

## **Public Relations Management Strategy: The Role of Social Media Content in Election Prevention and Supervision by BAWASLU of Wonogiri**

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Risa Ananingsih<sup>1\*</sup>, Sri Hastjarjo<sup>2</sup>, Mahfud Ansori<sup>3</sup>

<sup>1,2,3</sup>Department of Communication Science, Faculty of Social and Political Science,  
Universitas Sebelas Maret, Surakarta, Indonesia

Corresponding Email: \*risaananingsih@student.uns.ac.id

### **Abstract**

Analysis of the role of social media content in electoral prevention and monitoring strategies. Social media is an important tool in building public engagement and delivering information to the public. Instagram social media is a tool to build good relations with the public and build a positive image of the institution. Public relations management used by BAWASLU of Wonogiri affects the effectiveness of supervision through social media Instagram as a public relations media in participatory supervision in the 2024 election period. The research method used is content analysis Instagram @bawaslu\_wonogiri. The results of this study are expected to contribute to further understanding of the role of social media in BAWASLU of Wonogiri's public relations strategy in election supervision. The practical implication of this research is the requirement for social media content management to support electoral prevention and supervision efforts. This research can be used as a reference for institutions or public relations in developing effective communication strategies in social media with similar contexts. The minimum consists of the aims, the method, the main results, and the conclusion. It could be added the background and the implications.

Keywords: Public Relations, Social Media

### **INTRODUCTION**

The rapid development of technology in the field of information, affecting the process of information communication which initially only processes personal interaction is now developing online based on the internet. Where social media is one form of communication that is often used. The shift in the use of the direction of communication media to new media based on the internet makes social media an access channel in various fields of communication information.

Social media is a means used to strengthen communication objectives, where it is used for certain interests that can influence public behavior. The use of social media for public relations practitioners is not only to expand the scope of information but also to increase community participation. Community involvement to monitor activities taking place on social media for institutions helps transparency and accountability. In addition, social media helps build positive relationships between institutions and the community (Afnira, 2023). One form of social media is Instagram. Instagram is a medium for sharing that not only provides the convenience of uploading digital photos and image files to the Internet through web browsers and mobile applications (Jiwa & Cahyani, 2022).

This research discusses social media monitoring, especially local media at the Regency/City level. This is an interesting study to see how local-level social media can

increase public participation in the supervision of elections in the Wonogiri Regency. Previous research on surveillance was conducted in larger areas or areas that have political conflicts. This research also evaluates the effectiveness of social media content in election monitoring.

General elections are an important process in the stages of political democracy in Indonesia. The General Election Supervisory Agency (Bawaslu) of Wonogiri is responsible for maintaining the smoothness and security of the elections and calling for prevention efforts against election violations. Citizens' political skills will determine the quality of democracy in Indonesia.

The Election Supervisory Body (Bawaslu) has the authority to provide political information to the public regarding efforts for prevention to minimize violations when all stages of the election are carried out (Berlian *et al.*, 2023).

In the development of the digitalization era, the General Election Supervisory Agency (Bawaslu) utilizes the Instagram media platform to share photos and videos as an effective tool to convey messages and educate the public regarding the prevention of election violations. Using the official Instagram account of Bawaslu of Wonogiri Regency, to convey the latest information, and provide the latest education regarding the prevention and violation of elections, as well as the procedures for conducting elections.

This form of supervision aims to ensure that the information conveyed is by applicable regulations and promotes multicultural values. In the political context, the role of public relations is also important in influencing media content, including content on social media, to ensure that the information conveyed is the facts and prevent the spread of content that can trigger conflict (Pramudyo Duto, 2023).

To strengthen the supervisory function, there is a separation of the tasks of prevention and prosecution. Prevention is oriented to preventing election participants from committing election violations, for example, socializing about election violations. Meanwhile, related prosecution is carried out during the election stages to monitor and handle violations such as findings, receiving reports, collecting evidence, clarifying, assessing, and/or providing recommendations, as well as forwarding the results of the study of findings/reports to the authorized agency for follow-up (Yuhandra *et al.*, 2023)

Social media content on the Instagram platform has a major influence in shaping public opinion and perception. Therefore, the role of social media is needed in efforts to prevent election violations through public relations management (Tranggana, 2023).

Interesting, creative, and innovative content used in the platform is expected to increase public awareness to take part in maintaining election integrity. In addition, it is also a means to increase public understanding of the rules in elections(Andriana, 2022).

Instagram social media content in election supervision by the Wonogiri General Election Supervisory Agency (Bawaslu) is not only a tool for publication but as a tool for building interaction, monitoring election stages, and all forms of prevention of violations in elections. In this case, it will be discussed how Bawaslu of Wonogiri processes content on social media, promotes multicultural values, and ensures that the information submitted is by the facts. In addition, the role of public relations is in maintaining the smoothness and security of elections and monitoring social media content.

## **METHOD**

The research method that can be used to analyze the role of social media content in election supervision by the Wonogiri General Election Supervisory Agency (Bawaslu) is a descriptive method with a qualitative approach to understand and explain how Wonogiri Bawaslu uses social media content in public relations management related to election prevention and supervision in 2024. This research was conducted by analyzing the content of @Bawaslu\_wonogiri's Instagram media in the period approaching the 2024 election time. Data collection techniques with observations made to monitor or record BAWASLU activities on social media. And also social media content analysis related to the content of posts, and their impact on the prevention and supervision of the 2024 elections. In addition, this research can use the strategic management theory of Fred R. David (2010) as a key analysis in alleviating election problems on social media.

