

THE IMPROVEMENT STRATEGIES OF POLITICAL PARTICIPATION FOR NOVICE VOTERS IN PURWAKARTA REGENCY

Astika Umyy Athahirah

Institut Pemerintahan Dalam Negeri

E-mail: astika@ipdn.ac.id

ABSTRAK. Penelitian ini bertujuan untuk memperoleh gambaran mengenai partisipasi politik pemilih pemula dan strategi yang dilakukan dalam meningkatkan partisipasi politik pemilih pemula. Penelitian ini merupakan penelitian kualitatif deskriptif (kuasi kualitatif). Adapun metode pengumpulan data yang digunakan dalam penelitian ini adalah wawancara, dokumentasi, dan penyebaran angket, sedangkan analisis data menggunakan MDAP (*Manual Data Analysis Procedure*). Penentuan informan dilakukan secara *purposive sampling* yaitu KPU Purwakarta dan pemilih pemula. Berdasarkan hasil analisis diperoleh bahwa partisipasi politik *latent* pemilih pemula di Kabupaten Purwakarta masih terbatas pada beberapa kegiatan saja sehingga menyebabkan literasi politik pemilih pemula masih tergolong rendah. Sebagian pemilih pemula hanya tertarik dalam mendiskusikan isu-isu politik saja, meskipun demikian, tingkat partisipasi dalam pemilihan umum sudah tergolong tinggi. Oleh karena itu, diperlukan strategi dalam meningkatkan partisipasi politik *latent* yang berdampak terhadap partisipasi politik *manifest* pemilih pemula. Strategi dalam meningkatkan partisipasi politik pemilih pemula dapat dilakukan oleh KPU dan partai politik secara rutin dan terjadwal sehingga mampu meningkatkan literasi politik pemilih pemula. Selain itu, pemilih pemula itu sendiri memiliki peranan penting dalam meningkatkan literasi politiknya melalui penggunaan media sosial secara bijak dan membangun jejaring sosial yang berkontribusi positif dalam meningkatkan partisipasi politik manifest di Purwakarta.

Kata kunci: Strategi peningkatan; partisipasi politik; partisipasi laten; partisipasi manifest; pemilih pemula.

STRATEGI PENINGKATAN PARTISIPASI POLITIK PEMILIH PEMULA DI KABUPATEN PURWAKARTA

ABSTRACT. This study aims to obtain an overview of the political participation of novice voters and the strategies to improve the political participation of novice voters. This research was descriptive qualitative research (quasi-qualitative). The data collection methods used in this study were interviews, documentation, and questionnaires, while data analysis used MDAP (*Manual Data Analysis Procedure*). The informants were determined by purposive sampling consisting of the KPU of Purwakarta and novice voters. Based on the result analysis, the latent political participation of novice voters in Purwakarta was still limited to a few activities, causing the political literacy of novice voters to be relatively low. Most of them were only interested in discussing political issues, although the participation rate in the general election was already high. Therefore, to solve it, some strategies are required to improve latent political participation that would contribute to the manifest political involvement of novice voters. The Improvement strategies of political participation for novice voters done by KPU and political party must be regularly and scheduled to improve the political literacy of novice voters. In addition, the novice voters themselves have an essential role in improving their political literacy by wisely using social media and building social networks that positively improve manifest political participation in Purwakarta.

Keywords: Improvement strategy; political participation, latent participation; manifest participation; novice voter

INTRODUCTION

Indonesia is one of the countries in the world that adheres to a democratic political system. The implementation of democracy in Indonesia can be seen from the Indonesian Democracy Index through three aspects: civil liberties, political rights, and democratic institutions. Data from the Central Statistics Agency updated in August 2021 shows that Indonesian civil liberties in 2020 are 79.40, aspects of political rights 67.85, and aspects of democratic institutions 75.66. (Badan Pusat Statistik, 2021). So based on these aspects, Indonesia's democracy index is classified as a moderate category. On the other hand, the data also showed that political rights and democratic institutions decreased compared to 2019. In addition, Indonesia's democracy index is seen from

one of its variables, namely the right to vote and be elected in 2020, reaching 79.41 increased compared to the previous year with the holding of free and fair elections of 85.75. Therefore, the data can indicate that Indonesia is still a democracy.

By a democratic political system, the people hold sovereignty. Therefore, the people keep an essential role in determining government administration that general elections will realize in a country. The general elections in Indonesia consist of legislative elections and executive elections. Elections are a forum and a democratic party held periodically at a specific time (Asshiddiqie, 2017, p. 20). In Indonesia, the elections occur every 5 (five) year. Elections will determine who deserves to hold legislative and executive power. Elections are the central pillar of democratic life which is the best means and momentum for the people in

channeling political aspirations (Zuhro, 2019, p. 73). Therefore, in holding elections, active political participation of the citizens is required because it will describe the level of citizens' involvement in the political process. So, we get informed that the citizens are not passively involved, as observers, participants, or even already taking part in policymaking.

