

KaPeu: Political Awareness Strategies for Generation Z through Social Media in the 2024 Elections

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Received: 05/11/2023

Revised: 10/12/2023

Accepted: 30/12/2023

Abstract

Generation Z and social media are an integral part of the Society 5.0 era. Therefore, in view of the simultaneous elections in 2024, a proper political awareness strategy of KPU Provinsi Jawa Timur for generation Z through social media is necessary. This paper aims to provide political education solutions to Generation Z through social media, particularly in East Java for the 2024 elections with the "*Kamu Perlu Tau*" (KaPeu) program. The KaPeu contains elections and democracy information presented in a unique, interesting, informative, and according to the tastes of Generation Z. The research method uses a descriptive qualitative approach. Meanwhile, used in-depth interviews and content analysis techniques. In this research, the KaPeu uses more social media, namely Instagram, Facebook, and Twitter, which largely belong to Generation Z. Compared to previous studies, none has discussed the KaPeu as a means of political education. The results of the analysis show that the KaPeu published by the KPU Provinsi Jawa Timur functions to disseminate election and democracy information, build public engagement, increase public awareness, understanding of the importance of elections and democracy, explore aspirations; understanding, contribution to political and electoral information provided by the KPU Provinsi Jawa Timur to improve the quality of community participation, particularly in East Java.

Keywords

Political Awareness; Social Media; 2024 Election, Gen Z

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1. INTRODUCTION

Society has a high level of convergence between virtual places and physical spaces in the era society 5.0 (Iriantara, 2019, p. 164). It has had an impact on the development of digital technology, the emergence of new media has given birth to many social media as a repository of information for Generation Z who grew up with technology. Therefore, Generation Z always uses the internet for information seeking and social networks, they use social media as their main communication tool (Csobanka in Nurrohman, 2021). James (from Iriantara, 2019) explains that new media are "media practices that use digital and computer technology".

Social media is the main communication tool for Generation Z born between 1997 and 2012. Based on the characteristics of Generation Z, KPU Provinsi Jawa Timur decision to use social media to approach Generation Z is a good choice, because Generation Z is the largest number of voters in the 2024 election. Meikle and Young (2012) define social media as a convergence between personal communication (sharing between individuals) and public media for sharing with anyone without



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Published by Institut Agama Islam Sunan Giri (INSURI) Ponorogo; Indonesia
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individual specificity. The aim is to provide political education to Generation Z through social media Instagram, Twitter, and Facebook.

Regarding the lack of political literacy, this problem is the responsibility of organizers, political parties, and related stakeholders. The General Election Commission of East Java Province or KPU Provinsi Jawa Timur is also responsible for providing political education for voters to build public political awareness. For this reason, KPU uses and manages social media to provide political education to Generation Z to help build a positive social force.

As cited in Law Number 2 of 2011, political education is a process of learning and understanding the rights, obligations, and responsibilities of every citizen in the life of the nation and state. The development of social media use by society is changing the arena of dominant structures in politics, social media now is an arena for fighting and fighting for political market share. Many political buzzers in the social media space are trying to sublimate the public into voting support in the election. Apart from that, social media is often misused as a means of spreading hoax news and black campaigns that lead to hatred. Buzzers carrying hoax messages are paid to facilitate efforts to influence the public sphere. So hoaxes increasingly thrive in a society with minimal political literacy.

A survey conducted by the Ministry of Communication and Informatics (Kominfo) revealed that as the 2024 election approaches, the number of hoaxes spreading is 10 times greater than the previous year. On the website kominfo.go.id survey results show that up to October 2023, 91 hoaxes were recorded as being spread. This indicates that hoaxes are increasing as the 2024 election day approaches. The data findings have also dragged the KPU. So the KPU's role in preventing these things is very important.

Reporting from KPU Decree Number 857 of 2023, Generation Z is recorded as the second largest voter after Generation Z in the 2024 elections, namely 22.85%. Meanwhile, quoted from KPU Provinsi Jawa Timur Decree Number 14 of 2023, Generation Z in East Java who registered as voters in the 2024 election is 30% or 9,310,933. Therefore, the educational target for the 2024 election is Generation Z that close to social media as a source of information. Apart from that, Hootsuite (We Are Social) was released in January 2023, providing data on active social media users in the world of 4.76 billion. An increase of 137 million or 3% from 2022. Meanwhile, active social media users in Indonesia are 167 million or 60.4% of Indonesia's total population of 276.4 million. This shows that the majority of Indonesian people use social media.

