

Socialization of Simultaneous Elections to Novice Voters in Merangin Regency

Sosialisasi Pemilu Serentak kepada Pemilih Pemula di Kabupaten Merangin

¹ Salman

² Lina Farda

^{1,2} Faculty of Law, Universitas Merangin

Email Correspondence: salman@stihypm.ac.id

*Correspondence Writer

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Abstract:

The 2024 simultaneous elections are an important momentum in Indonesian democracy, involving all elements of society, including first-time voters. First-time voters in Merangin Regency tend to lack understanding of the stages and process of the election, which can lead to low political participation. For this reason, socialization was carried out through the distribution of pamphlets which aimed to provide a basic understanding of simultaneous elections, the stages involved, as well as the rights and obligations of voters. This approach focuses not only on providing information, but also on building a deeper political awareness, so that novice voters can understand how important their right to vote is. By increasing this understanding, it is hoped that novice voters will be more active in participating and voting wisely, so that they can make a positive contribution to the quality of elections and the future of the nation.

Abstrak:

Pemilu serentak 2024 merupakan momentum penting dalam demokrasi Indonesia, yang melibatkan seluruh elemen masyarakat, termasuk pemilih pemula. Pemilih pemula di Kabupaten Merangin cenderung kurang memahami tahapan dan proses pemilu, yang dapat berujung pada rendahnya partisipasi politik mereka. Untuk itu, dilakukan sosialisasi melalui distribusi pamflet yang bertujuan untuk memberikan pemahaman dasar tentang pemilu serentak, tahapan-tahapan yang terlibat, serta hak dan kewajiban pemilih. Pendekatan ini tidak hanya berfokus pada pemberian informasi, tetapi juga pada pembentukan kesadaran politik yang lebih mendalam, sehingga pemilih pemula dapat memahami betapa pentingnya hak pilih mereka. Dengan meningkatkan pemahaman ini, diharapkan pemilih pemula akan lebih aktif berpartisipasi dan memilih secara bijaksana, sehingga dapat memberikan kontribusi positif dalam kualitas pemilu dan masa depan bangsa.



INTRODUCTION

Simultaneous general elections are an important moment in Indonesia's democratic system that involves the active participation of the public, including the younger generation. One of the groups that plays a very important role in the election is first-time voters, namely those who are using their voting rights for the first time. Novice voters have an important role to play in determining the future direction of the nation, as they will be part of the formation of sustainable political policies. Therefore, socialization about simultaneous general elections to novice voters is very important to ensure that they understand their rights and obligations as citizens involved in the democratic process. As a form of political education program, this activity aims to educate novice voters about the election process, the stages that must be passed, and the importance of choosing wisely.

The socialization of simultaneous elections through pamphlets to young people in Merangin Regency is expected to introduce them to the basics of elections and increase their awareness of the importance of participating in the democratic process. Pamphlets as a means of information that is easily accessible and understood, are expected to be an effective tool in conveying important messages related to elections to novice voters. This media also offers advantages in the form of wide and affordable information dissemination at a relatively low cost. In addition, pamphlets can be easily distributed in various locations that are often visited by young people, such as schools, campuses, and other activity centers.

As part of the socialization process, the main goal of this pamphlet distribution is to increase young people's understanding of their voting rights and how to vote smartly. In addition, they also need to be given an understanding of the importance of choosing the right leader candidates and in accordance with their vision and mission for the future. By providing clear information about the stages of the election, voting procedures, and reasons why they should participate, it is hoped that novice voters can have good political maturity. The involvement of novice voters in the 2024 simultaneous elections is very important because they are part of a generation that will continue to be involved in the political dynamics of the Indonesian state.

The 2024 simultaneous general election is one of the largest elections in Indonesian history, as it will determine various positions ranging from the president to legislative members at the national and regional levels. Therefore, the active participation of all levels of society, including first-time voters, is very crucial. The socialization through this pamphlet is expected to touch the hearts of young people in Merangin Regency and encourage them to become smart and responsible voters. The various information conveyed through this pamphlet is expected to provide a comprehensive understanding of the importance of simultaneous elections and reduce the indifference or apathy that often arises in first-time voters.