Political participation is necessary due to several reasons for novice voters. First, novice voters are the next generation who will hold the leadership relay in the future. Second, novice voters are the agents of change in democratic life. Third, novice voters have more opportunities in the accessibility of political literacy through the use of information and communication media. Fourth, novice voters need to be equipped with various socialization activities and other political literacy activities because they still lack an understanding of politics, making it easy for them to accommodate the interests of certain political groups and parties. In addition, novice voters have the following behaviors: (1) voters who are still unstable; (2) voters who have relatively low political knowledge; (3) voters who tend to be dominated by peer-groups; (4) voters who make choices because of the popularity aspect of political parties or candidates proposed by political parties; (5) voters who come to polling stations only to register or cancel their rights. (Bakti, 2012, p. 131).

Komisi Pemilihan Umum (KPU) is an independent and non-partisan institution in realizing people's sovereignty to create a democratic government in organizing elections. Therefore, all aspects related to the implementation of elections are the responsibility of KPU Law No. 15 of 2011 about the general elections implementations. It states that in improving the quality of general elections that can guarantee the community political rights implementation, it is necessary to organize professional elections, integrity, capability, and accountability through general elections. Because political participation will be more active in providing benefits for political development (Kimbal, 2018, p. 285), upholding integrity, honoring, and respecting citizens' civil and political rights will realize the excellent quality of elections. So that KPU must recognize public political participation to create clean, honest, and fair elections and local elections under the spirit of democracy as described in Law No. 15 of 2011 concerning the implementation of general elections.

KPU can carry out activities that encourage public political participation. In organizing elections, the political involvement of novice voters is essential. Because novice voters are Indonesian citizens and on polling day, they are 17 years old or older or have been married, they have only participated in the election for the first time since the election held in Indonesia at the age of 17 years. The novice voters

have the right to vote in the holding of elections. So that most of them are high school/vocational high school students and university students.

KPU, stakeholders, and political parties have a moral responsibility to inform novice voters of the participation importance in the general election. On the other hand, KPU must understand and be precise in determining strategic steps in explaining to the public to increase the awareness of their rights and obligations as citizens. The success of the strategic implementation will improve the political participation of novice voters.

Political parties also provide political education to the community through institutionalized political socialization to create political awareness of citizens' rights and obligations. However, political education also impacts individual interests, political knowledge, and attitudes towards political freedom (Le & Nguyen, 2021, p. 7). Therefore, it is expected that political education provided by political parties is free from the political party's interests.

Novice voters also have an essential role in improving their political literacy, especially before the elections of executive and legislative members. Novice voters must have sufficient references in determining the right choice of pairs and candidates that compete for elections. Understanding political literacy today is not a difficult thing during the development of social media. Social media is a modern product of information and communication technology. Facebook, Instagram, Twitter, WhatsApp, and others (Kholid et al., 2015, p. 246) And nowadays, social media can be the motivation for novice voters to participate in political activities as the result of research that have been conducted (Omotayo & Folorunso, 2020, p. 132).

In this research, the author selects Purwakarta Regency as a research locus based on several considerations: First, the political dynamics in Purwakarta are very dynamic compared to other regions in West Java. Second, the heterogeneity of the Purwakarta community is very diverse because Purwakarta Regency, as one of the epicenters of education, pesantren, culture, and industry, makes it a magnet for immigrants from other regions who want to participate in activities and interact with the people of Purwakarta. (Rohendi & Muzzamil, 2021, p. 50). Third, the beginner voters category in Purwakarta Regency is from 17-20 years old (Rohendi & Muzzamil, 2021, p. 57). They are classified as rational voters who have a serious enough attention to political dynamics or a candidate pair in certain political events (attentive public) (Heryanto, G. G., & Rumar, 2013, pp. 60–61).

The political participation level in Purwakarta is relatively high, namely 82.1% of the total 687.280 from the permanent voter list in 2019. In Purwakarta

Regency, in 2018, the executive elections were held, while in 2019, the executive member elections. As a result, public political participation in 2019 increased compared to the participation rate in 2018 was 79.4% (Winarsih, 2019). From the total number of the permanent voter list in 2019. This increase in participation was from novice voters and young voters from 32.000 novice voters in Purwakarta (Rohendi & Muzzamil, 2021, p. 55). The increasing level of public political participation within a year is an exciting thing to study because the elections happened in two different governance institutions: the legislative and the executive. Therefore, KPU needs a strategy to increase political participation in a year, especially for novice voters and young voters.

Some previous studies about KPU's strategy in improving the political participation of novice voters had found the results. First, the political socialization strategy was carried out by KPU, informing smart beginner voters in the 2018 East Java governor and deputy governor elections in Ngawi Regency (Ardiani et al., 2019, p. 18). Second, The efforts of KPU in Gresik Regency to increase the political participation of novice voters through the Raden Paku Election Smart House (Sari & Kartika, 2018, p. 414). Third, the role of KPU in increasing beginner voters' participation through institutional strengthening, communication, and socialization (Megawati & Padang, 2020, p. 522). Fourth, Impact analysis political education in improving the political participation of novice voters at senior high school at Balauring, Lembata, East Nusa Tenggara (Pattipeilohy et al., 2018, p. 128), and the last, the efforts of the General Elections Commissions in Solok City in making the intelligent house of election as political education (Masputri et al., 2019, p. 67).