Nugroho and Widodo (cited from Heryanto 2019, p. 405) mention that there are four processes of using social media in the democratization process. Namely first, information as a source of information. Second, interaction on social media is a promising tool. Third, participation arises from community involvement to realize public interests. Fourth, the government is close to the community and facilitates community participation in democratic practices. Social media has become a strategic medium used to convey political education in democratic life.

In this article, we use the diction of political education for voters as stated in Law Number 7 of 2017, and will not use the diction of voter education. Political education is provided for the voting public, which is Generation Z in this article, and aims to increase political participation, as stated in Article 434 (2d) of Law Number 7 of 2017. Political participation is the involvement of citizens in all political activities, especially in determining public policy (Abramson in Asy'ari, 2019). Meanwhile, Gun Gun Heryanto (2019, p. 28) defines political participation as the activity of a person or group to actively participate in political life, by directly or indirectly electing state leaders, influencing government policy, etc. Meanwhile, Herbert McClosky (in Heryanto 2019, p. 29) mentions political participation as a

voluntary activity of community members where they take part in the process of selecting rulers, and directly or indirectly, in the process of forming general policies.

Political participation can be divided into several categories, first seen from the activities, then the level, thirdly political participation, and fourthly the level of political participation (Sastroatmodjo, 1995, 8-10). Looking at the activity, political participation can be divided into active and passive political participation. Judging from the level, they can be divided into apathy, spectators, and gladiators. Political participation is categorized according to the number of actors involved in it so that it becomes individual and collective participation. Judging from the level of political participation, it can be divided into active participation, depressed passive, radical militant, and inactive participation.

Thus, political participation is related to community goals, policies to achieve goals, and a system of power that allows for an authority to regulate people's lives toward achieving goals. Political participation allows citizens to influence directly or indirectly a political process with their actions. So citizens get the opportunity to fight for what they see as valuable.

When discussing political education strategies for Generation Z through social media, it means using communication facilities to disseminate profitable information based on geographic and topographic analysis (Liliweri, 2011). Political education delivered via social media to Generation Z according to R. Wayne Pace, Brent D. Peterson, M. Dallas (in Heryanto, 2021, p. 136), is guaranteed to be accepted by the communicant - to secure understanding, to determine the acceptance of the message - to establish acceptance, to motivate action - to motivate action.

KPU Provinsi Jawa Timur in terms of carrying out political education strategy has the flagship program KaPeu or You Need to Know. KaPeu contains rubrics for material on elections, democracy, as well as the results of the previous stages of the General Election and Pilkada which are still consistently displayed on the KPU Provinsi Jawa Timur's social media, such as Instagram, Facebook, and X/Twitter. KaPeu's packaging is also attractive, creative, and innovative according to the tastes of Gen Z. Through the distribution of information contained in the KaPeu rubric, hope that the distribution of public information about the various stages of the election at which stage can play a role can be known. The capital of understanding, knowledge, and awareness is also a confirmation of democratic values which determine the level of quantity and quality of people's political participation in elections. Furthermore, as strategic research, this research will discuss starting from planning, and implementation steps, to evaluation to achieve optimal goals.

Next, in previous studies, no one has discussed the KaPeu program as a political education strategy. Therefore, this research is novel in terms of its program. So the problem formulation in this research is: What is the KPU Provinsi Jawa Timur's political education strategy through the KaPeu program? What is the content of the KaPeu column message posted on KPU Provinsi Jawa Timur social media?

This research will be able to offer innovative political education strategies by the East Java Province KPU. It can explain the contents of KaPeu's posts in conveying information to provide political education. The relationship with political education strategy in this research will be studied in terms of Fact Finding (defining problems/opportunities), Planning (planning/programming), Communication/Action (communicating/taking action), and Evaluation (evaluating programs) as in the opinion of Cutlip et al. (2016, p. 320).