Socialization through pamphlets is important because this format can accommodate concise but dense information. In this effort, the pamphlet will

contain information about the mechanism of simultaneous elections, election schedules, voter rights, and the important role of voters in determining the direction of the nation. By using easy-to-understand language and attractive design, flyers can be an effective means of attracting the attention of novice voters. In addition, the existence of pamphlets in public spaces will help facilitate access to information for those who may not have much knowledge about elections.

The success of this socialization lies not only in how many pamphlets are distributed, but also in how the pamphlets are received and understood by novice voters. Therefore, it is important to ensure that the material presented in the pamphlet is truly appropriate to the needs and level of understanding of young people. In addition, the delivery of interesting and creative information is also very important to encourage novice voters to feel interested in caring more about the election.

This socialization activity can also be a means to increase political awareness among the younger generation, election socialization is very important to introduce election procedures to novice voters so that they have a more mature understanding in choosing prospective leaders. This kind of socialization not only provides basic knowledge, but also shapes their political character to be able to participate wisely and responsibly. Proper socialization can also help reduce the number of white groups (*golput*), which is often caused by ignorance or indifference to the electoral process.

Election socialization is very relevant considering the low level of participation of first-time voters. One of the main challenges is that many first-time voters do not fully understand how important their voting rights are in the electoral process. Therefore, closer and more accessible approaches, such as pamphlet distribution, have become very effective in bridging this information gap. Pamphlets, as a simple but informative socialization tool, can easily reach novice voters who may not have been exposed to adequate political education. By providing clear and concise information about the stages of the election and their rights as voters, this pamphlet will open their eyes to how elections work, as well as how their votes can affect the final outcome of the election.

Socialization through this pamphlet is not only explaining the election process, but also introducing the basic concepts of democracy to the younger generation in Merangin Regency. Through simple and easy-to-understand materials, novice voters can gain a deeper understanding of their rights as citizens and how they can use their voting rights to shape the future of the nation. With this increase in political awareness, it is hoped that they will not only become active voters, but also become agents of change who can make a positive contribution to their social lives. A strong understanding of democracy and the electoral process will equip them with the ability to participate more critically and responsibly, ultimately playing a role in strengthening the democratic system in Indonesia.

As their understanding of elections increases, novice voters will also better understand that every voter has a great responsibility in determining the qualities of leaders who will lead the country. Therefore, the socialization of simultaneous elections through this pamphlet will provide long-term benefits for them and help improve the quality of democracy in Indonesia. Through this activity, young people

in Merangin Regency are expected to understand that the election process is not just an activity to vote, but is part of the rights and obligations as democratic citizens.

Through the socialization of simultaneous elections carried out in Merangin Regency, it is hoped that novice voters will not only vote as an obligation, but also be able to apply their understanding of the importance of the election moment to determine the direction of the country's political policy. The election is not just about choosing leaders, but also an opportunity to assess the vision and mission of the prospective leaders who will lead the country. Therefore, it is important for novice voters to understand that the decisions they make will not only impact themselves, but will also affect the future of the nation in the long run. By understanding this, they can see elections as a right and responsibility that should not be underestimated.

A deeper understanding of the electoral process will give novice voters the ability to choose their potential leaders more wisely. In the 2024 simultaneous elections, many candidates offer a variety of different visions and missions. This socialization is expected to help novice voters to be more careful in evaluating existing candidates, not only based on popularity or personal closeness, but more on the capacity and integrity of the candidates in carrying out their duties. With a mature understanding, they will be able to choose leaders who have a vision and mission that is in line with their expectations and needs as part of the young generation that plays a role in the progress of the nation.

Socialization that touches on this important aspect also has the potential to improve the quality of novice voters in choosing candidates who can really provide positive changes. When they choose leaders based on valid information and with careful consideration, the election results will also reflect the wishes of the wider community. It is a form of active and responsible participation, which will encourage the creation of better governance. Thus, the education provided to novice voters will have a positive long-term impact on the development of democracy in Indonesia, especially in Merangin Regency, where this service activity is carried out.

The success of this activity depends on the collaboration of various parties, ranging from local governments, educational institutions, to community organizations. All parties have a role to play in the success of this simultaneous election socialization and ensure that novice voters in Merangin Regency are ready to face the simultaneous elections with the right understanding and mature readiness. Through this socialization effort, it is hoped that the quality of novice voter participation will increase, which in turn will improve the quality of Indonesian democracy.