Some researches did about political participation before, but there didn't explain the details of the implementation of activities technically that can improve the political participation of novice voters, so it has not been able to guarantee the presence of novice voters at polling stations. In addition, previous research has not explained the importance of efforts or strategies that must be done by novice voters themselves in improving their political literacy. Therefore, this research offers some relevant strategies for novice voters in the digital era to strengthen their political participation. These strategies didn't find in previous studies. In addition, in this research, there is also a new data analysis method using a Manual Data Analysis Procedure (MDAP) that didn't do in previous research. So this research is necessary to get an idea of how the political participation of novice voters in Purwakarta and how the strategies carried out improve the political participation of novice voters

METHOD

This research design was initially known as qualitative descriptive research, which was named quasi-qualitative design (QQD) because the author used theories and the deductive approach. While the data analysis turned into real qualitative and the researcher's way of thinking became inductive. (Bungin, 2020, p. 183). The *quasi-qualitative* design (QQD) stages consist of searching the problem, literature review, founding gap, constructing a hypothesis, planning data sources, constructing data collections methods, using a theoretical framework, data collection, keeping a diary, transcript, coding, themes, categorization, and memos, trying to find new sources of information, triangulation, constructing theory, confirmation theory, and making new theory. (Bungin, 2020, p. 183)

The data collected in this research used interviews, documentation, and questionnaires to 35 informants. The informants' determination used purposive sampling consisting of Commissioners and KPU members as many as five people, novice voters aged 17-20 years, and many as 30 people. Every informant answered the questions using an open format (Walliman, 2011, p. 99). Data collected was also found in online searches and other documents/archives. While in data analysis, the author used a Manual Data Analysis Procedure (MDAP). The steps of MDAP started from making notes, transcripts, coding, categorization, themes, memos, triangulation results, building theory, confirming the theory, constructing theory, and publishing new theory (Bungin, 2020, pp. 252-292).

The steps of MDAP known as theoretical sampling by Straus and Glaser (1967):

- **Notes** are the first step researchers take in collecting every data found in the field.
- **Transcripts** are the step to copies of notes obtained in the field. Transcripts are made to be very objective to resemble the circumstances during data collection. Transcript consists of the content and course of the conversation in the interview, the content and discussions, observation data, and events during the interview.
- **Coding** provides codes to mark analysis and data segments considered necessary for initiating analysis of a particular phenomenon.
- **Categorization**, enter the same code into the same category and move it to find the best reflects of research analysis.
- **Themes** will be formed from the categorization of code. Large categories will be the main themes, while sub-categories will be supporting themes.

- **Memos** help clarify thinking on research topics, providing mechanisms for articulating research’s subjective assumptions and perspectives.
- **Result triangulation**, triangulation was done after researchers produced a draft research report. Triangulation results can be in the form of source triangulation, triangulation theory, triangulation methods, and triangulation of time.
- **Building theory**, an art, conveys a message to the reader because theoretical statements need to be made to strengthen the narrative and explanation of the researcher so that others can understand the theory states that the researcher builds.
- **Do the theory confirming** through the building theory at the previous view.
- **Constructing theory** as a novelty or new perspective of research.
- **Publish new theory** as the final step in the MDAP.

Based on the MDAP stage above, the author has done these steps in this study, from making notes to finding memos through interview results and questioners. Furthermore, the author triangulated the results through interviews, documentation, and questionnaires.

RESULTS AND DISCUSSIONS

The following are the results and discussion of every item to answer the problem formulation.

A. Forms of political participation of novice voters in Purwakarta

Political participation is fundamentally about citizens and their attempts to influence politics (Segesten & Bossetta, 2017, p. 1). In looking at political participation in Purwakarta Regency, the author used the theory of political participation. (Ekman & Amnå, 2012, p. 292). In this theory, political participation consists of 2 (two) forms. These are latent and manifest political participation as a new form of political participation. It consists of formal and nonformal activities. The manifest and latent involvement will do in a collective or individual form with some activities legally and illegally. The following table 1 describes the latent political participation.

Latent political participation will encourage the realization of manifest participation. Based on table 1, the activities of latent participation consist of reading political news, political discussions, and following political developments. These activities can contribute to building political awareness of individuals and groups. So, it will encourage individuals or groups to do manifest participation in influencing politics and political outcomes (Segesten & Bossetta, 2017, p. 3). Nowadays, The activities of latent participation are easy to find by using

social media such as YouTube, Twitter, Facebook, Instagram, and WhatsApp. The novice voters can use social media every time and everywhere. They can access information, find some political references, and observe political developments. The following table 2 describes the manifest political participation.