In the Fact Finding stage (defining the problem/opportunity), the researcher tries to look, investigate, and monitor the knowledge, opinions, attitudes, and behavior of the audience which will be influenced by the organization's actions and policies. This step is done before taking action. This

function provides the basis for all steps in the process of solving problems with what is happening at the moment. For example, what the public needs are, who the public is, and what the public situation is like, seen from various factors. Then, Planning (planning/programming), is used to determine public programs, goal strategies, actions, communications, tactics, and targets based on findings or facts. This stage answers what is known about the situation, what should be done or what should be changed, and what should be said.

The third step is the implementation of action and communication program that is designed to achieve specific goals to realize the program objectives. So, at this stage, the answer is who should do and deliver, when, where, and how. Fourth, Evaluation (evaluating the program), is the final step to assess the preparation, implementation, also results of the program. Adjustments are made as the program is implemented, as well as evaluation of feedback regarding whether the program is successful or not. So that it becomes the basis for implementing subsequent programs.

The 2024 Election itself will be held on February 14, 2024. According to Subiyanto (in Fahrudin & Billah, 2023) explains that elections are a process when citizens use their voting rights to elect representatives in government or public institutions through a democratic party. Citizens will be given a voting right to choose a candidate or party according to their conscience, before voting, citizens must look at the track record of legislative candidates and parties to see whether they meet the needs of the citizens. Many of Generation Z still be first-time voters in the 2024 election year, therefore outreach regarding elections and providing political education to new voters is very necessary to avoid false news and to avoid voters from playing political games.

New Media

The theory that is the basis of this research is the new media theory developed by Pierre Levy explains how media develops. This theory is still the basis for research related to other media developments. According to Pierre, there are two views in this theory, namely the first is the social interaction view where Pierre gives the opinion that the World Wide Web (WWW) is an environment that provides information with flexible and dynamic characteristics so that users can develop the latest knowledge and be involved in the democratic world. The second is the view of social integration, Pierre believes that media has become a habit, a formality, and has greater value than its users, namely for society. People can use media to create their society, not only as a means of information but also to unite society. Based on this new media theory, researchers apply the theory to analyze the results of the KaPeu program later. Social media will become a place of learning that provides political education to the public, especially Generation Z voters.

2. METHODS

The research method uses descriptive qualitative. Sandelowski (2000) states that descriptive qualitative research is a method used to examine the descriptive nature of a phenomenon. Meanwhile, data collection techniques use in-depth interviews and content analysis. In-depth interviews were conducted to find out and analyze the KPU Provinsi Jawa Timur's political education strategy through the KaPeu program. Informants in in-depth interviews are determined based on certain criteria. Where the informant has knowledge and experience of the information needed to answer the problem formulation. The research informants are the Voter Socialization and Education Division and the Head of the Technical Section for Election Organization, Participation, and Public Relations (Tekmas) of the KPU Provinsi Jawa Timur. Next, content analysis is used to determine the interpretation or meaning

behind KaPeu program posts.

Content analysis in research using a qualitative approach, according to Hsieh and Shannon (Kriyantono, 2021) is a research method for subjective interpretation of the content of text data through a systematic process of classification and identification of themes or patterns. This means it is not as rigid as in quantitative content analysis. Categorization is used only as a guide and allows other categorizations to emerge during the research process. Meanwhile, Ida and Subiakto explain content analysis (2021) as a method for researching and analyzing the content of communication in a certain period of time and space, with the aim of finding out trends in the messages conveyed, whether hidden or visible. Content analysis in this research was carried out to analyze the content of the KaPeu rubric messages posted on social media (Instagram, Facebook, and Twitter) of the KPU Provinsi Jawa Timur.

The research time for the KaPeu Program takes the duration from semester 2 of 2022 to semester 1 of 2023. Even though the KaPeu program has been implemented since April 11, 2022. However, researchers deliberately took research time from the start of the 2024 Election stages starting on June 14, 2022.

