New Media and Political Communication Challenges for Difable in Realizing Inclusive Election in 2024

Mami Eva Novayani, Pawito and Ign. Agung Satyawan
Communication Science Department, Sebelas Maret University, Surakarta, Indonesia

Abstract The presence of new internet-based media such as websites, Facebook, Instagram, and Twitter has made it easy for all communities to interact, including for people with. On the other hand, when people with disabilities use new media they face obstacles in realizing inclusive elections in 2024. This study aims to provide an understanding of new media in helping efforts to increase the fulfillment of the rights of people with disabilities in the 2024 general election. Qualitative research is used in this research mainly by using in-depth interview techniques to people with disabilities. Regulations regarding voters with disabilities are contained in article 356. Paragraph 1, namely: Voters with visual disabilities, physical disabilities, and those who have other physical barriers when casting their ballots at TPS can be assisted by other people at the request of the voters. Various efforts have been made by various parties including the General Election Commission KPU and political parties to realize inclusive elections that are friendly to persons with disabilities. The right of people with disabilities to vote or make choices must continue to be fought for because they have the same rights as citizens.

1 INTRODUCTION

This template, New Media is a medium that is currently increasingly used by the public. Its presence on the one hand can bring many benefits and on the one hand can bring negative impacts. The condition of the Covid-19 pandemic which limits many physical meetings can also be a factor that affects the increase in new media users.

Many people use new media for various communication purposes, including friendship, business, entertainment, politics and so on. In the political field, new media has often been used for political education for voters, campaigns and others. Many people with certain limitations have also used new media to communicate. With apps like Jaws.

New media are not the same as face-to-face-interaction, but they provide new forms of interaction that bring people back into personal contact in ways that dolder media could not. For example, peolpe can share pictures and exchange messages on Facebook. At the same time, this communication is still mediated because it is going through a device and ancourages users to eschew face- to-face communication in favor of mediated communication (Littlejohn, 2021).

According to Flew (2005), new media as "as those forms that combine three CS: computing and information technology (IT), communication-network, ditigized media and information content.

Dan Nimmo explains the meaning of political communication as follows. Politics comes from the word *polis* which means the state, the city, which in totality is the unity between the state (city) and its people. The word *polis* evolved into *politicos* which means citizenship. Then *politicos* became *politera* which means citizenship rights. Political communication is a communication process to influence public knowledge, beliefs and actions regarding political issues (Nimmo, 1989). In carrying out the political and administrative processes, Merilee S. Grindle, states that the implementation of activities is influenced by two major contexts, namely the content of a policy and its implementation. At the point of policy content, the influencing factors are interests, types of benefits, expected level of change, decision making, program implementation, and commitment of resources. In the context of implementation. There are three influential factors, namely the first power, interests and strategies of each party involved, second, the characteristics of the

institutions and regimes in power, thirdly compliance and responsiveness (Grindle, 1980).

Efforts to realize elections that can be accessed by all groups have been carried out by the KPU as election organizers and political parties that also have an interest in inviting people to become active voters. In realizing disability-friendly inclusive elections, political communications to educate politics must continue to be built.

So far, there are still tendencies to think that people with disabilities only have one eye and only have shortcomings or limitations. The momentum of December 3 every year which is commemorated as International Day of Persons with Disabilities can be a stepping stone for various elements of society to give attention and care to them so that they can voice their rights as citizens. One of them gives a choice of their representatives both sitting in the executive and legislative branches.

For people with disabilities, the commemoration of Disabled Day should be able to motivate them to move forward. Community concerns should get a positive response so that they can progress.

Persons with Disabilities are any person who experiences physical, intellectual, mental, and/or sensory limitations in the long term in interacting with the environment, may experience obstacles and difficulties to participate fully and effectively with other citizens based on equal rights (Bawaslu, 2018).

Various efforts have been made to realize inclusive elections in Indonesia. However, until the 2020 regional head election, there has not been a disability-friendly general election. Moreover, the Covid-19 pandemic has had a wide impact, including the holding of elections.

Accessibility in elections is a condition when every citizen can exercise their political rights (to vote, be elected, and appointed as election organizers) directly, publicly, freely, confidentially, and independently without any obstacles. Accessibility in elections referred to here is facilities and services that can facilitate persons with disabilities in granting their political rights in elections. Accessibility is a universal need, not a form of privilege for persons with disabilities. The need or accessibility in elections must be met at every stage of the election (Afifuddin.M, 2019).

