

Communication Strategy of Campaign's Steps Monitoring in Local Election 2018 by Election Supervisory Board

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Abstract: This research is concerned with communication strategy in monitoring of campaign's steps by the election supervisory board in local election 2018, in the context of a theory of social action. Based on Laswell paradigm: Who, Says what, In which channel, To whom, With what effect. This study uses qualitative methods with descriptive studies. The results of this study says that the Election Supervisory Board in Riau Province to monitoring of campaign's steps in local election 2018 by changing the attitudes and behaviour of the election participants through disseminating information or message related to rules. Communication strategies by the election supervisory board to monitoring campaign's steps as a political activity as well as an arena of ideas and beliefs people have are systematically related to actual, and material conditions of existence.

1 INTRODUCTION

The stages of local election 2018 have been completed. The elected governor's Riau 2019 - 2024 were the pair Syamsuar - Edy Nasution. The pair has won 799.289 votes. Although the general election process has been completed, efforts to improve the implementation of electoral process to be continue. Especially by the organizers. Improvement efforts are carried out through an evaluation mechanism for various stages of the implementation process. In terms of supervision, the implementation of the elections contained several findings of violations both administrative and criminal by Bawaslu Riau (Election Supervisory Board at Riau Province). Bawaslu Riau is one of the election administration institutions in the province as organizers of general elections that are given the task and authority in overseeing the election of the Governor.

Supervision is the activity of observing, reviewing, examining, and assessing the process of organizing elections in accordance with laws and regulations. The legal basis for the implementation of the 2018 elections is Law No. 07 of 2017 concerning the implementation of elections. Research by Herminus (2017) says that it is very important that the oversight process is carried out by the Supervisory Committee because it can minimize the level of errors in the election. Election supervision aims to ensure the implementation of elections in a direct, gen-

eral, free, confidential, fair, and with the aims to realize democratic elections, integrity, credibility, transparency and accountability. In supervision, Bawaslu often finds obstacles due to several things, including: the existence of multiple interpretations of the legislative rules of election participants, the lack of public political education, limited understanding of election supervisors at lower levels (Interview with Rusidi Commissioner's Bawaslu, September 5, 2018) (Agustino, 2008). Because of that, it needs an appropriate monitoring strategy so that the election administration can run optimally. Furthermore, the Bawaslu commissioner said that the election stage found the most violations was during the campaign. For example, in the second period of the campaign, there were 79 violations from the four pairs. The duration of time is only monitored for 2 weeks, March, 2 – 14, 2018. The violation consists of five forms, namely campaign violations without Notification Receipt (STTP), inadequate installation of Campaign Props (APK), use of candidate governor stickers on vehicles, involvement village head and the device, use of public facilities for the campaign (Cangara, 2014a; Cangara, 2014b).

This research was conducted to find out how the Riau's Bawaslu communication strategy in monitoring the campaign stages in the Riau Election 2018. The reason for choosing the campaign stages was because based on evaluation data from Riau Bawaslu, the campaign stages were the most found violations in the 2018 regional election. Considered as a quite

interesting step in terms of supervision because there are technical interpretations of the rules from the election participants with the election supervisory committee.

2 METHOD

The research method used is qualitative research with descriptive approach. The descriptive qualitative research aims to describe fact, condition, and situation at the time. Qualitative descriptive research interprets and tells data related to the situation that is happening. There were 10 informants, who was people who had extensive experience and knowledge regarding the topic of this research.

3 THEORITICAL REVIEW

In dealing with communication problems, planners are faced with a number of problems, especially in relation to the strategy of using available communication resources to achieve the goals to be achieved. Rogers (1982) limits the notion of communication strategies as a design to change human behavior on a larger scale through the transfer of new ideas. A communication planning expert Middleton (1980) makes a definition by stating "communication strategies are the best combination of all communication elements ranging from communicators, messages, channels (media) to recipients to effects (effects) designed to achieve communication goals". The same as expressed by Lasswell, he defined to communication strategies with five steps: Who, Says what, In which channel, To whom, With what effect (Suryadi, 2018). The choice of strategy is a crucial step that requires careful handling in planning communication, because if the choice of strategy is wrong or wrong then the results obtained can be failure, especially losses in terms of time, material and energy (Denzin and S., 2005; Effendy and Uchjana, ; Alo,).

