas	10.00%

Sumber: APJII, Hasil Survey 2016

Table 2. Internet User Composition in 2016

Aktivitas	Persentase
Membuka situs jejaring sosial	73.30%
Mencari informasi mengenai barang atau jasa	53.70%
Mengirim pesan melalui Instant Messaging (termasuk chatting)	52.70%
Mengunduh film, gambar, musik, menonton TV atau video, atau mendengarkan radio/musik	48.20%
Mencari informasi layanan pendidikan	47.40%
Bermain game atau mengunduh video game atau komputer game	44.10%
Mengirim atau menerima email	41.40%
Melakukan aktivitas belajar	39.80%
Mencari informasi kesehatan atau pelayanan kesehatan	39.00%
Membaca atau mengunduh online newspaper, majalah, atau ebook	30.80%
Mencari informasi mengenai pekerjaan	27.90%
Melakukan video call (Skype, Yahoo Messenger, lainnya)	24.00%
Mencari informasi mengenai organisasi pemerintahan	23.90%
Mengunduh software	22.10%
Menggunakan layanan pendidikan secara online (mis.pendaftaran dll)	19.30%
Menggunakan jasa akomodasi dan travel (pesawat, hotel, dan lainnya)	14.80%
Memfaatkan layanan kesehatan secara online (mis.mendaftar BPJS dll)	14.10%
Lainnya, (contohnya: menggunakan wikipedia, kepemilikan homepage dll)	10.30%

Sumber: Survei Indikator TIK pada Rumah Tangga dan Individu Tahun 2016, Balitbang SDM

Table 3. Individual Internet activity 2016

Furthermore, based on Kominfo data in a survey of Internet User Composition in 2016, about 90% of Internet users have the right to vote in elections. Therefore, the socialisation and education of voters through the internet has been right on target according to the minimum age requirements of voters.

After discovering that the most effective method of socialisation and voter education is on the internet, the next question is how or in what way should the Commission conduct socialisation and voter education. To answer this question, we need to look at the table above.

From the table above, we can conclude that the main activity undertaken by netizens is opening social networking sites, such as Facebook, Twitter, Instagram, line, and so on with a total percentage of 73.30%. Thus, we can conclude that the Indonesian Electoral Commission should innovate in socialising and voting education through social media in creative ways in order to attract voters.

5 CONCLUSION

One of Indonesian Electoral Commission's tasks is to socialise the implementation of elections and / or issues related to Indonesian Electoral Commission duties and authorities to the public. This has been done by the Commission in several ways, among which are public information services online and offline, socialisation of young voters in schools and campuses, establishing smart election houses in Indonesian Electoral Commission offices in several provinces for pilot projects and holding art performances that accommodate local wisdom with the electoral theme.

There are some voters that are not using their right to vote. The Indonesian Electoral Commission has to face the challenge of effective socialisation and voter education in the digital era today. The best way that the Commission can do this is by using information technology as an effective tool for giving information to the public.

Based on Kominfo data about individual activity on the internet, it was found that 73.30% of people on the internet use social media. So, it can be concluded that the most effective way to conduct socialisation and voter education is to use social media. Some types of social media that exist, among others, are Facebook, Instagram, Twitter, Line, Path, and others.

Socialisation and voter education should be packed as attractively as possible, communication should run two ways, not just in one direction in providing information, for example, by holding games, writing competitions, and some contests with an electoral theme.

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