This research can analyze the social media content monitored by Bawaslu of Wonogiri during the campaign period, as well as the role of public relations in influencing media content, including content on social media, to ensure that the information conveyed is by the facts and helps prevent the spread of content that can trigger conflict.

## **RESULTS AND DISCUSSION**

The Election Supervisory Institution first appeared in the 1982 General Election under the name Panwaslak Pemilu (Election Implementation Supervisory Committee). At that time, distrust of the implementation of elections began to emerge, which began to be co-opted by the power of the ruling regime. The formation of Panwaslak Pemilu in the 1982 elections was motivated by protests over the many violations and manipulations of vote counting committed by election officials in the 1971 elections. The violations and fraud that occurred in the 1977 elections were far more massive (Kartini, 2017). This form of protest was then responded to

by the government and the DPR, which was dominated by Golkar and ABRI. In the end, there was an idea to amend the law to improve the 'quality' of the 1982 elections. To meet the demands of the PPP and PDI, the government agreed to place representatives of election participants on the election committee. In addition, the government also introduced a new body that would be involved in electoral affairs to assist the General Election Board (LPU).

In the reform era, the demand for the establishment of an independent election organizer that is free from the cooptation of the ruler is getting stronger. For this reason, an independent election organizer was established, named the General Election Commission (KPU). This was intended to minimize the interference of the ruler in the implementation of the election considering that the previous election organizer, the LPU, was part of the Ministry of Home Affairs (previously the Department of Home Affairs). On the other hand, the election supervisory institution also changed its nomenclature from Panwaslak Pemilu to the Election Supervisory Committee (Panwaslu).

Fundamental changes related to the new Election Supervisory Institution were made through Law Number 12/2003. According to this law, in the implementation of election supervision, an ad-hoc institution was formed independent of the KPU structure consisting of the Election Supervisory Committee, Provincial Election Supervisory Committee, Regency/City Election Supervisory Committee, and District Election Supervisory Committee.

Provincial Elections, Regency/City Election Supervisory Committees, and Sub-district Election Supervisory Committees.

Furthermore, the election supervisory institution was strengthened through Law Number 22 of 2007 concerning Election Organizers with the establishment of a permanent institution called the Election Supervisory Agency (Bawaslu).

Bawaslu of Wonogiri Regency as a permanent institution related to the supervision and prevention of election violations has special strategies in carrying out its institutional duties. One form of this strategy is by using digital media platforms. The digital platform used is Instagram. Bawaslu of Wonogiri has an account on the Instagram social media platform.

The @Bawaslu\_wonogiri Instagram media account was created in January 2021 which to date has uploaded more than 600 posts. The features utilized by @Bawaslu\_wonogiri on Instagram are posts, stories, and reels.



Figure 1. Wonogiri Bawaslu Instagram Account

## 1. Democracy Info Content

The form of content related to prevention and supervision in the account which is used as information media for the public is packaged in the “Democracy Info” post. This content contains various activities that have been carried out by BAWASLU Wonogiri to prevent violations during the election stages and to upload the activities carried out to provide information and knowledge for the community.



Figure 2. Democracy Info

## 2. Podcast Content

Regarding the prevention and supervision of election violations, Bawaslu Wonogiri informs the public in the form of media content broadcast live via Instagram and also via YouTube BAWASLU WONOGIRI which is packaged in the form of podcasts or talk shows.

This aims to educate the public regarding elections, electoral stages, prevention of violations, supervision and actions to be taken in the event of a violation or dispute resolution.



Figure 3. Talk Show-Related Info



Figure 4. The Live Talk Show Broadcast on INSTAGRAM

### 3. Educational Video Content

Educational video content on BAWASLU Wonogiri's Instagram is packaged in the form of comedy content and daily activities of the community where the video provides appeals and information to the public about what things can be done and things that should be avoided during the election stages, especially during the campaign period. It is hoped that through educational content in the form of sitcom comedies that relate to everyday life, the public will more easily understand and understand. This includes content with the hashtags #BersamaMengawasi and #AyoAwasiBersama.

### 4. Information Content

Information content is content that aims to convey and share information related to elections. Every post on Instagram has a special logo and template related to the institution. However, this does not reduce the beauty of the appearance of the post and makes it still

interesting to watch. The form of information content uploaded by BAWASLU Wonogiri is in the form of information on electoral laws, appeals to legislators who are running for office, appeals to the public regarding hoax news that usually begins to appear to bring down each other between legislative candidates and information related to the recruitment of supervisors from the sub-district level to the polling station level.



Figure 5. Information Content

Uploading one of the information contents here displays information about the election of the Election Place Supervisor. Starting from the initial announcement of the required files to all stages that must be carried out by PTPS registrants. With this kind of information content, it is hoped that the community will contribute or take part in terms of prevention and supervision of each stage of the election.

## CONCLUSION

Social media has an important role in influencing people's voting behavior and influencing the voting behavior of political parties. BAWASLU Wonogiri conducted surveillance of content on social media during the campaign period to ensure that the content delivered was according to applicable rules and promoted multicultural values. BAWASLU Wonogiri faced challenges in maintaining the smoothness and security of the elections, including by conducting participatory supervision among civil society and preventing the spread of content that could trigger conflict. Therefore, the monitoring of social media content by BAWASLU Wonogiri is an important part of efforts to ensure transparency, fairness, and security in the electoral process.

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