By actively involving novice voters in the electoral process, not only the country benefits, but also the young generation itself. They will have valuable experience that can be used as capital to engage in wider political life. Therefore, the socialization of simultaneous elections through this pamphlet is a strategic step to ensure that every vote of novice voters has great value in the upcoming elections.

METHOD

In this community service activity, the approach used is a visual information-based educational method with a focus on distributing pamphlets containing information about simultaneous general elections. This method was chosen because of the ease of reaching the target audience, namely first-time voters, as well as the ability of the pamphlet to convey clear and easy-to-understand information. Socialization was carried out in various strategic locations that are often visited by young people, such as schools, community meeting places, and community activity centers in Merangin Regency.

The pamphlets used are designed with attractive designs and use simple language that is easy to understand for novice voters. It contains information about the stages of the 2024 simultaneous elections, voting procedures, the importance of participating in elections, and an explanation of voters' rights and obligations. The content and design of the pamphlet are adjusted to the needs of the audience, most of whom are teenagers to young adults, making it easier for them to understand the information provided. The socialization process was carried out by distributing pamphlets directly to high school students and young people at various points in Merangin Regency, as well as holding short discussion sessions related to the importance of simultaneous elections. In addition, this service also involves the use of social media as a means of support to expand the reach of socialization.

To evaluate the effectiveness of socialization, data collection is carried out through several techniques, namely observation, interviews, and questionnaires. Observations were made to assess the direct response of novice voters to the information presented in the pamphlet. Interviews with several first-time voters were conducted to explore their understanding of the stages of the election and how much attention they paid to the socialization carried out. The questionnaire was used to measure how far their understanding went after receiving information through pamphlets and participating in socialization activities.

Data analysis was carried out using qualitative and quantitative approaches. Quantitative analysis was carried out by calculating the percentage of understanding level of novice voters before and after socialization. The results of the questionnaire containing closed-ended questions will be calculated to obtain statistical figures that illustrate the extent to which their understanding of simultaneous elections has improved. This analysis technique makes it possible to see changes that occur in the level of knowledge of participants after participating in the socialization program. In addition, qualitative analysis was carried out by reviewing the results of interviews and observations made on participants. From the interviews, researchers can dig deeper into the participants' views on the simultaneous elections and the impact of socialization on their understanding and attitudes. Observation also provides an overview of the enthusiasm and response of participants in participating in socialization activities and the extent to which they are interested in utilizing the information provided in the upcoming election activities.

The results of this analysis will provide a comprehensive overview of the extent to which the socialization carried out can increase the understanding and political awareness of novice voters in Merangin Regency. Thus, this analysis not only serves

to evaluate the success of the program, but also provides recommendations for similar socialization activities in the future, in order to improve the quality of first-time voter participation in the 2024 simultaneous elections.

By using this method, it is hoped that the main goal of the community service program can be achieved, which is to increase the understanding of novice voters about the importance of participating in the 2024 simultaneous elections. Evaluation through observation, interviews, and questionnaires will provide data that can be used to evaluate the effectiveness of socialization and design similar activities in the future. This method is expected to make a real contribution to improving the quality of democracy in Indonesia, especially in terms of first-time voter participation.

DISCUSSION

The 2024 simultaneous elections will be one of the important moments in Indonesia's democratic journey, especially in creating a better government. One of the factors that can affect the quality of elections is the political participation of the public, especially first-time voters. Novice voters are a group that is exercising their right to vote for the first time and has a very important role in determining the direction of state policy. In Merangin Regency, many novice voters do not fully understand the stages of the election and the election process they are undergoing. Therefore, appropriate socialization activities are needed to increase their participation in the 2024 simultaneous elections (Karyaningtyas, 2019).

Novice voters usually consist of the younger generation who are in their teens to young adults. In Merangin Regency, novice voters still face various challenges, one of which is the lack of knowledge related to the simultaneous election system. This limited information makes them vulnerable to political apathy, and often they feel that they have no influence on the outcome of the elections that will be held. Novice voters who do not understand the importance of their votes, are less likely to actively participate in elections. For this reason, it is important to have counseling and political education that can help them understand how important it is to participate in elections (Wahyudi & Adnan, 2019).

