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DIGITAL PUBLIC COMMUNICATION AND VOTER PARTICIPATION: A CASE STUDY OF THE INDONESIAN REGIONAL GOVERNMENT GENERAL ELECTION COMMISSION

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Abstract

The advancement of digital technology has altered modes of public communication, including electoral engagement. The Bekasi City General Election Commission has employed social media platforms, including Instagram, WhatsApp, and Facebook, to convey information regarding the 2024 Election. This study seeks to evaluate the efficacy of social media as a public communication platform in enhancing voter engagement. The study utilizes a descriptive qualitative approach within a constructivist framework and employs a case study design. Data were gathered via in-depth interviews, observation, and literature analysis, with informants intentionally selected, including the Chairperson of the Election Commission, voters, and pertinent stakeholders. The data analysis was performed through the phases of data collection, data reduction, data presentation, and conclusion drawing/verification. The results demonstrate that social media has augmented political awareness, especially via visual content like infographics and brief videos. Nonetheless, its efficacy has not been completely maximized owing to restricted accessibility among demographics less acquainted with digital technologies and comparatively low user participation. Despite the rise in voter participation, rigid communication patterns that inadequately respond to digital advances continue to pose substantial issues. Consequently, a more inventive, inclusive, and needs-oriented multichannel communication approach is essential.

Keywords: *Election Commission; Public Communication; Social Media; Voter Participation*

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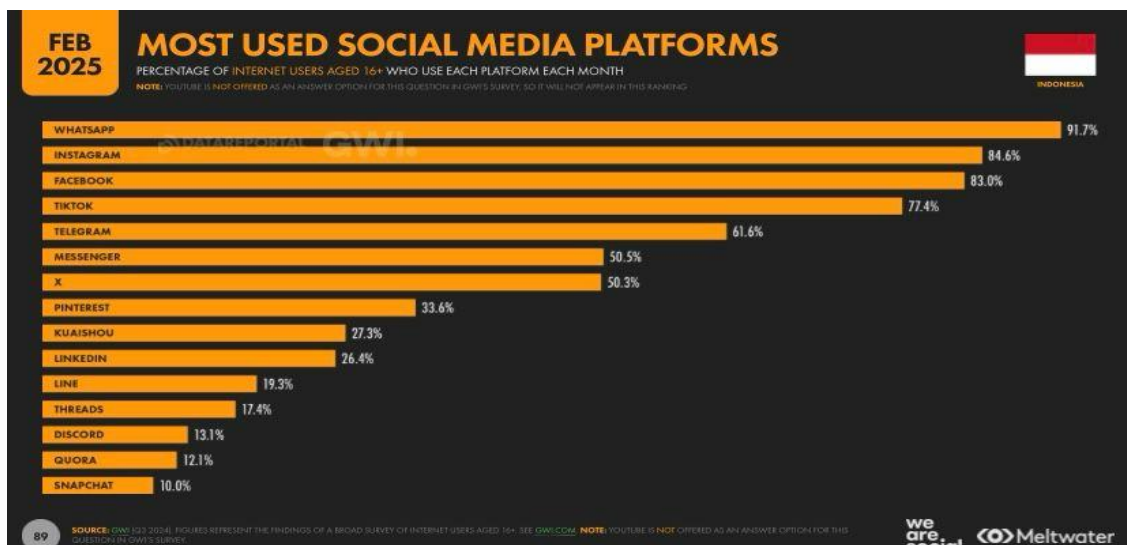
INTRODUCTION

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In the 21st century, the development of science and technology is growing rapidly and increasingly interconnected (Harun, 2022). With the advent of the internet and its ease of access, information technology has improved its capabilities, especially in efficiency and flexibility, enabling people to access the information they need. Thus, the results of these conditions create a new environment, where humans evolve into *homo noticia conquisitor* (human information seekers). As a result, social media usage must be optimized and tailored to its requirements as a communication and information channel (Gayatri & Satwika, 2022). In the modern era marked by technological advances, interactions between government and society are increasingly facilitated by information and communication technology. Digital innovation not only accelerates the flow of information but also creates more effective two-way communication channels between citizens and the government, enabling more active participation in various public policy processes.