The stages of communication strategies proposed by Cutlip (Cutlip, 1962), Center and Broom (2006), namely: 1. Develop goals both short term (as a communication influence) and long term (as a relationship gauge). 2. Planning a communication program to improve goals. 3. Take action and communicate (by implementing public programs, actions and communications designed to achieve specific goals for each public in order to achieve program objectives) 4. Evaluate the program by evaluating the preparation, implementation and results of the program. Fergusson (Fergusson, 1999) said communication planning is about sets

of action in a goals.

4 RESULTS AND DISCUSSIONS

Based on results, researchers categorize communication strategies by Lasswell paradigm:

Who

Who is about communicator. Communicator is a person who is given task delivering a message to audiens. In this research, communicator is employee of Bawaslu at the Riau Province, District/City, Sub-District, and Village. A number of indicators related to this component are: confidence, credibility's, fairness, discipline, healthy, and knowledge.

Bawaslu Riau consist of five division. There are monitoring division; prosecution of violation division; human resources and organization division; law, data and information division; and dispute resolution division. Bawaslu Riau has formed 36 District/City Supervisory Committee, 498 Sub-District, 1,859 Village (PPL) and 11,920 (TPS Supervisors). In carrying out its duty, Bawaslu Riau is assisted by secretariat team. Bawaslu Riau of Secretariat is headed by the Head of the Secretariat, which consists of 3 subdivisions, namely: the administrative sub-section, the technical sub-division of the legal sub-section, public relations and relations between institutions.

Says what

'Says what' is about a message. a message can be effectively received by the audience if it fulfills 3 main things: message organization, message structure and request message (Rakhmat and Surjaman, 1999). A message is a set of rules about supervisory campaign in local election. A set of rules consist of election law (Law No.07 of 2017 and Law No. 10 of 2016), PKPU No 1-5 of 2017, and other related regulation. Bawaslu Riau have to monitoring of campaign steps in election based on regulation.

In supervision of campaign based on KPU Regulation No.0 2 of 2018 concerning changes to KPU Regulation No. 01 of 2017, about Programs and Schedule for Implementation of Governor and Deputy Governor Election, Regent and Mayor for local election 2018. In supervision, Bawaslu Riau divide into three activities:

- **Preparing supervision**

There were 5 vulnerabilities at the campaign stage: 1) money politic. The use of money as a tool for buying voice support and bribery both for voters and for election organizers that can benefit or harm certain candidate pairs. Money is used by candidate pairs to influence people's choices. 2) black cam-

paign. Money politics in the form of covert campaigns, false information, and negatives that utilize online networks such as blogs, websites, and social media that have a wide range, so that they can be easily consumed by the public. This is used to manipulate public awareness so as to give a certain affective response to couples. 3) use of state facilities, especially by incumbent. 4) Mobilization of the State Civil Apparatus 5) Use of Educational Facilities and Places of Worship.

• **Planning Supervision**

Method’s Campaigns carried out by Political Parties, Candidate and Campaign Teams :

- Limited meetings;
- Face-to-face and Dialogical meetings;
- Distribution of Campaign Materials to the public;
- Installation of Campaign Props (APK);
- Other activities that do not violate campaign prohibitions and statutory provisions;

All forms of the campaign are a focus of supervised Bawaslu Riau. In the election of the Governor’s Riau held simultaneously in 2018. Time Schedule of campaign supervision by Bawaslu Riau are as follows:

Table 1: Time Schedule of Campaign supervision.

No	Campaign Steps	Start	Finish
1	Limited meeting, face to face, APK, and other activities	February, 15, 2018	Jun, 23, 2018
2	Public Debate	February, 15, 2018	Jun, 23, 2018
3	Campaign in mass media	Jun, 10, 2018	Jun, 23, 2018
4	Quiet period	Jun, 24, 2018	Jun, 26, 2018

Bawaslu Riau along with its ranks have tried to work optimally to minimize and resolve any dynamics and problems that occur at each stage. The supervisory performance carried out by Bawaslu Riau along with its ranks is a concrete step to prevent any dynamics and problems in the election 2018.

