
BROADCASTING COMMUNICATIONS IN ENCOURAGING PUBLIC PARTICIPATION IN ELECTIONS

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ABSTRACT

Public participation in regional elections is still quite low, even though regional elections are a form of implementing democracy in Indonesia. Broadcasting communications can play an important role in encouraging public participation in Pilkada. Therefore, this study aims to identify and analyze the effectiveness of broadcasting communication strategies in encouraging public participation in regional elections. This study uses a qualitative approach with data collection techniques through in-depth interviews with informants related to the Pilkada and broadcast media. The results of the study show that broadcast media can be used as an effective means of communication to increase public participation in regional elections by conveying appropriate and balanced information and facilitating public discussion of election-related issues. Several effective strategies for encouraging public participation in Pilkada through broadcast media include using attractive campaign jingles, wider coverage of candidates and their work programs, and public debates between candidates, which are broadcast live. Broadcast media is an effective means of communication to increase public participation in local elections by conveying appropriate, balanced information and facilitating public discussion on issues related to local elections.

Keywords: broadcasting communication, community participation, pilkada

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INTRODUCTION

Pilkada (Election Head of Region) is one form of implementation democracy in Indonesia, where the people have their chance to choose the leader manner direct. However, participation public in Pilkada is still enough low. Problem: This shows that still lots of society does not act or no participate in the Pilkada process which can impact on the level of trust public to democracy and quality regional leadership (Wahyuningsih, 2021).

Communication broadcasting can become significant in pushing public participation in local elections. Broadcast media, e.g. television and radio, can effectively communicate information and open room discussion for public-related Pilkada (Lubis et al., 2022). This research about "Communication Broadcasting in Push Community Participation in Pilkada" is significant for using broadcast media effectively to increase public participation in the local election.

Several studies on "Communication Broadcasting in Push Community Participation in an election" have been researched (Sari et al., 2022). The Role of Mass Media in Pilkada Simultaneous 2018: Study Case in Central Java Journal Knowledge Communications 16(2), 181-190. Study: This aims

to know the mass media's role in increasing participation in elections. Simultaneously 2018 in Central Java, Research results show that mass media play a role in giving information and improving public awareness about the importance of participation in the local election.

A study entitled "Communication Political Through Mass Media in Pilkada 2018 in East Java ". Journal Study Politics 15(1), 47-57. Study This discussion about how mass media can influence the participation public in the 2018 Pilkada in East Java Research results show the mass media's role in increasing the participation public through the information conveyed about candidates and their work programs stretcher (Sari et al., 2022).

The research entitled "Communication Politics and Community Participation in Election Regional Head (Pilkada) Surakarta City ". Journal Studies Communications 1(2), 143-152. Study This aim is to know How political communication through the mass media can increase public participation in Pilkada in Surakarta City. Research results show that the mass media's role is vital in giving information to the community and encouraging participation in Pilkada (Tsaniyah & Juliana, 2019).

The study entitled "Communication Political in Increase Community Participation in the Election of Batam City". Journal Knowledge Communications 14(2), 135-147. Study This discusses How communication political through the mass media can increase the participation public in Pilkada in Batam City Research results show that the mass media role important in give information about candidates and work programs as well as pushing participation public through debate public and campaigns (Fahrani, 2023).

Through study is expected to give more understanding of the effectiveness of the communication strategy broadcasting in pushing the public's participation in local elections. The study is also expected can give valuable recommendations for the organizers of Pilkada and broadcast media to strengthen the participation of the public in the democratic process in Indonesia.

The research "Communication Broadcasting in Push Community Participation in the Election" aims to identify and analyze the role of communication broadcasting in influencing the public's participation in the election head area (election). Studying this is also a goal: To understand the strategies that broadcasters can use to increase public participation in Pilkada (Simbolon, 2019). A study will be analyzed the types of messages conveyed by broadcast media and how messages can influence the participation public in local elections. Besides that, research, this will also discuss the role of social media in increasing the public's participation in Pilkada and how the broadcast media can take advantage of social media. To reach the objective the

Several benefits from the research "Communication Broadcasting in Push Community Participation in an Election" are Add an understanding of How communication broadcasting can influence the participation public in local elections. Research results from This can help media practitioners develop more communication strategies that effectively influence the public's participation in Pilkada (Hidayati, 2021). Besides that, research, this too can increase participation public in local elections. With an understanding of communication roles and strategies, broadcasters can develop programs that can increase public participation in the democratic process and push the growth media industry in Indonesia. With the increasing participation public in Pilkada, trust and interest in the public to broadcast media as well increase this can positively impact the growth media industry in Indonesia.