Figure 1. Social Media Data Used in Indonesia



Source: We Are Social Hootsuite

According to research conducted by We Are Social and Meltwater in the February 2025 edition, WhatsApp is the most widely used social media platform in Indonesia, with a usage share of 91.7%, followed by Instagram at 84.6% and Facebook at 83.0%. Among young voters, Instagram remains the primary choice for disseminating information, surpassing TikTok (77.4%), Telegram (61.6%), and X (formerly Twitter) (50.3%). Given Instagram's high penetration, the Bekasi City Election Commission (KPU) chose this *platform* to increase voter participation in the 2024 Election, using creative and interactive communication strategies to adapt to the digital habits of the younger generation. The Bekasi City KPU's usage of social media complies with Article 13 of KPU Regulation (PKPU) Number 9 of 2022, which addresses public participation, voter education, and socialization. This PKPU



particularly highlights the significance of KPU election socialization, and using social media to inform the public is one suggested strategy. Along with its development, social media has become an important tool in political communication, particularly in the context of election campaigns, serving as a link between politicians and their constituents, as well as between communicators and communicants, both remotely and on a large scale. Therefore, in order to create public opinion and mobilize widespread political support, communicators might use social media to interact politically with their constituents or supporters (Budiyono, 2016). However, the reality on the ground is that many people encounter barriers to exercising their right to vote, especially when election days are not holidays. They struggle to find time to visit the Polling Station (TPS) because of this circumstance.

This situation becomes even more complex when combined with the low enthusiasm among first-time voters, most of whom are new to the 2024 election. A lack of understanding of the essence of elections and low trust in the political system are the dominant factors influencing this apathy. Therefore, an appropriate and effective communication strategy is needed. In this context, the Bekasi City Election Commission (KPU)'s use of social media can be a crucial instrument for carrying out its political education function, particularly for young voters, to build critical awareness and encourage more active involvement in the overall election process.

Table 1. 1Participation Data and Data on People Who Did Not Vote

No	Election Year	Participation	People Who Do not Vote
1	2004 Election	79%	21%
2	2009 Election	75%	25%
3	2014 Election	71%	29%
4	2019 Election	83%	17%
5	2024 Election	80.15%	19.85%

Source: Bekasi City Election Commission

Based on table 1 from the Bekasi City General Elections Commission (KPU), voter participation in the 2004 to 2024 elections showed a fairly dynamic pattern of change. In the 2004 election, voter participation reached 79%, while the abstention rate (golput) was recorded at 21%. In the 2009 election, participation decreased to 75%, while the abstention rate increased to 25%. This downward trend continued in the 2014 election, where participation further decreased to 71%, while abstentions increased to 29%. This condition began to show improvement in the 2019 election, with a surge in participation reaching 83%, accompanied by a decrease in abstentions to 17%. Meanwhile, in the 2024 election, the participation rate decreased slightly to 80.15%, while abstentions accounted for 19.85%. This data shows that voter turnout was successfully increased in 2019 following a fall



over two successive periods, while stability has not yet been fully attained in 2024. Social dynamics, the state of the economy, popular confidence in democracy, and the success of the socialization tactics used by local election organizers all have an impact on changes in participation and abstention.

Given the crucial role and function of the General Elections Commission (KPU), public communication with the public is inseparable. The KPU serves as a bridge connecting public participation in the political process through government institutions. The goal is to strengthen public political education, so they better understand the importance of active participation in elections (Suparna & Ramadiansyah, 2024). Enhancing the role and function of the General Elections Commission (KPU) is crucial to encouraging public participation in politics (Muhazir et al., 2023). This is evident in the Bekasi City KPU, where its role must always be in sync with the Central KPU to develop effective political communication strategies to increase public participation and political awareness in the lead-up to the General Election (Suhenty, 2024).