Table 1. Latent political participation

Civil participation (latent political participation)	
Involvement (attention)	Civic engagement (action)
Individual forms	
Personal interest in politics and societal issues Attentiveness to political issues	Activities based on personal interest in and attention to politics and societal issues
Collective forms	
A sense of belonging to a group or a collective with a distinct political profile or agenda Life-style related politics (e.g., identity, clothes, music, food, values)	Voluntary work to improve conditions in the local community, for charity, or to help others (outside the own family and circle of friends)

Source : (Ekman & Amnå, 2012, p. 292).

Table 2. Manifest political participation

Manifest political participation		
Formal political participation	Activism (extra-parliamentary participation)	
	Legal	Illegal
Individual forms		
Electoral participation and contact activities	Extra parliamentary forms of participation: to make one voice heard or to make a difference by individual means (e.g., signing petitions, political consumption)	Politically motivated unlawful acts on an individual basis
Collective forms		
Organized political participation: membership in conventional political parties, trade unions, and organization	Loosely organized forms or network-based political participation: new social movements, demonstrations, strikes, and protests	Illegal and violent activities and protests: demonstrations, riots, squatting buildings, damaging property, confrontations with the police or political opponents

Source: (Ekman & Amnå, 2012, p. 292)

These manifest political participation can be individual and collective forms resulting from latent participation activities in electoral participation based on table 2 above. The author had modified the following latent and manifest political participation

process based on the resulting research from Segesten and Bossetta.

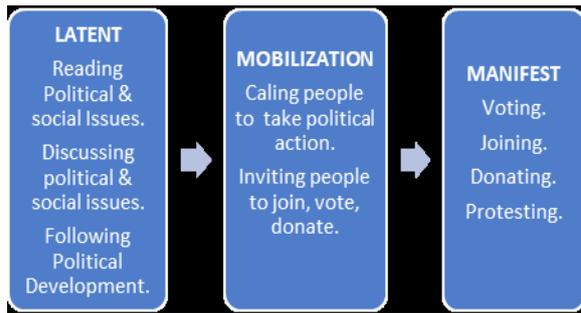


Figure 1. The latent and manifest participation process (Segesten & Bossetta, 2017, p. 3) and author.

Based on figure 1, latent participation can encourage manifest participation through mobilization efforts for novice voters. High latent participation of novice voters can increase manifest participation among novice voters. We can find from the involvement level of novice voters in various political activities based on the results from interviews and distributed questionnaires to several informants consisting of high school students, university students, and young voters. Because the data analysis used a Manual Data Analysis Procedure (MDAP), the results of the research present the following memos in figure 2:

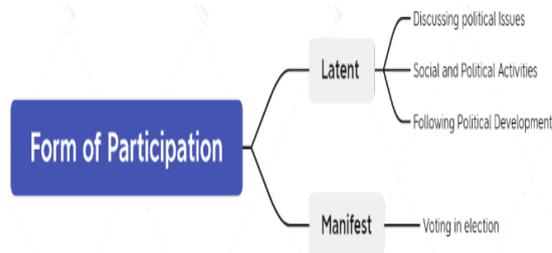


Figure 2. Memos of Political Participation in Purwakarta, 2021.

The memos result in figure 2 explain some political participation in Purwakarta. The latent participation consists of discussing political issues, social and political activities, and Following political development, whereas manifest participation only consists of voting in an election. Table 3 will describe the percentage of every political activity of novice voters in Purwakarta.

Table 3. The political activities of novice voters in Purwakarta

No.	Political Activities	Percentage
1.	Voting in the general election	(85,7%)
2.	Discussing Political Issues	(57,1%)
3.	Active in social/political activities (fomal)	(28,6%)
4.	Following political developments	(28,6%)
5.	Become an interest group leader	(14,3%)

Source: the result of questionnaires, 2021

In table 3 above, there were 5 (five) political activities carried out by informants from 11 question items related to latent and manifest political participation activities that the author submitted to the informants. The majority of novice voters were heavily involved in voting at the general election at about 85.7%, followed by discussing political issues (57.1%). This result indicates that not all novice voters participate in the general election. Even though the political participation rate in Purwakarta Regency has high participation, it was 82.1% at the legislative elections in 2019.

The data in the table also describes that the political participation of novice voters has included manifest and latent political participation. In manifest participation, novice voters have realized informal activities in electoral and contact actions, but they have not conceded in extra-parliamentary participation activities legally or illegally. The form of latent participation in Purwakarta was discussing political issues based on data. Although it was still 57.1%, it had encouraged manifest participation to reach 85.7% in general election voting in 2019. Some strategies are essential to improve the latent participation of novice voters. However, political activity in Purwakarta is about discussing political issues, following political developments, and taking a role in an interest group.