There are three previous studies that the author uses as a reference. First, the journals of Nurul Hasfi, Joyo NS Gono, Wiwid Noor Rakhmad which were published in the Aspikom Journal Vol. 5 No. 1 year 2020. Article entitled Internet Access and the Potential in Facilitating Online Political Communication of the Disabled. It identifies the potential of the internet as a means of online political participation for disabled groups. Using the case study method in the context of the 2018 Central Java gubernatorial election, researchers conducted in-depth interviews with persons with disabilities, election administrators and educational institutions with disabilities in the city of Semarang. The research findings show that certain people with disabilities (physical disabilities, deaf and mild) have access to the internet, but no access to interactive political communication. The internet has not functioned optimally as an Assistive Technology (AT) mainly due to the digital divide; skepticism of the internet and limited internet literacy (Hasfi, Gono, & Wiwid, 2020).

Second, research by Indrawan, J., Efriza, Ilmar, A. Their research on the Presence of New Media (New Media) in the Political Communication Process published in the Medium Journal (online). Vol.8 No.1. Social media makes it easier for a group to exchange information and influence each other. Most Indonesians are familiar with social media and have social media accounts. Participating candidates in the 2019 general election not only ignores this, they use social media as a means for campaigning. Candidates introduce their program and try to win the sympathy of potential voters without having to leave. More efficient in terms of time and cost. But besides having a positive side, social media also has a negative impact such as the rise of hoaxes, post-truth and black campaigns. This study aims to examine the phenomenon of the widespread use of social media as a political campaign strategy by building voter sympathy and emotion rather than rationality. The author uses the data collection method with literature study, and the method used for this research is literature study (Indrawan, Efriza, & Ilmar, 2020).

Third, the thesis of the postgraduate student of Sunan Kalijaga State Islamic University, Yogyakarta, Heru Dwi Herbowo, in 2020. The thesis is entitled Implementation of Access Elections in Yogyakarta. This paper explain that accessibility is one of the important elements in implementation general election for voters with disabilities that must be met. Matter The aim is to make it easier for people with disabilities to carry out activities related to general elections and access at the Polling Station Vote (TPS), so that they can obtain their political rights optimally withoutbarriers and disabilities. For that, the facilities and infrastructure related to the implementation of elections need to be adjusted to their needs. Mainly related to voting media to get

attention from the KPU as the organizer of the general election. This research is a qualitative research with research subjects among others, Yogyakarta City KPU, Disability Base Volunteers, PPK, PPS, disability community, and voters with disabilities. While the object The research here is the fulfillment of the accessibility of persons with disabilities in holding the 2019 general election in the city of Yogyakarta. To get information researchers used a structured interview method by using Interview Guide, as well as documentation. Researchers have found that meeting the accessibility of persons with disabilities in the implementation of the 2019 General Election in Yogyakarta City, there are: some special services and facilities for voters with disabilities. However, there are still some shortcomings in services and facilities for persons with disabilities caused by inadequate capacity resources in implementing existing policies (Herbowo, 2020).

2 RESEARCH METHOD

This study uses a qualitative method with a descriptive approach. The subjects in the research are new media and the challenges of political communication for people with disabilities. Researchers conducted interviews with representatives of people with disabilities, representatives of political parties and the General Election Commission (KPU) in Wonogiri Regency.

3 RESULT AND DISCUSSION

The Covid-19 pandemic has brought many changes in social life. Before the pandemic, each individual could meet face to face freely. However, along with the outbreak of the Covid-19 pandemic, people are increasingly reducing face- to-face meetings, avoiding crowds and always keeping their distance. These efforts are steps to comply with health protocols in the interest of common safety.

Facing the 2024 General Election, election organizers and political parties have started making preparations. In a series of election activities, political communication such as education on voting procedures, which candidates will be elected and mission visas to prospective voters must still be carried out despite this pandemic. Before the pandemic, these activities could be carried out more optimally offline and online.

The current pandemic condition has forced all components involved in political education efforts to really take advantage of media that is easily accessible, reaches many audiences and reduces face-to-face contact. One of the options used is utilizing new media, maximizing the use of internet-based communication and information technology, through Facebook, Twitter and Instagram.

Challenges to Realize Inclusive Elections The following are the challenges faced in realizing inclusive elections.

3.1 Accurate Permanent Voter Data (DPT)

Inclusive elections start from the beginning, namely an accurate DPT so that all people who have been able to vote can cast their votes. To obtain an accurate DPT, of course, requires the involvement of the election organizers and the community itself. Residents who have families with disabilities can also proactively convey to the village or sub-district authorities for more accurate data collection.