Table 2. Level of Public Participation in the 2024 Elections Based on Gender

Category	Presidential and Vice Presidential Elections	Indonesian House of Representatives	DPD RI	Regional People's Representative Council Province	Regency/City DPRD
Man	681,502	681,077	681,264	681,077	680,742
Woman	743,843	743,801	743,831	743,801	743,752
Amount	1,425,345 (80.15%)	1,424,878 (79.41%)	1,425,095 (79.61%)	1,424,878 (79.41%)	1,424,494 (79.36%)

Source: Bekasi City Election Commission

Based on the data in Table 2, which shows public participation by gender in the 2024 Election in Bekasi City, there is significant stability in voter involvement at various levels of the election, starting from the President and Vice President (PPWP), the Indonesian House of Representatives (DPR RI), the Indonesian Regional Representative Council (DPD RI), the Provincial DPRD, to the Regency/City DPRD. In general, female voters show slightly higher numbers than male voters, with a difference of around 60,000 to 62,000 voters in each category. For instance, 681,502 men and 743,843 women cast ballots in the President and Vice Presidential election, for a total of 1,425,345 legitimate votes.



This study's objectives are to assess voter turnout in Bekasi City's 2024 election, examine how well the Bekasi City General Election Commission used social media to inform voters about the election, and examine stakeholder opinions about the commission's use of social media to boost voter turnout.

Effectiveness

Prawirosentono (2008) stated that effectiveness is a dynamic state in which the fulfilment of tasks and duties is a process consistent with established objectives and proposed program policies. This research certainly highlights the dimensions of an effective program. The following indicators can be used to classify the components of an effective program:

1. Provision of Facilities and Infrastructure
2. The facilities that support the operationalization of the program are crucial to the success of policy execution, it is a crucial indication in evaluating program effectiveness.
3. Effectiveness of Program Objectives
Assessing the extent to which the objectives set in a program have been achieved. Each program has a specific objective, whether to improve performance, create change, or meet a specific community or organizational need.
4. Individual effectiveness in implementing program policies Measuring the contribution and role of each individual involved in implementing the program. Every individual in the organization, from management to field implementers, has been entrusted with important responsibilities in implementing the policy.
5. Efficiency of Work Units in Implementing Program Policies
This refers to each work unit's ability to implement policies by optimally using existing resources. Every unit within an organization must operate efficiently to avoid wasting time, energy, and money during program implementation.
6. Program Operation Efficiency
This includes the efficient use of resources such as time, budget, and labor to achieve desired results. Operational efficiency is closely related to process management.
7. Clarity of Program Objectives
This is another important indicator that ensures that all parties involved in the program understand what is to be achieved. Clarity about program objectives helps guide actions and decisions during policy implementation.
8. Clarifying Strategies to Achieve Program Goals



It is a critical step that ensures a systematic and logical approach to achieving established goals. A detailed strategy helps define how to achieve goals and guides specific steps to take.

9. Strong Program Policy Design

It is the primary foundation for successful program implementation. Policy design must be based on a thorough analysis of the problem to be addressed.

10. Correct programming

This refers to the proper planning and organization of program implementation stages. Proper programming ensures that each stage of program implementation is well-prepared, from budgeting and resource allocation to activity scheduling. Proper programming also includes risk management and anticipating potential obstacles that may arise during implementation.

11. Effectiveness of Program Objectives

As a final indicator, it assesses whether the objectives formulated in the program policy have been achieved. An effective program delivers results that meet or exceed predetermined expectations. This indicator is crucial because it provides a final assessment of the program's overall success.

Public Communication

According to Silviani (2020), public communication is the process of conveying or exchanging messages between an organization and the public, which can be done directly or through the media. According to Effendy (2011), the elements of public communication are essential components that shape the interaction process between organizations and the public. Understanding these elements is crucial for designing effective communication strategies to achieve desired goals.

1. Source/Communicator (Sender)

The source or communicator is the party sending the message to *the audience*. In public communication, the communicator can be an individual, an organization, or an institution that seeks to convey a particular idea or message.

2. Encoding

In public communication, effective *encoding* ensures that messages are delivered in a way that is relevant and understandable to *the audience*, taking into account their background, education, and interests.

3. Message

The message is the core of public communication, consisting of the idea or information the communicator wishes to convey to the recipient. Messages must be structured clearly and easily understood. A good message typically



consists of an introduction, body, and conclusion, so that the recipient can easily follow the flow.