B. The Improvement strategies of political participation.

A strategy is a step taken by an individual or organization to achieve its goals. It takes some steps, consists of determining long-term goals and objectives, using a series of actions, and allocating the resources necessary to achieve those goals (Salusu, 2015, p. 88). We need systematic and measurable steps to achieve sustainability goals in determining the strategies. The success of a defined strategy will impact the achievement of these goals. The following will explain several actions to choose the plan based on management strategy (Salusu, 2015, p. 88) :

1. **Strategy formulation** is the development of vision and mission, identifying external opportunities and threats, determining internal advantages and disadvantages, the objectives and alternatives of strategy choices, and choosing the best strategy.
2. **Strategy implementation** is a series of activities needed to complete a plan. This step consists of making policies, motivating, and allocating resources. So, Strategy implementation is also a part of cultural development to support the strategy and create an effective organizational structure and adequate budget direction.
3. **Strategy evaluation** is the final stage in strategic management. This step consists of reviewing

external and internal factors of basic strategy. (Wheelen, T. L., Hunger, 2012, p. 71)

As explained above, to improve the political participation of novice voters, we need some strategies. In Purwakarta, the stages of strategy determination in improving the novice voter participation in Purwakarta have fulfilled the management strategy steps that consist of strategy formulation, implementation, and evaluation. (Wheelen, T. L., Hunger, 2012, p. 71). The result of improvement strategies in Purwakarta will explain in the following memos in figure 3.

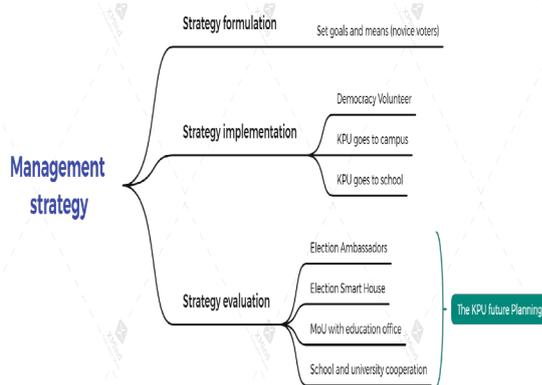


Figure 3. Memos of Management strategy of Political Participation in Purwakarta, 2021

The memos in figure 3 explain some activities that KPU has done in Purwakarta through strategy formulation and implementation. Still, in strategy evaluation, some activities haven't been done. So, these activities became the future planning by KPU after the election in 2019. Therefore, these activities should be done immediately as preparation for the next election in Purwakarta.

The description of each exercise in management strategy is as follows:

1. Strategy formulation

The main target of this activity is the segment of beginner voters and young voters consisting of high school students, university students, and young voters who have just participated in executive and legislative elections. So, some activities had carried out in high school, college, and base locations of youth associations. In addition, the socialization activities shared on social media would be carried out by KPU.

2. Strategy Implementation

This stage consists of some planned strategy formulation. KPU carry out the strategy implementation in Purwakarta as a part of the election holding. The results of discussions and interviews with the Chairman of the Division of Voter Education Socialization, Community Participation, and Human Resources of KPU in Purwakarta. There were some activities carried out, namely:

1) Formation of Volunteer Democracy. The volunteer democracy program is a social movement intended to increase voter participation and quality in exercising suffrage. Democracy volunteers become partners of KPU in carrying out the plan of socialization and voters' education based on districts/cities. Democracy volunteers formed in Purwakarta are democracy volunteers with novice voters and young voters consisting of 11 democracy group volunteers. A group of Democratic volunteers will socialize with nearly 17 novice voters.

The formation of democratic volunteers in this segment is indispensable because the number of novice voters in the voter structure is significant. This democratic volunteer is an agent of new knowledge to novice voters through various socialization agendas. This activity improves awareness of the political participation of novice voters in the elections. (Ilmiyah & Satmoko Adi, 2018, p. 802). In other words, the presence of democratic volunteers will encourage increased manifest participation through latent participation. The recruitment of democratic volunteers is carried out openly by implementation instructions and technical instructions from KPU. The forms of activities carried out by these democratic volunteers are:

- The activities of technical guidance to democracy volunteers. This activity aims to brief democracy volunteers before socializing and other activities to novice voters. KPU carried out this activity to democratic volunteers who selected an open recruitment process. This recruitment refers to KPU's implementation and technical instructions.
- Focus Group Discussion in planning and budgeting socialization and education training programs conducted by democracy volunteers.
- They are socializing and training activities by using props. Democratic volunteers will use these props in carrying out their duties. So, novice voters directly get simulations of the implementation of elections through democratic volunteers.
- They are going to the field activities based on prepared planning and schedule. Then, conducting evaluation and reporting in every action by democracy volunteers.
- In the implementation of socialization, usually, democracy volunteers are advised to make short videos, music concerts, leisure walks, races, and carnivals.