3. FINDINGS AND DISCUSSION

3.1 KPU Provinsi Jawa Timur's Political Education Strategy for the 2024 Election through the KaPeu Program

Problem Definition of KaPeu Program (Fact Finding)

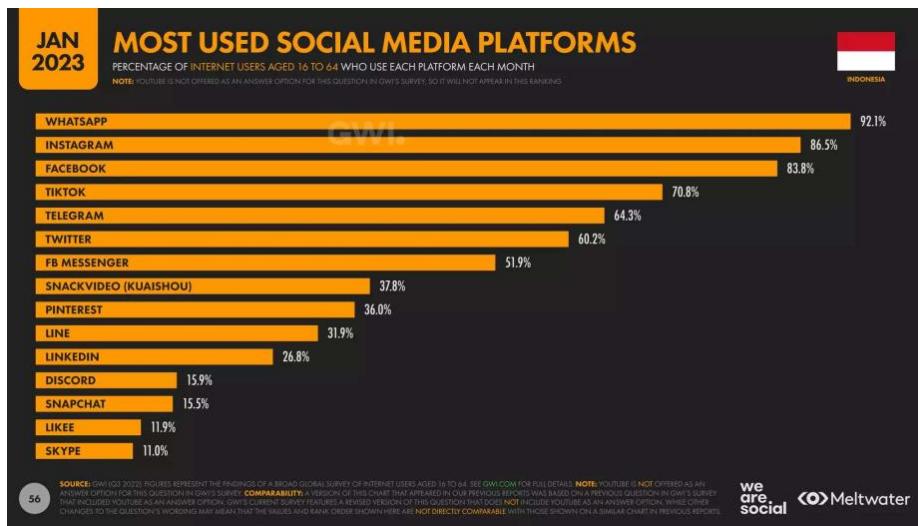
KPU Provinsi Jawa Timur is faced with the challenges of the society 5.0 era which has an impact on the digital revolution. The digital revolution gave birth to new media, one of which is social media. Social media is a medium on the internet that allows users to represent themselves to interact, collaborate, share, communicate with other users, and form virtual social bonds.

On the other hand, with the development of the use of social media, hoaxes, and disinformation are developing throughout the stages of the 2024 Election (Pemilu). However, the development of the use of social media by KPU Provinsi Jawa Timur is not only interpreted as a challenge but also as an opportunity to provide political education. to society.

Social media in the context of political education during elections makes an important contribution. Social media is present as a new public space that can be used as a movement to mainstream political education which is an important part of making the 2024 elections a success. Through social media, the KPU Provinsi Jawa Timur can share information, disseminate ideas, and convey invitations that are easily accessible to the public. The nature of social media, in which users generate content (the public themselves create content), has given rise to the phenomenon of social media involving more participants and being freer. Apart from that, the presence of social media can be a solution to improving political education for the public amidst budget constraints. To be precise, it is non-budgeting political socialization and education.

Reporting from We Are Social, the development of social media in the 2019 and 2023 election years, Instagram, Facebook, and Twitter experienced an increase in users. In 2019, YouTube was in first place as the most widely used social media in Indonesia, but in 2023 WhatsApp will become the most widely used social media with a total of 92.1 percent of users. Then in 2023 Instagram will occupy second place with 86,5 percent of users, Facebook 83,8 percent, and Twitter 60,2 percent. These three social media platforms have experienced an increase in users since 2019.

Picture 1. Most Used Social Media in Indonesia in 2023



Source: <https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2023/>

Departing from these things, KPU Provinsi Jawa Timur next intends to package them in a program called KaPeu or Kamu Perlu Tahu. This program was deliberately initiated by KPU Provinsi Jawa Timur Commissions members as well as the Division in charge of Socialization, Voter Education, and Community Participation (Sosdiklih and Parmas), Gogot Cahyo Baskoro with the Participation and Community Relations sub-division team. The name of this program emerged because it aims to provide information and outreach in the context of political education, related to elections and democracy to the public, especially Generation Z, which is currently the generation most familiar with social media. So that Generation Z, who don't know yet, will become knowledgeable and aware, and those who already know will understand and be willing to participate in the 2024 election stages.