4. Channels or Media

A channel or medium is the method a communicator uses to convey a message to *an audience*. In the digital age, various media, such as social media, websites, and email, are very useful for reaching a wider *audience*. Traditional media such as television, radio, and newspapers also remain relevant for conveying information to the public. Media selection must take into account *audience characteristics*, message type, and delivery context.

5. Decoding

Decoding is the process by which the receiver interprets the symbols in a message. This involves understanding the words, images, and symbols used by the communicator. Successful *decoding* depends on the receiver's ability to understand the message's context, language, and nuances.

6. Receiver

A receiver is an individual or group that receives and processes a message from a communicator. In public communication, the receiver's role is crucial to the success of the communication process. Each receiver brings a diverse background, knowledge, and experience, which influences their understanding and response to the message. Therefore, understanding *audience characteristics* is crucial for communicators to craft appropriate messages.

7. Interference or Noise

Noise or interference refers to various obstacles that can disrupt communication and cause misunderstandings. These interferences can be physical (such as loud noise or weak signals), psychological (such as misperceptions or emotions), or semantic (such as the use of difficult language or terms). In public communication, interference can affect how the audience receives and understands the message.

8. Effects and Feedback

Feedback is the recipient's response to a message they have received. In public communication, feedback can take the form of direct responses, such as comments or questions, or analytical data, such as surveys or analysis of social media interactions. Through feedback, communicators can evaluate the effectiveness of their messages and determine whether adjustments to their communication strategy are needed.

Participation

Participation, derived from the English word "participate". Keith (1962) defines participation as mental and emotional involvement in achieving certain goals and responsibility for the results obtained. Several factors influence community participation in a program, and these characteristics can help or hinder its success.



According to Angell (in Ross, 1967:130), community participation is influenced by various elements. Some of the factors that influence participation are:

1. Age

Age is a major factor in determining an individual's level of participation in community activities. Individuals in the productive age group, typically 15 to 64, tend to be more active participants than those in other age groups, such as children or the elderly.

2. Gender

Gender is also a significant factor in civic participation. Traditionally, many cultures around the world have considered women to be confined to domestic roles, such as caring for the home and children. However, with the women's emancipation movement, this view is beginning to change. Increased access to education and employment opportunities for women has encouraged them to become more active in public life across politics, economics, and social affairs.

3. Education

Education plays a significant role in increasing community participation. Individuals with higher levels of education are generally more active in various social, political, and economic activities. Education not only provides the knowledge and skills necessary to understand social issues but also shapes individual attitudes and values.

4. Jobs and Income

Employment and income are key factors influencing community participation. Employment status and income significantly affect an individual's involvement in the community. Those with stable employment and adequate income are more likely to participate in community activities.

Length of Residence in the Community

5. The length of time a person lives in a neighborhood or community significantly influences their level of participation. Individuals who have resided in an area for a long time tend to have a better understanding of local social and cultural life. They are also more familiar with the community's various issues.

RESEARCH METHODOLOGY

In this study, the researcher chose a qualitative research method. Bogdan and Taylor (1992), as cited in Nugrahani (2014), define qualitative research as a



research procedure that produces descriptive data in the form of subjects' speech, writing, and behavior, to understand reality through an inductive approach. The research paradigm used is constructivism, which views social science as a reality constructed by humans, dual, malleable, and whole. This study uses a case study design, a research design for a problem with a specific nature that can be carried out with either a qualitative or quantitative approach, with individual or group targets, or even the wider community (Denzin & Lincoln, 2011).

Data for this study were obtained through observation, in-depth interviews, and literature review. The informant recruitment technique used purposive sampling, with members of the Bekasi City General Election Commission, voters, and stakeholders as the informants. The qualitative data analysis process consisted of data collection, data reduction, data presentation, and conclusions.