The chairman of the Wonogiri KPU, Toto Sihsetyo Adi said that an accurate DPT would be useful to provide access to people with disabilities.

For example, the solution to get accurate data is Telunjuk Sakti. The Telunjuk Sakti innovation in Wonogiri Regency is to provide population administration services by pressing the android button or screen on the queue machine with your index or finger. The Information Technology (Sakti)-based Population Administration System provides convenience and convenience for accessing population data.

Election organizers have tried to make efforts to involve people with disabilities in general election activities such as KPPS members and witnesses.

3.2 Pro Disability Policy

Inclusive elections can be realized if one of them is supported by local city/district government policies. Each region has a policy that can be developed or innovated by still referring to the rules from the center.

Local government policies play an important role in providing support and changes in diffable communities.

Local government support can be in the form of organizing new media trainings for people with disabilities, mentoring and other supports that can be adapted to the conditions of each region.

3.3 Active Involvement of Persons with Disabilities

To speed up the process of delivering messages to people with disabilities, election organizers cooperate with people with disabilities, both community groups or disabled organizations. The chairman of the Wonogiri Blind Association (Pertuni), Suyatno, stated the need for an active role for the disabled in order to convey their voices to become active voters.

People with disabilities need to be pro-active so that they will get opportunities to be involved in realizing inclusive elections. It is necessary to be aware of the different conditions of people with disabilities, both in terms of human resources, education, access, economic level and conditions of people with disabilities.

According to the Deputy Chairman of the Wonogiri Regency National Mandate Party (PAN), Sardi, political communication to people with disabilities must continue to receive attention so that they can convey their aspirations, one man one vote.

Disabled people so that they are not politically blind and want to continue to try to be actively involved in elections. So, it is hoped that their aspirations can be fought for.

3.4 Easy-to-access Information

The use of new media is carried out to expand the reach of delivering political communication messages, ideally, to continue to be pursued during this pandemic. A strategy is needed in choosing the right media so that political communication to people with disabilities can be right on target.

For example, through disabled-controlled applications such as Jaws and braille sound card templates. For the deaf, the presence of a companion who knows sign language will be very helpful when carrying out political communications.

Head of Indonesian Blind Association (Pertuni) Wonogiri, Suyatno saw that one of the new media that tends to be friendly to the disabled is Facebook because it can accommodate the needs of people with disabilities who are deaf, blind and physically disabled.

The ability of people with disabilities to access new media is also not evenly distributed, for that there needs to be assistance or training.

Diffables in one region and another cannot be equalized equally. Especially for people with disabilities who are in the poor category, do not go to school and have never been in a social institution. It

is unlikely that they will understand new media.

3.5 Obey Health Protocols

Given the current pandemic period, all activities must comply with health protocols (Prokes), namely wearing masks, maintaining distance, avoiding crowds and washing hands before and after activities. This step was taken as a way to prioritize common safety for the sake of humanity.

During this pandemic, political communication would be wiser if it was conveyed more through new media. The move is an attempt to reduce face-to-face gatherings and crowds.

Face-to-face meetings can really be taken by considering the situation and conditions of the disabled, such as physical ability, distance of residence, and financial side.

Toto Sihsetyo Adi, explained that before pandemic and after the pandemic, political education underwent changes. Physical and face-to-face meetings began to decrease. Socialization about elections through the sophistication of information technology.

There are several advantages in between reach out to more people, displaying candidate profiles more easily can be through written news, videos and so on. The media used are Facebook, Instagram, Twitter and WA groups. All social media channels are maximized.

Wonogiri KPU coordinates with administrators or representatives of people with disabilities to find out what media is most likely to be used during socialization. In the previous election, the KPU carried out an inventory of areas that were hampered by signals, both those with difficult signals and few signals. KPU coordinates with all election organizers at the village level to find solutions so that socialization runs optimally. That is looking for a place that is easily accessible around the location with a good signal.

4 CONCLUSION

Preparations for the 2024 General Election have begun to be carried out by several parties, such as political parties and election organizers. It is hoped that in the future the implementation of elections will improve and provide broad access to all levels of society, including people with disabilities.

The use of new media and political communication for people with disabilities should

receive more serious attention, considering that during this pandemic, face-to-face meetings have drastically reduced.

The use of new media and political communication for people with disabilities must continue to be built to build disability-friendly elections.

The challenges faced in realizing the 2024 Inclusive Election are the availability of an accurate permanent voter list (DPT), pro-disabled local government policies, active involvement of people with disabilities, easily accessible information for people with disabilities and remaining obedient to health protocols when meeting face-to-face.

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