Planning Program of KaPeu

Program planning is the result of fact-finding. Based on the fact-finding that had been carried out, the East Java Province KPU then created a program called KaPeu or You Need to Know. This non-budgeting program is published on social media Instagram, Facebook, and Twitter. As stated by the Sosdiklih and Parmas Division, Gogot Cahyo Baskoro on Friday, August 25 2023 at the KPU Team's Election Participation Index (IPP) supervision forum to the East Java Province KPU, the KaPeu or You Need to Know program has been around since April 11 2022. KaPeu is published every day work and is scheduled to be published every 10.00 WIB.

The design of the KaPeu column is made to be as attractive and innovative as possible according to the tastes of Generation Z. Although there are corridors of provisions from the KPU that must be adhered to, namely the background color using standard colors and templates by the Chairman's Letter as in the Letter of the Chairman of the KPU Number 243 of 2022. The background color in posts on social media is stated to be the basic color, the majority of which is maroon (C34 M98 Y97 K52). Figure 1. is an example of KaPeu rubric content.

Picture 2. KaPeu Content Example



Source: KPU Jawa Timur Instagram

Then, starting March 9 2023, as per KPU Secretary General's Letter Number 714/HM.07-SD/09/2023, it is mandatory to include the Election Mascot (Sura Sulu – Suara Rakyat Suara Pemilu), as well as voting day adan election vote counting on February 14 2024. Next, there follows the KPU Secretary General's Letter Number 745/PP.07-SD/09/2023 concerning the Inclusion of the National Integration Facility Election Logo. The three logos are as picture 3.

Picture 3. Sura Sulu Election Mascot, Voting Day Logo, and Vote Counting Logo for Election 14 February 2024



Source: Komisi Pemilihan Umum (KPU)

The material for the KaPeu rubric comes from related laws, KPU regulations, the Voter Education Module, the Election Management Book, data and information related to Elections and Regional Head Elections in East Java, and so on. Because the KPU is an official and valid electoral and democracy data center, KPU Provinsi Jawa Timur discussed the material to be designed, and after the rubric had been designed, it was discussed again to be confirmed once again. Then the rubrics that are ready to be posted or uploaded are entered into the content bank. Furthermore, KPU Provinsi Jawa Timur social media admin can access every rubric available in the content bank. The existence of this content bank, also as stock when stages are busy, overlaps and cannot be produced, so that there is already material ready to be uploaded.

Then related to Human Resources as Instagram, facebook and twitter admins, there are two people in the Parmas Subsection on KPU Provinsi Jawa Timur. Meanwhile, only one human resource has special graphic design skills. So, to overcome the limited human resource in the field of graphic design, according to the Sosdiklih and Parmas Division of KPU Provinsi Jawa Timur (on August 5 2003), KPU Provinsi Jawa Timur is maximizing cooperation with various universities in East Java in the Thematic/Independent Campus Study/an so on.

Implementation of KaPeu Program

The KaPeu program has been implemented since April 11, 2022, however, the focus of this research will take the duration from semester 2 of 2022 to semester 1 of 2023. This is because the 2024 Election stages start on June 14, 2022.

As planned, the KaPeu program has been implemented for KPU Provinsi Jawa Timur's Instagram, Facebook, and Twitter (X) social media. Both Instagram, Facebook, and Twitter (X) social media posts use the same captions and hashtags. Every time after posting a KaPeu column, the rubric link will be shared by KPU Provinsi Jawa Timur social media admin on the Whatsapp Group of the Indonesian KPU Bakohumas, East Java KPU Bakohumas, East Java Provincial KPU Bakohumas together with related stakeholders at the provincial level.

To support the dissemination of information in the context of political education, especially for Generation Z, KPU Provinsi Jawa Timur issued Chairman's Letter Number 300/PP.06-SD/35/2.2/2023 dated February 3, 2023. This letter stipulates that the Regency/City KPU should also carry out outreach to KPU Provinsi Jawa Timur's social media platform in every technical guidance agenda, coordination meetings, meetings, socialization, FGDs, etc. Second, follow, like, share, and provide positive comments on the East Java Province KPU social media platform. Third, order the District Election Committee (PPK) and Voting Committee (PPS) to participate in socializing the KPU Provinsi Jawa Timur social media platform in every election activity. Fourth, order the Voter Data Updating Officer (Pantarlih) to help socialize KPU Provinsi Jawa Timur social media platform to voters as an additional task when carrying out house-to-house Matching and Research (Coklit). Finally, carry out supervision and evaluation of ad hoc bodies (PPK, PPS, Pantarlih, in the future also KPPS) in stages to ensure that the orders in the letter are implemented.