RESULTS AND DISCUSSION

4.1 Voter participation in the 2024 elections in Bekasi City



Picture 1. Level Community Participation Year 2024



Source: General Election Commission City of Bekasi

The voter participation rate in the 2024 Election in Bekasi City reached a percentage of Which relatively high, namely between 79.36% until 80.15% in all over types of elections, including the election of the President and Vice President, the Indonesian House of Representatives (DPR RI), the Indonesian Regional Representative Council (DPD RI), the Provincial DPRD, and the Regency/City DPRD. This achievement is inseparable from the influence of various demographic variables, such as age, gender, education, occupation, and duration of stay in a particular region. Generation young, specifically Millennials and Generation Z, showed increased participation along with high exposure to election information through social media and digital *platforms*, as well as their interest in creative and communicative campaign approaches.

Meanwhile, the elderly age group continues to show consistency in choosing the right form, but not quite enough answers on the direction of policy. From a *gender perspective*, women's participation has shown positive developments, driven by awareness of the importance of their representation in democracy, and supported by affirmative action policies such as the 30% quota. Furthermore, educational background also plays a significant role, as voters with higher levels of education are more active due to their stronger political understanding and higher digital literacy. In terms of employment, private-sector employees and civil servants have higher participation rates than informal workers. Furthermore, the length of residence in a community



also influences participation. participation, in which inhabitants who have long settled tend to be more concerned with local issues. These factors, in general, reflect increasingly equitable and inclusive voter participation in Bekasi City.

In context, this results study, conducted by Della Vista Ahaya, Sukarman Kamuli, and Udin Hamim in 2025, entitled "Political Participation Public on Election 2024", strengthens the understanding of the dynamics of political participation at the local level. The research highlights the political behavior of Kayubulan Village residents and found that the level of voter participation in the area the reach 96.6%.

Matter. This shows public involvement in the election process, driven by the active role of community leaders in providing political education, the influence of local public figures, support from environmental groups, and adequate availability of political information. Thus, challenges remain, such as low political literacy among certain segments and the practice of vote buying. The relevance to the situation in Bekasi City lies in the fact that voter participation is influenced not only by social media but also by local figures, public figures, digital *influencers* at the city level, and the social environment that shapes perceptions. And the political public decision. Thus, the strategy to increase voter participation must be holistic, combining digital and relational approaches in a balanced manner.

4.2 Effectiveness of social media by the Bekasi City KPU in increasing voter participation in the 2024 Election

The effectiveness of the Bekasi City Election Commission (KPU) in increasing voter participation in the 2024 Election can be analyzed through the availability of facilities and infrastructure, the clarity of objectives, and the design of the implemented policies. In terms of facilities, the KPU has utilized platforms such as Instagram, Facebook, YouTube, radio, and podcasts to adapt to the public's digital habits, especially those of young voters. The provision of these media demonstrates flexibility in information dissemination and ease of access. However, challenges remain in ensuring equitable reach because not everyone has adequate internet access or is active on social media. The low number of followers on official accounts also indicates that these platforms have not yet fully become the primary source of election information, so the existence of media does not automatically guarantee reach to all segments of society.

In terms of the program's objectives, the socialization content distributed through social media has systematically explained the stages, mechanisms, and rights and obligations of voters. The strategy of using infographics, digital posters, short videos, and educational narratives clearly aims to increase political awareness and participation, particularly among first-time voters and women. However, some



content is still considered too technical and not communicative enough for the general public. Disparities in political literacy and social media usage habits across age groups also pose obstacles. Therefore, simplifying language, implementing more interactive approaches, such as question-and-answer sessions, and periodically evaluating information needs are crucial steps to achieving the program's long-term objectives.

An individual's effectiveness in implementing digital policies also affects the program's success. Despite live broadcasts and regular information updates, user engagement, particularly among young voters, has not fully met expectations. Account managers' responses tended to be generic and impersonal, and some even ignored questions, impacting public perceptions of the institution's transparency and accountability. Compared to the more communicative social media accounts of political actors, the official KPU account appeared less interactive. This situation suggests that effectiveness is determined not only by the availability of content but also by the individual manager's ability to foster responsive, participatory, two-way communication.

In terms of work unit efficiency and program operations, the implementation of digital outreach has demonstrated an organized work pattern. However, the consistency of content distribution remains an issue. Publication intensity tends to increase significantly in the run-up to elections or regional elections, while communication activity decreases sharply during non-election periods. This irregular communication rhythm has the potential to undermine ongoing political education, especially for first-time voters who require consistent information. Furthermore, publication timing sometimes fails to account for strategic momentum or the needs of specific worker groups, both women and men, resulting in less than fully inclusive access to information.