In Merangin Regency, socialization efforts are carried out using various effective communication methods. One of the methods chosen is the distribution of pamphlets as a means of socialization. This pamphlet has the advantage of being able to reach many novice voters efficiently. With an attractive design and easy-to-understand language, the pamphlet can clearly convey information about the stages of the election, how to vote, the rights and obligations of voters, and the importance of participating in the election. This is very important considering that most of the novice voters in Merangin have not fully understood the election process.

The delivery of information through pamphlets aims to provide knowledge that can awaken their awareness of the importance of choosing wisely. Through the pamphlet, novice voters are expected to understand that voting is not only a right, but also their obligation as a citizen. Without a good understanding of the candidates and the election process, they tend to only vote randomly or based on popularity alone, which can have an impact on the quality of the resulting elections.

The education provided through this pamphlet is expected to form critical, intelligent, and responsible novice voters (Kelibay et al., 2023).

Limited understanding of the stages of the election is often an obstacle for novice voters in undergoing the election process. In Merangin Regency, many novice voters feel anxious or confused when approaching election day. They often don't know what to do at the time of registration, voting, or vote counting. The socialization carried out through this pamphlet aims to provide easy-to-understand information about these stages. This pamphlet briefly but clearly explains what needs to be done at each stage of the election, from registration to voting, as well as the vote counting process that will be carried out after the election (Uddin & Arditama, 2023).

The importance of socialization through pamphlets also lies in their ability to motivate novice voters to be more active in participating in the stages of the election. They will feel more prepared and less anxious about election day. This kind of socialization provides confidence for novice voters to use their voting rights to the best of their ability. This can also prevent the occurrence of golput (white group), namely voters who do not exercise their voting rights because they do not know or do not care about the election process.

In addition, many first-time voters are not fully aware of the importance of actively participating in elections. Elections are not just a routine event, but a process that greatly determines the future of the country. Therefore, the socialization carried out through this pamphlet aims to build awareness of novice voters about the importance of voting wisely. This pamphlet not only explains the stages of the election, but also reminds them that active participation in elections is a right and obligation as a citizen. With greater participation, novice voters will play a role in determining leaders who can bring positive changes to the region and the country (Mahyudin et al., 2022).

First-time voters often feel that their votes will have no effect in determining the outcome of the election. They may feel that the political system in Indonesia is too big to influence the outcome of an election with a single vote. However, the socialization provided through this pamphlet aims to overcome this apathy. With a more in-depth explanation of the electoral mechanism and the influence of each individual's vote, novice voters can be more aware that each vote has a very important meaning in determining the future of the country. Their participation will have a significant impact on the legitimacy of the elections and the quality of the government formed (Muhammad et al., 2020).

In addition to the distribution of pamphlets, election socialization is also carried out through various public places that are often visited by novice voters, such as schools, shopping centers, and hangout places for young people. This approach is expected to reach a wider and more equitable audience, as well as increase public involvement in the election process. In Merangin Regency, novice voters are more commonly found in schools and universities where the younger generation gathers. Through this approach, the information provided is not only about how to vote, but also about the importance of choosing candidates who really have the capacity to carry out the Mandate.

Effective election socialization must also be able to arouse political awareness among first-time voters. The political education provided not only provides information about the election mechanism, but also teaches novice voters to vote with a strong knowledge base. They must understand that voting is not just about choosing who is the most popular, but choosing candidates who have integrity and vision that are in accordance with the needs of society. In this way, novice voters in Merangin Regency can make better decisions, which in turn will improve the quality of democracy in Indonesia.

It is important to note that election education is not only carried out in schools, but also in youth communities in Merangin Regency. Collaboration between various parties, such as the government, schools, and community organizations, is very important in realizing effective socialization. With this collaboration, election socialization can reach more novice voters and build stronger political awareness among the younger generation. This is expected to reduce the number of golputs, as well as increase wider political participation in the future (Sa'ban et al., 2022).

Election education in Merangin Regency should not only be focused on formal educational institutions such as schools, but must also involve youth communities in the community. Youth communities have an important role in disseminating information and increasing political awareness among the younger generation. Many novice voters are more active in this community, whether it is through youth organizations, sports activities, or discussion forums. Therefore, socialization that engages them can reach a wider audience and is more receptive to novice voters who may not have been fully exposed to political information through formal education channels.