Support for providing information in the context of political education does not end there, the KPU Provinsi Jawa Timur Secretary on April 26, 2023, issued letter Number 743/PP/06.1-SD/35/2023 concerning the Socialization of East Java Province KPU Social Media Accounts by Secretariat Staff Regency/City KPU throughout East Java. The letter emphasized that all structural and functional

officials, as well as all staff within the Regency/City KPU secretariat in East Java, were to do several things. First, create a personal social media account, at least like Facebook, Twitter, Instagram, and TikTok, for those who don't have one. Second, follow, like, share, and provide positive comments on KPU Provinsi Jawa Timur social media accounts. Third, participate in socializing KPU Provinsi Jawa Timur's social media accounts in every election activity such as technical guidance, coordination meetings, socialization, FGDs, and other activities. Apart from that, the East Java Provincial KPU in its direction to the Regency/City KPU is to conduct outreach to ad hoc body registrants to follow the official accounts of the Provincial KPU and Regency/City KPU where they registered.

One of the visible impacts of this policy is an increase in engagement in KaPeu column posts and an increase in the number of followers on social media. As per data from KPU Provinsi Jawa Timur's Social Media Optimization Report Semester 2 2022, the number of Instagram followers is 9.320, Facebook 6.100, and Twitter 4.318. Then, as quoted from the East Java Province KPU's Social Media Optimization Report Semester 1 of 2023, the number of Instagram followers was 34.474, Facebook 17.004, and X (Twitter) 8.905.

Another form of support from KPU Provinsi Jawa Timur to make the KaPeu program a success is by providing technical guidance for its work units and work units in its region. Among them, namely Public Relations Technical Guidance in Organizing the 2024 Election Stages of Provincial and Regency/City KPUs throughout East Java on 9 - 11 December 2022 in Pasuruan Regency, Public Relations Technical Guidance and Inter-Institutional Relations in Organizing the 2024 Provincial KPU General Election Stages and Districts/Cities throughout East Java on 7 - 8 February 2023 in Sidoarjo Regency, 2024 Voter Socialization and Education Coordination Meeting in East Java on 24 July in Pacitan Regency, Coordination Meeting on Formulation of Non-Budget Based Voter Socialization and Education Strategy in Kediri Regency (Cited from East Java Province KPU Social Media in August 2023).

Next, the number of KaPeu rubric posts from Semester 2 of 2022 to Semester 1 of 2023, is as Table 1.

Table 1. Number of KaPeu Posts Semester 2 2022

No	Bulan	Jumlah Postingan		
		Instagram	X (Twitter)	Facebook
1	Juli	27	27	27
2	Agustus	26	26	26
3	September	17	17	17
4	Oktober	13	13	13
5	November	17	17	17
6	Desember	14	14	14
	Jumlah	114	114	114

Source: Social Media Optimization Report Semester 2 2022

The number of KaPeu column posts from the three social media, namely Instagram, Twitter, and Facebook, is the same every month. Because each rubric will be posted on all three social media. It can be seen that the number of posts from July to December 2022 on average decreased except in November 2022. July had the most posts, August saw a decrease of one post, September decreased by 9 posts, October decreased by 4 posts, November again an increase of 4 posts, and in December there was a decrease of 3 posts.

Table 2. Number of KaPeu Posts Semester 1 2023

No	Bulan	Jumlah Postingan		
		Instagram	X (Twitter)	Facebook
1	Januari	10	10	10
2	February	5	5	5
3	Maret	7	7	7
4	April	8	8	8
5	Mei	7	7	7
6	Juni	4	4	4
	Jumlah	41	41	41

Source: Social Media Optimization Report Semester 1 2023

Furthermore, the number of posts for the KaPeu Semester 1 2023 rubric has fluctuated. The number of posts in January 2023 is the highest number of posts in semester 1 of 2023. However, when compared with semester 2 of 2022, it is still far below. Then in February, the number of posts decreased by 5 posts, in March it rose by 2 posts, in April it rose by 1 post, in May it fell by 1 post, in June it fell by 3 posts.