Overall, the Bekasi City Election Commission's (KPU) digital outreach policy and programming design reflect a strong, well-planned commitment to delivering election information in a clear, structured manner. Information was generally delivered in a timely and relevant manner, although sometimes too close to the deadline, making it difficult for voters to prepare. The relatively monotonous variety of content formats can also reduce the message's appeal. Developing more creative formats, such as storytelling or testimonials, along with more thoughtful and worker-friendly scheduling, would strengthen the program's effectiveness. With a more adaptive and inclusive communication strategy, social media has the potential to become a more optimal instrument for increasing public awareness and political participation.



Stakeholder perceptions regarding the use of social media by the Bekasi City General Election Commission in increasing voter participation in the 2024 elections

The Bekasi City General Elections Commission's (KPU) use of social media to increase participation in the 2024 elections presents significant potential, although implementation has not been fully optimized. While digital communication strategies have been implemented, their reach to the younger generation, particularly grassroots communities, remains limited. Popular platforms like Instagram and their live broadcast features have not been fully utilized, even though these channels have the potential to be effective political education tools if packaged creatively and aligned with the digital characteristics of first-time voters. Furthermore, published content tends to focus on institutional aspects, underemphasizing educational approaches that build participatory political awareness. This situation requires adjustments to communication strategies to be more contextually relevant and aligned with technological developments and the preferences of young audiences.

The limited internet access still experienced by some residents in the outskirts of Bekasi City demonstrates that social media-based strategies alone are not fully inclusive. In this context, conventional approaches such as radio broadcasts, direct outreach, and WhatsApp chain messages remain effective. Therefore, implementing multi-channel communication is a more proportionate approach, integrating digital and traditional media in a balanced manner. In fact, utilizing SMS blasts can be an alternative for reaching communities that are still actively using short message services. This integrated strategy is crucial for ensuring equitable information distribution while strengthening political literacy among voters whom social media have not optimally reached.

The General Elections Commission (KPU)'s ability to address hoaxes and disinformation is also a determining factor in the effectiveness of public communication. The establishment of clarification networks at the sub-district and village levels, supported by volunteers, is a commendable preventative measure. However, the effectiveness of such mechanisms depends heavily on the speed of response and distribution of clarification messages. In the digital age, false information spreads rapidly and can quickly influence public perception. Therefore, an adaptive and responsive response system is urgently needed to safeguard election information and public trust.

The Bekasi City Election Commission's (KPU) presence in the digital space, through platforms such as Instagram, X (formerly Twitter), and YouTube, plays a strategic role in building a professional and accountable image. The dissemination



of information on regulations, election stages, and political education is strengthened by the support of information systems such as JDIH, Si Rekap, and Si Dalih, which ensure data transparency and validity. This transparency fosters a positive perception of the institution as a neutral and credible election organizer. However, the effectiveness of messaging still needs to be improved through sharper segmentation and an inclusive visual presentation that aligns with the characteristics of young voters.

Overall, transparency efforts, such as publishing regulations, stages, and permanent voter data on social media, strengthen institutional legitimacy. All content undergoes an internal verification process to ensure the objectivity and legality of its messages. However, challenges arise when the narrative conveyed appears formal and normative, thus disengaging some voters, particularly the younger generation. Therefore, strengthening a more dialogic and persuasive communication style is crucial so that social media is understood not only as an institutional information channel but also as a participatory medium that encourages active public involvement in the democratic process.

CONCLUSIONS AND SUGGESTIONS

Conclusion

Overall, voter participation in the 2024 Election in Bekasi City was quite high, with rates ranging from 79.36% to 80.15%. This finding reflects public



enthusiasm in exercising their right to vote, although various social and demographic variables still influence participation levels. In this context, social media plays a crucial role as an effective means of public communication, particularly in reaching young voters quickly and interactively. However, social media is not the only instrument capable of increasing political participation. The presence of local public figures, the influence of trusted *influencers*, and easy access to credible political information are also significant factors influencing the level of public involvement in the election. The presence of these elements strengthens collective political awareness and creates a broader participatory environment. This finding is relevant to the findings of a 2025 study by Della Vista Ahaya, Sukarman Kamuli, and Udin Hamim entitled "*Community Political Participation in the 2024 Election*," which highlighted that participation is influenced by various factors such as the social environment, local public figures, and easy access to information through social media.