Supervision strategy with the prevention of violations and the enforcement of violations, namely. Violation prevention is an action, steps, an early effort to prevent potential violations that interfere with the integrity of the process and election results. While the enforcement of violations is a series of handling violations that include findings, acceptance of reports, collection of evidence, clarification, assessment, and/or the provision of recommendations and

forwarding of the results of findings/reports to the authorities to be action.

The strategies supervision’s campaign by Bawaslu Riau: a) Drafting the insecurity map; b) Coordinate and consolidate the relevant stakeholders; c) Direct supervision at each steps; d) investigation; e) participative supervision.

• **Supervision**

Bawaslu Riau supervises in the form of Supervision and Monitoring of supervision to Regency, District and Village at each stage of the campaign. The Monitoring Activities of Bawaslu Riau are as follows:

Table 2: Monitoring Activities for Campaign Steps by Bawaslu Riau.

No	Description	Time	Place
1	Campaign supervision and campaign props (APK)	March, 28-29 2018	Kampar
2	Monitoring to campaign props (APK)	March, 7-8 2018	Siak
3	Supervision to Campaign and Campaign props (APK)	March, 13-15 2018	Bengkalis

In the campaign stage the dynamics and problems are always played by the candidate pairs and campaign teams in taking community support. The campaign stages in the election of the Governor’s Riau, where during the campaign period all campaign teams of the candidate pairs had committed campaign administration violations, namely by not taking care of STTP during the campaign. There was also a campaign outside the campaign zone that had been jointly established by all the Candidate Pairs, there were also several candidate pairs who always campaigned through meetings with reasoned citizens who were invited by the residents and there was even money politics from the candidate team especially towards the times the end of the campaign and can be proven up to the District Court and convicted by the Judge. And then, it was found the participation of the Village Devices, the Village Head and the involvement of ASN in conducting campaign activities for one of the candidate pairs. There is still a Non APK one of the candidate pairs still installed. the Campaign Team of each Candidate Pair does not release a campaign notification letter to Bawaslu Riau.

• **Evaluating Supervision**

Bawaslu of Republic of Indonesia has forwarded the circular letter concerning the supervisory work tool of

the election of governor in 2018 to Bawaslu province and the ranks down. This is a guideline in conducting supervision by Panwaslu District/city in Riau province. With this surveillance tool is very helpful Panwaslu Regency/city in conducting supervision of the election of governor's Riau.

In the supervision campaign, Bawaslu Riau and Panwaslu District/city managed to coordinate well with the District Panwaslu and PPL and the TPS supervisor in making efforts to prevent potential violations in the rules Campaign. Coordination between the Bawaslu Riau and KPU Riau both so that the election of governor went well. The evaluation of supervision conducted socialization to the political party and public about the understanding of regulation and the sanction of violations at each sub-stage in the election of Riau in 2018.

In which channel

Channel referred to here is media. Bawaslu Riau used a several media to delivered message to audiens. There are two categories media: mass media and conventional media. Mass media used to large number and wide range. For examples: Radio, Television, Newspaper, and baliho. Although conventional media used to limited audiens and closed range. For examples: Bawaslu Riau give to announcement about regulations to political parties.

To whom

The audience targeted at election supervision is all election stakeholders, including: political parties, candidate pairs, successful teams, and the public as electoral voters. They come from a very diverse community, both religion, ethnicity, education and knowledge. therefore it is possible to have different perceptions in receiving messages related to election regulations.

With what effect

The expected impact of the supervisory activities carried out by Bawaslu Riau is a change in attitudes and behaviors that adhere to the rules of the election, especially related to election campaigns.

5 CONCLUSIONS

The results of this study says that the Election Supervisory Board in Riau Province to monitoring of campaign's steps in local election 2018 by changing the attitudes and behaviour of the election participants through disseminating information or message related to rules. Communication strategies by the election supervisory board to monitoring campaign's steps as a political activity as well as an arena of ideas and beliefs people have are systematically related to actual,

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