The facts about the increase and decrease in the number of posts certainly have reasons and factors that cause it. The factors that determine the increase and decrease in postings are: a) increasingly busy stages, while the number of human resources for graphic design is limited, b) additional human resources from interns to help design content are not available, etc.

Evaluation of KaPeu Program

Evaluation of the KaPeu program was carried out by looking at the effectiveness of the program that had been implemented by KPU Provinsi Jawa Timur. The audience's response to the KaPeu rubric was quite good, as evidenced by its engagement. However, in implementing the program there were several obstacles. Namely, among others:

- Qualified human resources or experts in the fields of graphic design, audiovisual, and documentation for creating KaPeu rubric content are still very limited;
- Facilities and infrastructure to support the KaPeu program are still very minimal, both in terms of quality and quantity;
- Along with the development of the digital world, there is a need to update methods and content in conveying political information and education to the public.

3.2 Result of Content Analysis of KaPeu Post

The KaPeu rubric content posts that the researcher discusses this time are examples of posts from Instagram, Facebook, and Twitter that get quite a lot of engagement from the audience. The first post was a KaPeu column post on KPU Provinsi Jawa Timur Instagram (KPU_Jatim) on April 3, 2023. In terms of the number of likes, there were 1.096, the number of comments was 29 accounts, the number of those sharing the post was 62, the accounts that interacted were 1.161, and the number of accounts reached 12.569.

Picture 3. Example of KaPeu Rubric Content on Instagram



Source: East Java Province KPU Instagram

The post above is packaged with a picture of a man who invites the audience to pay attention to the existing information. The audience is called #VoterFriends. Next, the second page of content contains information regarding the helpdesk for updating voter data for the 2024 Provincial Election KPU and Regency/City KPU throughout East Java. The closing slide contains the website address for checking whether you have registered as a voter.

For the public, especially Generation Z who are just about to vote in the 2024 elections and have not yet registered as voters, of course, this information is very important because it relates to the exercise of their right to vote on February 14, 2024. Apart from being conveyed through images, information is conveyed to the audience through the caption in this post. Which reads:

#TemanPemilih, need information regarding whether you have registered as a voter in the 2024 Election?!

Come on, just check it at cekdpthonline.kpu.go.id...

Then, if you need further information, directly contact the Provincial and Regency/City KPU helpdesk in this post

Hope it is useful

Don't forget to like, share, and comment on this post

#KPUMelayani

#PemiluSerentak2024

With attractive and informative images accompanied by clear captions, of course, this makes things easier for the audience.

The next post is the KaPeu rubric which was posted via the KPU Provinsi Jawa Timur's Facebook on August 7, 2023, regarding voting transfer services. Consists of 7 slides in one content. The number of likes was 247, the number of people who commented was 2 accounts, it was shared 58 times, post reach was 4.443, post interactions were 621. Became the most popular post in the last month.

Picture 4. Example of KaPeu Rubric Content on Facebook



Source: East Java Province KPU Facebook

The content design still does not leave behind the characteristic of inviting the audience to know everything about the Additional Voter List (DPTb). The next slide is also made interesting with images. Contains voting transfer services up to 30 days before the voting, namely until January 15, 2024. Then there is who can move to vote, the documents needed, the criteria for voters who can move to vote after January 15, 2024, the mechanism for moving to vote, and the conditions for ballot papers that will be received when moving to vote. The content caption is as follows:

Hello #VoterFriends, #YouNeedToKnow, if that's no longer an excuse not to exercise your right to vote if you're 'not at' your place of voting according to your domicile on voting day!!

Well, the KPU has provided a solution, for fellow voters who on February 14 2024 will not be able to use their right to vote at a polling station according to the Permanent Voter List (DPT) due to certain circumstances, they can use the vote transfer service or the Additional Voter List (DPTb).

How to??! Come on, check out the full details in the following post.
If you need further information, Voter Friends can also contact the East Java Province and Regency/City KPU helpdesk listed below.