Regarding the effectiveness of the election outreach program implemented by the Bekasi City General Elections Commission (KPU), research results indicate that although social media has been optimally utilized to increase political awareness and voter participation, especially among young voters, its effectiveness remains suboptimal. While digital platforms such as Instagram and Facebook have been successful in providing election-related information, reaching segments of society less familiar with technology remains a challenge. Furthermore, the simplicity and ease of understanding technical information are key challenges in reaching a wider audience. *While the use of visual content, such as infographics and short videos, has proven effective, improvements in creativity and adaptation to the needs of a more diverse audience are still needed.* Despite this progress, audience interaction and engagement through social media remain relatively low. Therefore, the Bekasi City KPU needs to formulate a more adaptive and holistic communication strategy and improve the human resource capacity of its public relations division to create a more effective outreach program that can better reach all levels of society.

Regarding *stakeholder perceptions* of the Bekasi City General Elections Commission (KPU)'s use of social media, this study identified significant untapped potential. *Stakeholders* highlighted the importance of implementing more innovative, inclusive, and collaborative communication strategies to reach all levels of society, especially young voters. While the KPU has utilized several digital platforms, such as Instagram and Facebook, it has not fully optimized popular media like TikTok and *live streaming*. Furthermore, the content presented needs to be adapted to the evolving dynamics of digital culture to be more engaging and relevant to audiences. *Stakeholders* also emphasized that while social media serves as an effective transparency tool, its use as a political education tool needs to be further strengthened. Social media, while important, cannot be the sole tool for increasing voter participation, given that external factors such as candidate popularity and political issues remain significant. Therefore, a multi-channel communication



approach involving various sectors is needed to improve public political literacy and expand voter participation in a balanced and sustainable manner.

Recommendation

Based on the research results, the researcher intends to provide several academic recommendations for future researchers. These recommendations are as follows:

1. In an effort to enrich the body of public communication knowledge in the digital era, this research opens up opportunities to develop a digital public communication theory that is more adaptive to the dynamics of local elections. This study can serve as a starting point for formulating a new theoretical model that aligns with the characteristics of modern voters, particularly the digital-native generation, which is closely connected to social media.
2. Comparative studies of the effectiveness of the KPU's use of social media in various regions are crucial to gain a broader understanding of the success patterns and unique challenges faced in each region. Such a comparative approach will not only enrich the literature but also yield more applicable policy recommendations.
3. It's also crucial to conduct a specific evaluation of the effectiveness of each social media platform, such as Instagram, TikTok, and YouTube. This aims to determine which *platforms* are most effective at increasing voter participation and which communication strategies are most relevant to each platform's user base.

Based on the research conducted, the researcher intends to provide recommendations to agencies or institutions, such as the General Elections Commission. The recommendations are as follows:

1. Practically, the Bekasi City General Elections Commission (KPU) needs to develop a more creative and collaborative communication strategy. One way is to collaborate with public figures or local *influencers* who have a strong influence on younger generations. By leveraging these *influencers' credibility and close ties* to their communities, election messages can be delivered more engagingly and reach a wider audience, especially first-time voters.
2. The Bekasi City Election Commission (KPU) also needs to maximize *live streaming features* on social media as a form of interactive, two-way communication. Activities such as virtual socialization, Q&A sessions on election stages, and live coverage of KPU events can increase transparency and strengthen public participation.
3. Furthermore, improving human resource capacity at the Bekasi City General Elections Commission (KPU), particularly in social media management, is crucial. Regular technical training on digital content production, media trend analysis, and crisis communication management is essential to ensure



professional management of KPU social media. The KPU is also encouraged to increase educational content in visual formats, such as infographics, animations, or short videos, as these have proven more effective at capturing attention, particularly amid the proliferation of visual information on social media.

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