- 2) KPU goes to campus. KPU goes to campus is a series of socialization activities for beginner voters among university students. This activity aims to improve the political literacy of novice voters. This activity effectively increases beginner voters' understanding and political awareness among university students. The increase in political literacy among them will increase public participation, not only for novice voters themselves but also the public, because university students hopefully provide a political understanding to the community, especially in the days leading up to the election. This activity would end with signing an integrity pact to come to the polling station for all university students who participated in this activity. In addition, this activity is usually also followed by entertainment such as music arts to get university students' attention which following this activity. However, the action is not scheduled, routine, and practiced before the executive and legislative elections based on the information and interview. So, this activity hasn't had a positive influence in improving the political literacy of whole novice voters yet.
- 3) KPU goes to school. This activity consists of socialization for high school students in grade 3. It will provide understanding and debriefing about politics. Hopefully, it improves political literacy on choosing and determining the ideal leadership candidates in the future for novice voters. This debriefing on politics is critical among high school students as novice voters because they still belong to swing voters and tend to be moody because of the rapid development of social media. Social media influences can shape and change the mindset of novice voters. (Syamsuadi et al., 2019, p. 104). Because of high school students in grade 3, the average is already 17 years old who will become a beginner voter. As KPU, this activity also ended with the signatories of an integrity pact to come to the polling station. The music entertainment and art festivals will perform in this activity. So it is expected to encourage high school students to follow this activity.

3. Strategy evaluation

After the executive elections in 2018 and legislative elections in 2019, the activities on strategy implementation successfully improved the political participation of novice voters so that political involvement in Purwakarta reached 82.1%. By performing music festivals and other arts entertainment, university students and high school students became

interested in these activities. They were interested in participating and signing an integrity pact to come to the polling station when the election. However, the strategy implementation activities should be done periodically and scheduled. As the agents of change, novice voters will provide good influence and understanding to the community.

The Activities in strategy implementation are socialization activities in the form of planting values and political norms to improve the political literacy of novice voters. The increase in political literacy signifies the increase in latent participation of novice voters so that it will have an impact to increase manifest participation. (Segesten & Bossetta, 2017, p. 3).

Based on the results of the strategy evaluation, it is necessary to hold routine activities by KPU in improving the political literacy of novice voters. Furthermore, it also needs to be carried out activities to optimize activities that have been carried out such as The general elections Goes to school, Goes to Campus, as well as the formation of democratic volunteers, namely:

- 1) KPU declares election ambassadors from high school and university students. The requirements of election ambassadors are consist of the brain, attitude, and action assessments that reflect the energetic younger generation and reflect good election organizers (Yesi, 2018, p. 24). After they are elected, they will accept a debriefing and technical guidance on holding elections and political education. Furthermore, they will do various programs and activities to improve political literacy among high school and university students by using social media content such as youtube, WhatsApp, Instagram, Twitter, Facebook. Social media can create exciting and helpful content about politics, discussions, and webinars.
- 2) Election Smart House Audience. The presence of The Election Smart House is one of the sources of political learning for all the community and novice voters. Election Smart house is a concept of voter education by utilizing the space of a building to conduct all public education projects about elections and democracy. The Election Smart House, on the one hand-carried out various political education programs or voter education, and on the other hand, it became a forum for the community of election activists to discuss various political issues and build the movement (Rafni & Suryanef, 2019, p. 3). In the future, the intelligent election house in Purwakarta can also be a gathering place for democracy volunteers and election ambassadors in discussing various political education programs for the community, especially for novice voters.

Election bright house is a place for voter education that provides political learning activities services. The utility of the intelligent election house requires the synergy of local governments with regional-owned enterprises, private parties, non-governmental organizations, academics, and the community. So, a bright Election house can be an asset of the district/city government either as a museum or a tourist destination for ownership. (Rafni & Suryanef, 2019, p. 7).

- 3) KPU holds an MoU with the Education Office on Socialization and continuing voter education for senior high school students. In addition, KPU attends as a ceremony counter to socialize about democracy, political education, and elections for every high school in Purwakarta.
- 4) KPU cooperates with the unity of the Student Council of High School and universities in Purwakarta Regency to synergize the activity program carried out by KPU and bright election house, election ambassador, and democracy volunteers.

This strategy evaluation stage needs to be done by KPU in Purwakarta to optimize the strategy implementation because the strategy implementation is still in the form of the Formation of Democratic Volunteers. Therefore, KPU Goes to school and campus activities. However, novice voters also have an essential role in improving political literacy as the offered strategy from the author. Therefore, the strategy from novice voters is called a personal strategy. Based on the research result, there are 2 (two) activities of this strategy and will explain by the following memos in figure 4.



Figure 4. Memos of personal strategy for political participation in Purwakarta, 2021

The memos in figure 4 explain that political literacy is a part of personal strategy. If novice voters have good political literacy (latent participation), it will contribute to their environment. Political literacy is understood more widely than just political knowledge, but how to make yourself effective in political life. Using social media such as YouTube, Twitter, Facebook, Instagram, and WhatsApp wisely and building social networks will hopefully improve manifest participation. Because Social media also increases flexibility in discussing politics and public

issues through “anywhere, anytime” connections” (Perangin-angin & Zainal, 2018, p. 740). Social media content should be suitable with the characteristics of novice voters, such as simple, practical, attractive, and easy to understand (Ratnamulyani & Maksudi, 2018, p. 154). So that through social media is expected to form a social network. Political communication within social networking sites is related to political participation. It has a significant moderate effect for those with a firm opinion but not for narrow-minded people by associating online and offline political participation. (Campbell & Kwak, 2011, p. 1005). So building social networks through social media (latent participation) for novice voters is expected to improve manifest political participation.