#KPUMelayani
#PemiluSerentak2024

Captions function to clarify the contents of the image. The sentences in the caption try to invite the audience to communicate. The hashtags #TemanPemilih, #KPUMelayani, and #PemiluSerentak2024 are mandatory hashtags from the KPU. The aim is to make trending posts from all KPUs in Indonesia. So that internet algorithms are filled with KPU content throughout Indonesia. Meanwhile, the hashtag #KamuPerluTau is a hashtag characteristic of the KaPeu program, aimed at making it easier for audiences to find KaPeu column content.

The next post is the KaPeu rubric which was posted via Use the same caption as the Facebook post above. Because X (twitter) can only contain 280 characters, there are several posts. It can be seen

that in every post with the same type of content, the captions on all KPU Provinsi Jawa Timur social media are the same. In this case, KPU Provinsi Jawa Timur needs to formulate a caption for posts on X (Twitter) so that one post is enough. This makes it easier for the audience to get complete information.

Picture 5. Example of KaPeu Rubric Content on X (Twitter)



Source: X (Twitter) KPU Provinsi Jawa Timur

The results of this research show that there has been an increase in engagement, especially in the number of followers on social media accounts belonging to the KPU Provinsi Jawa Timur, apart from that the number of likes, shares, and other features has also increased and can even reach an audience of more than 12.000. In this way, the role of new media in political education is very influential in providing complete information to Generation Z regarding elections, where Generation Z is very close to social media so the increase in the number of engagements shows that the KaPeu program has achieved its target. Social media can reach a wider audience so that socialization is not only carried out offline but also online.

Social media is a product of new media, social media itself can reach audiences regardless of distance and time. For Generation Z, social media is a repository of information, by utilizing this, KPU Provinsi Jawa Timur carries out political education through social media for Generation Z, which is something that needs to be done to provide literacy and knowledge which is published briefly and concisely through rubrics on social media. Generation Z tends to like information that is contained briefly and concisely through photos or videos, so the strategy of using rubrics with infographics is the right thing to do when targeting Generation Z, as proven by the increase in results from the KaPeu program. The social media chosen were Instagram, Twitter, and Facebook, which are most widely used and liked by Generation Z, so the KaPeu program is right on target.

In previous studies, no one has discussed KaPeu as a political education program for Generation Z. One of them is research by Novita D, et al (2019) that there is no KaPeu program even though there has been socialization via social media regarding the election. The KaPeu program is newly launched and focuses on providing political education to Generation Z, this is what differentiates the results of this research from previous research.

Then, research by Yusran and Sapar (2022) shows that the use of social media in providing predictions of community participation has high numbers. Social media is very influential in disseminating information to the public because most of them use social media. Compared with the results obtained in this research, they both show an increase in the number of engagements on each social media targeting Generation Z. This proves that the use of social media in the KaPeu program targeting Generation Z is a good plan, especially the social media Instagram, Facebook, and Twitter are widely used by Generation Z. Social media Instagram, Facebook, and Twitter are sources of information for Generation Z. Generation Z's motive for using this media is to get updates about the surrounding environment, including the 2024 Election. The KaPeu program provides information to Generation Z through uploaded posts to give Generation Z's needs of information on the 2024 Election.

4. CONCLUSION

The conclusion of this research is, First, KPU Provinsi Jawa Timur since before the 2024 Election was announced (14 June 2023), has started to develop and implement a political education strategy for Generation Z through the KaPeu program. In terms of implementing the KaPeU program, KPU Provinsi Jawa Timur carries out fact finding first, then planning, implementation, and evaluation. Second, the content of the KaPeu rubric message posted on the KPU Provinsi Jawa Timur like Instagram, Facebook, and X (Twitter) social media shows that the caption can help explain the meaning behind the rubric image. So the audience can easily understand the intent and meaning contained in the post. Next, the KaPeu rubric is designed to be innovative and informative, thus attracting Generation Z to read election and democracy information, and convey aspirations/opinions, so that Generation Z is aware of the importance of their participation in the 2024 election stages. Third, human resources, budget, facilities, and infrastructure become a problem at the KPU Provinsi Jawa Timur. Fourth, social media has a big role for Generation Z as a repository of information so using social media to reach Generation Z is the right choice.

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