METHOD

Method research used in the study is qualitative, with technique data collection through in-depth interviews. A qualitative approach was chosen because the study focuses on understanding the effectiveness of the communication strategy broadcasting in pushing the participation public in Pilkada (Sarban et al., 2023). Participants in the study. This is related to sources with maintenance Pilkada and broadcast media (Anggraeni & Adrinoviarini, 2020). The interview technique was used To collect rich and in-depth data about the perception and experience source person related to the use of broadcast media to increase public participation in the local election. Before implementing the interviewing Researcher observes broadcast media broadcast programs related to Elections and determines the number of topics to be discussed in the interview Researcher Then submit question open and facilitates discussion between the source person in the interview.

RESULTS AND DISCUSSION

Research results show that communication broadcasting can be essential in pushing public participation in local elections. Several effective strategies in increasing the participation of the public in Pilkada through broadcast media are the use of catchy campaign jingles, more coverage wide about candidates and work programs as an exemplary implementation of debate public between a published candidate in a manner direct.

In the study, broadcast media is also proven to become effectual means of increasing the public's participation in elections via delivering accurate and balanced information and facilitating discussion among the public about issues related to local elections. However, there are several challenges to using broadcast media To increase public participation in elections, such as limitations to access the public and lack of participation in active broadcast media in the election process.

Studies also show that cooperation between organizer Pilkada and broadcast media needs strengthening To increase the participation public in the democratic process in Indonesia (Solihah et al., 2018). There is an opportunity To increase the participation of the public in Pilkada through the use of digital technology and social media, which can increase more participation inclusive from various layers of society

In conclusion, communication broadcasting can be essential in pushing public participation in local elections. To increase public participation in Pilkada, the organizers of Pilkada and broadcast media need to strengthen cooperation and coordination in conveying accurate and balanced information and facilitating public discussion about issues related to Pilkada (Siregar, 2022).

Discussion study This will discuss the findings obtained from the research results and the implications and suggestions that can take from the findings. The research results show that broadcast media can be essential in pushing public participation in local elections. Several effective strategies in increasing the participation public in Pilkada through broadcast media are the use of catchy campaign jingles with more coverage comprehensive about candidates and work programs as exemplary implementation debate public between a published candidate in a direct manner.

Findings This is in line with several studies previously showing that broadcast media can play a role as the agent of change in increasing the participation public in the democratic process (Ramadhan & Masykuri, 2022). Broadcast media can facilitate discussion public about issues related to elections and deliver accurate and balanced information to society

However, there are several challenges in using broadcast media To increase public participation in elections, such as limitations in accessing the public broadcast media and a lack of participation in active broadcast media in the election process (Meilina & Oktavian, 2022). Overcome challenge this is required more cooperation and coordination tightly between organizer Pilkada and broadcast media

Besides that, research also shows that the use of digital technology and social media can increase participation from various layer public (Fauzi et al., 2020). Because That is the organizers, Pilkada and broadcast media need to optimize the use of digital technology and social media in facilitating the participation public in the local election

Implications from findings that communication broadcasting is essential in pushing public participation in Pilkada (Rahmaniah et al., 2022). Organizers Pilkada and broadcast media need to strengthen cooperation and coordination in conveying accurate and balanced information and facilitating public discussion about issues related to local elections. Besides, it is necessary to increase access to broadcast media and use digital technology and social media To facilitate participation in society broad in the democratic process.

Suggestions for the study furthermore is for involve more lots participants from various backgrounds back and areas to get more picture comprehensive about the effectiveness of the communication strategy broadcasting in pushing participation public in local elections. Besides that, research can expand the scoping study by noticing social, economic and political factors that influence the participation public in the election process.

CONCLUSION

Studies show that communication broadcasting is essential in increasing public participation in the local election. Broadcast media can use campaign jingles to provide more coverage about candidates and work programs and debate the public between candidates to push the public into the democratic process. However, there is a challenge in facilitating the participation public through broadcast media, such as limitations in access and lack of participation in active broadcast media Because it is necessary for more cooperation tight between organizer Pilkada and broadcast media to facilitate participation more society inclusive digital technology and social media can become alternative for facilitate participation society, especially for communities in rural areas important for organizer Pilkada and broadcast media for Keep going strengthen broadcast media role as agent change in increase participation public in the local election.

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