In addition, strengthening voter political literacy can also be done by political parties by providing political education through political socialization. Political parties are expected to periodically provide political socialization to novice voters and away from the political party’s interests. Hopefully, the novice voters will become smart beginner voters.

CONCLUSION

The form of political participation consists of 2 (two), which are latent and manifest participation. In general, the latent participation of novice voters in Purwakarta is still limited to a few activities that only have caused the political literacy of novice voters to be still relatively low. Some novice voters are only interested in discussing political issues. But, the participation rate in voting in general elections is already relatively high. Strategies determination in improving the political participation of novice voters consists of strategy formulation, strategy implementation, and strategy evaluation. In the stages of strategy formulation, KPU in Purwakarta has set goals and means. In strategy implementation, the activities to improve the political participation of novice voters in Purwakarta still focused on the role of KPU as the leading sector in the elections process. The activities in strategy implementation carried out are close to the elections only by the conventional socialization model (Putra, 2016, p. 145) and have not significantly impacted the political literacy of novice voters. So that in the stage of strategy evaluation, it is necessary to do some activities in maximizing the strategy implementation. In the strategy evaluation stage, KPU should carry out various socialization programs and activities for beginner voters on a continuous and scheduled basis. KPU can also cooperate with political parties in providing socialization to novice voters.

In addition, the author also directs the importance of novice voters themselves improving their political

literacy by using social media wisely and building social networks that contribute positively to the improving political participation manifest. It is called personal strategy. This strategy calls people to take political action to invite people to join, vote, and donate. So in future research, it is expected to see the most effective social media in improving the political literacy of novice voters (latent participation) and how to build networks in social media that can contribute to manifest political participation in Purwakarta.

REFERENCES

- Ardiani, D., Kartini, D. S., & Herdiansah, A. G. (2019). Strategi Sosialisasi Politik Oleh KPU Kabupaten Ngawi Untuk Membentuk Pemilih Pemula Yang Cerdas dalam Pemilihan Gubernur dan Wakil Gubernur Jawa Timur Tahun 2018 di Kabupaten Ngawi. *Jurnal Socius: Journal of Sociology Research and Education*, 6(1), 18. <https://doi.org/https://doi.org/10.24036/scs.v6i1.129>
- Asshiddiqie, J. (2017). *Pengantar Ilmu Hukum Tata Negara*. Raja Grafindo Persada.
- Badan Pusat Statistik. (2021). *Indeks Demokrasi Indonesia (IDI) Menurut Indikator 2018-2020*. <https://www.bps.go.id/indikator/34/638/1/indeks-demokrasi-indonesia-idi-menurut-indikator.html>
- Bakti, A. F. (2012). *Literasi Politik dan Konsolidasi Demokrasi*. Churia Press.
- Bungin, B. (2020). *Social Research Methods (Post-Qualitative)* (Edisi Pert). Kencana.
- Campbell, S. W., & Kwak, N. (2011). Political involvement in “mobilized” society: The interactive relationships among mobile communication, network characteristics, and political participation. *Journal of Communication*, 61(6), 1005–1024. <https://doi.org/10.1111/j.1460-2466.2011.01601.x>
- Ekman, J., & Amnå, E. (2012). Political participation and civic engagement: Towards a new typology. *Human Affairs*, 22(3), 283–300. <https://doi.org/10.2478/s13374-012-0024-1>
- Heryanto, G. G., & Rumar, S. (2013). *Komunikasi Politik: Suatu Pengantar*. Ghalia Indonesia.
- Ilmiyah, A., & Satmoko Adi, A. (2018). Strategi Relawan Demokrasi Kabupaten Malang Dalam Sosialisasi Politik Kepada Pemilih Pemula Menjelang Pilkada Jatim Tahun 2018. *Kajian Moral Dan Kewarganegaraan*, 6(2), 792–806. <https://ejournal.unesa.ac.id/index.php/jurnal-pendidikan-kewarganegaraa/article/view/25710>
- Kholid, A., Husein, R., Mutiarin, D., & Listiya E. R, S. (2015). The Influence of Social Media Towards Student Political Participation During the 2014 Indonesian Presidential Election. *Journal of Government and Politics*, 6(2), 246–264. <https://doi.org/10.18196/jgp.2015.0019>
- Kimbal, M. L. (2018). Political participation in village development process in Wori subdistrict, North Minahasa district. *Sosiohumaniora Unpad*, 20(3), 282–287. <https://doi.org/10.24198/sosiohumaniora.v20i3.19018>
- Le, K., & Nguyen, M. (2021). Education and political engagement. *International Journal of Educational Development*, 85 (May), 1–14. <https://doi.org/10.1016/j.ijedudev.2021.102441>
- Masputri, M. E., Rafni, A., & Dewi, S. F. (2019). Upaya KPU Kota Solok Menjadikan Rumah Pintar Pemilu Sebagai Sarana Pendidikan Politik. *Journal of Civic Education*, 2(1), 67–75. <https://doi.org/10.24036/jce.v2i1.109>
- Megawati, & Padang, A. T. (2020). Peran KPU dalam meningkatkan Partisipasi Pemilih Pemula. *Siyasatuna*, 2(3), 522–532. <http://journal.uin-alauddin.ac.id/index.php/siyasatuna/article/view/19530/10686>
- Omotayo, F. O., & Folorunso, M. B. (2020). Use of social media for political participation by youths in Oyo State, Nigeria. *EJournal of EDemocracy and Open Government*, 12(1), 133–158. <https://doi.org/10.29379/jedem.v12i1.585>
- Pattipeilohy, A., Yusuf, N., & Handayani, T. (2018). Analisis Dampak Pendidikan Politik Dalam Meningkatkan Partisipasi Politik Pemilih Pemula di SMAN 1 Balauring Lembata NTT. 128(November), 128–137. <https://doi.org/https://doi.org/10.22219/jch.v3i2.8653>
- Perangin-angin, L. L. K., & Zainal, M. (2018). Partisipasi politik pemilih pemula dalam bingkai jejaring sosial di media sosial. *Jurnal Aspikom*, 3(4), 737–754. <https://doi.org/http://dx.doi.org/10.24329/aspikom.v3i4.210>
- Putra, A. D. T. (2016). Inovasi Model Sosialisasi Peran Serta Masyarakat Dalam Pemilu. *Jurnal Wacana Politik*, 1(2), 139–151. <https://doi.org/10.24198/jwp.v1i2.11056>
- Rafni, A., & Suryanef. (2019). Pendidikan Pemilih bagi Pemilih Pemula Melalui Rumah Pintar Pemilu. *Moral and Civic Education*, 3(1), 1–8. <https://doi.org/https://doi.org/10.24036/8851412312019171>