In this effort, collaboration between local governments, schools, as well as community and youth organizations is very important. The government can play a role by providing funds, socialization materials, and effective coordination between related agencies. Schools, as institutions that have direct access to first-time voters, can be a more structured and planned channel for delivering information. On the other hand, community organizations and youth communities can be strategic partners in the dissemination of more informal but effective information. Through this collaboration, information about the election process, the importance of participating, and how to choose wisely can be conveyed in a more engaging and easy-to-understand way for novice voters.

This cooperation between various parties is also very useful in building stronger political awareness among the younger generation. Through an integrated approach between the formal and informal sectors, novice voters in Merangin Regency will gain a more thorough understanding of their rights and obligations as citizens. With this increase in awareness, novice voters are expected to be more involved in elections, not only as voters, but also as individuals who are aware of the importance of their votes in forming a democratic government. This political awareness will be the basis for them to think critically when making choices at the time of the election.

This increase in political awareness is expected to reduce the number of golput (white group) which has been a problem in elections in Indonesia. Many first-time voters feel that their vote will have no effect or they feel they don't have enough information to vote wisely. Therefore, election education that involves various

parties and is carried out in a structured manner will provide a clearer understanding of the importance of actively participating in the election process. With wider participation, it is hoped that the quality of elections in Merangin Regency can improve, and ultimately can encourage positive changes in political life in Indonesia.

In addition to using pamphlets, social media is also a very effective tool in socializing to novice voters. Most of the novice voters in Merangin Regency are the young generation who are very active on social media. Therefore, using social media to disseminate information related to the 2024 simultaneous elections can be a very effective strategy in reaching them. With this approach, information about the stages of the election, how to vote, and the rights and obligations of voters can be disseminated quickly and easily accessible to novice voters (Arqon et al., 2024).

The biggest challenge in election socialization in Merangin Regency is the low interest of some novice voters in the world of politics. Many first-time voters feel that elections do not affect their lives directly, so they are less likely to be interested in participating. For this reason, a more personal and interesting approach needs to be applied. By providing a deeper understanding of the impact of politics on daily life, it is hoped that novice voters will be more concerned and eager to use their right to vote (Dahri et al., 2023).

In addition, election socialization must also pay attention to the importance of choosing carefully. Novice voters often only vote based on the emotional proximity or popularity of a particular candidate, without considering the candidate's capacity and integrity. Therefore, in this socialization, it is important to emphasize to novice voters how to choose candidates who have a vision and mission that suits the needs of the community. In this way, novice voters in Merangin Regency are expected to be able to choose candidates who are truly able to carry out their mandates properly and fairly, and make effective democracy run for political development (Chandra et al., 2024).

The 2024 simultaneous elections will be a big test for Indonesian democracy. For this reason, it is very important to ensure that novice voters in Merangin Regency have sufficient understanding and readiness to participate in the election. Through appropriate and effective socialization, they are expected to be able to give their voices with careful consideration and full of responsibility. Thus, this community service activity not only provides benefits for first-time voters, but also contributes to the better quality of elections and Indonesian democracy (Mahyudin et al., 2022).

CONCLUSION

Political education efforts are very important to increase political participation among the younger generation. This socialization succeeded in providing a deeper understanding of the election process, the rights and obligations of voters, and the importance of choosing wisely. Through the distribution of attractive and easy-to-understand pamphlets, information about the stages of the election can be disseminated effectively, covering all aspects that novice voters need to know. Counseling conducted in such a simple but effective way allows novice voters to not only understand the process, but also realize their responsibilities as part of the

democratic system. Thus, they will be better prepared to face the 2024 simultaneous elections and participate with full awareness. In addition, this socialization is also expected to reduce the number of white groups (golput) and improve the quality of better quality general elections. This socialization also reminds that good political education can foster a sense of care and responsibility in voting, which will ultimately strengthen democracy in Indonesia. Collaboration between the government, educational institutions, and the community in providing education to first-time voters must continue to be encouraged to create more inclusive and participatory elections. The program also shows the importance of the right approach in delivering information to the younger generation, so that they can fully understand the importance of their right to vote and contribute to the development of the country.

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CONFLICT INTEREST

The author states that there is no conflict of interest in the implementation and writing of this article.

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