- Ratnamulyani, I. A., & Maksudi, B. I. (2018). The role of social media in the improvement of selected participation of students based on students in bogor regency. *Sosiohumaniora Unpad*, 20(2), 154–161. <https://doi.org/https://doi.org/10.24198/sosiohumaniora.v20i2.13965>
- Rohendi, R., & Muzzamil, F. (2021). Tipologi Pemilih Pemula pada Pilkada Jabar 2018. *Jurnal Adhyasta Pemilu*, 4(1), 46–65. <https://doi.org/10.55108/jap.v4i1.46>
- Salusu. (2015). *Pengambilan Keputusan Strategik Untuk Organisasi Publik Dan Organisasi Nonprofit*. PT. Gramedia Widiasarana Indonesia.
- Sari, Q. F., & Kartika, M. M. (2018). Upaya KPU Kabupaten Gresik untuk meningkatkan partisipasi politik pemilih pemula melalui Rumah Pintar Pemilu Raden Paku. *Kajian Moral Dan Kewarganegaraan*, 06(02), 414–428. <https://jurnal.unesa.ac.id/index.php/jurnal-pendidikan-kewarganegaraa/article/view/24815>
- Segesten, A. D., & Bossetta, M. (2017). A typology of political participation online: how citizens used Twitter to mobilize during the 2015 British general elections. *Information Communication and Society*, 20(11), 1625–1643. <https://doi.org/10.1080/1369118X.2016.1252413>
- Syamsuadi, A., Hartati, S., & Arisandi, D. (2019). Menjadi Bijak Bagi Pemilih Pemula Berdasarkan Informasi Dari Media Sosial di Kabupaten Kepulauan Meranti. *Jurnal Pengabdian Masyarakat Multidisiplin*, 2(2), 104–112. <https://doi.org/DOI:https://doi.org/10.36341/jpm.v2i2.717>
- Walliman, N. (2011). *Research Methods (the basics)*. Routledge.
- Wheelen, T. L., Hunger, J. D. (2012). *Strategic management and business policy: Toward Global Sustainability* (S. Yagan (ed.); 13rd ed.). Pearson.
- Winarsih, ita nina. (2019). Partisipasi Pemilih di Purwakarta Capai 82,1 Persen. *Nasional. Republika*. <https://nasional.republika.co.id/berita/nasional/daerah/pr4x6o384/partisipasi-pemilih-di-purwakarta-capai-821-persen>
- Yesi, Y. (2018). Upaya Komisi Pemilihan Umum Provinsi Sumatera Selatan dalam Meningkatkan Partisipasi Pemilih pada Pilkada Serentak 2018 dan Pemilu Serentak 2019. *Jurnal Studi Sosial Dan Politik*, 2(1), 12–30. <https://doi.org/10.19109/jssp.v2i1.4061>
- Zuhro, R. S. (2019). Democracy and the 2019 Election. *Lipi*, 16(1), 69–81. <https://ejournal.politik.lipi.go.id/index.php/jpp/article/view/782/541>