THE EFFECTIVENESS OF THE SUKABUMI REGENCY KPU ELECTION SMART HOUSE PROGRAM IN INCREASING POLITICAL PARTICIPATION

Mugia Resti Sinta Firdaus Daelani,
Faculty of Administrative Sciences and Humanities,
University of Muhammadiyah Sukabumi,
mugiarestisfd@gmail.com;

Rizki Hegia Sampurna,
Faculty of Administrative Sciences and Humanities,
University of Muhammadiyah Sukabumi,
rizkicnd@ummi.ac.id;

Andi Mulyadi,
Faculty of Administrative Sciences and Humanities,
University of Muhammadiyah Sukabumi,
andimulyadi@ummi.ac.id

ABSTRACT

The General Election Commission is an election management body and has the task of providing political education to the public. One form of the government's efforts to increase political participation is by holding the Election Smart House program. (*RPP*). In line with that, the Sukabumi Regency *KPU* also runs the *RPP* program to educate the public about elections and democracy so that it is hoped that it can increase people's political participation. This study aims to analyze the effectiveness of the Sukabumi District *KPU* Election Smart House program in increasing political participation. This type of research is qualitative research. The theory used is the theory of effectiveness according to Duncan, the techniques used are observation, interviews and documentation. Based on the results of the research that has been done. In conclusion, based on the analysis results, the *RPP* program is quite effective in increasing the political participation of the people of Sukabumi Regency.

Keywords: *Effectiveness, Election Smart House, Political Participation.*

A. INTRODUCTION

Indonesia is a democratic country where the general public interprets democracy from the people, by the people and for the people. The embodiment of the democratic system is general elections (*Pemilu*), where elections are part of the process and results of a democratic system (Bachtiar, 2014: 3). One of the characteristics of a democratic country can be seen from how much a country involves its people both in the planning and implementation process of the election itself. The high political participation of the people is an indicator of the ongoing democratization process of a country that adheres to a democratic system

(Semuel, 2019). Where the democracy of political participation is very influential on legitimacy by the community.

The *Undang-undang Nomor 7 Tahun 2017* concerning Elections states that the *KPU* is required to facilitate the dissemination of campaign material for the presidential and vice-presidential election which includes the vision, mission and programs of the candidate pairs through the *KPU* website and public broadcasting institutions. In addition to having the duty to carry out elections, the *KPU* also has the duty to provide voter education to the public in accordance with the *Peraturan PKPU Nomor 8 Tahun 2017* concerning Socialization, Voter Education and Community Participation in the Election of Governors and Deputy Governors, Regents and Deputy Regents and/or Mayors and Deputy Mayor.

Based on the Voters Handbook, the program and strategy developed by the *KPU* in political education efforts are the use of socio-cultural activities, the use of mass media, the use of information technology, holding Election Smart Houses, and the presence of democracy and creative volunteers. Of the several existing programs, the Election Smart House (*RPP*) is a national priority program.

The Election Smart House is the realization of the *KPU* RI's goal of increasing public awareness and political participation in the implementation of democracy in Indonesia. Furthermore, the legal basis for establishing an Election Smart House is contained in the *Peraturan PKPU Nomor 10 Tahun 2018 bagian ke 4 pasal 15 ayat (2)* concerning Socialization, Voter Education and Community Participation in Election Implementation, which emphasizes that voter education can be carried out through the Election Smart House program.

The purpose of the Election Smart House in general is to increase voter participation, be it increasing in quality or quantity in all processes in the administration of elections as well as other general objectives, namely as an election information center. Then the purpose of the *RPP* specifically is to provide education to the public about the value or importance of elections starting with introducing the basic values of elections, then providing an understanding of the importance of democracy to all segments or layers of society, the target of the Election Smart House is all elements contained in society (Guidebook Election Smart House, 2017).

Based on the *Surat Edaran KPU* RI No 54/*KPU*/I/2017 which instructs all Provincial *KPU*s and Regency/City *KPU*s in Indonesia to establish Election Smart Houses with the concept of education through space utilization, the Sukabumi Regency *KPU* inaugurated the Election Smart House (*RPP*)) on July 29, 2017.

In an interview during the launching of the Sukabumi Regency *KPU* Election Smart House, it was confirmed by the chairman of the *KPU* who was serving at that time that the Sukabumi Regency *KPU* Election Smart House was formed as an effort to increase the level of participation and in it a special forum was formed for discussions related to elections and understanding the rules elections that are open to the public both from the government, the community and students (*KPU* Sukabumi Regency Website, 2017).

Figure 1.1 The Sukabumi Regency KPU Election Smart House Building
Source: (*KPU* Sukabumi Regency, 2023)

Table 1.1 Increase in Voter Participation in Cities/Districts in West Java in the 2020 Pilkada

No.	Kab/Kota	Partisipasi Pemilih 2015	Target Partisipasi Pemilih 2020	Partisipasi Pemilih 2020	Selisih Antara Tahun 2015 dan 2020
1	Kab Bandung	62,90%	77,50%	72,18%	9,28%
2	Kab Cianjur	56,62%	77,50%	67,24%	10,62%
3	Kota Depok	56,10%	77,50%	62,80%	6,70%
4	Kab Indramayu	58,95%	77,50%	66,19%	7,24%
5	Kab Karawang	66,40%	77,50%	70,03%	3,63%
6	Kab Pangandaran	77,95%	77,50%	83,88%	5,93%
7	Kab Sukabumi	58,92%	77,50%	60,51%	1,59%
8	Kab Tasikmalaya	60,13%	77,50%	73,17%	13,04%
Rata-rata		62,25%	77,50%	69,50%	7,25%

Source: (West Java Provincial *KPU*, 2020)

It can be seen from the data above that the increase in the number of voters in Sukabumi Regency is still minimal and still far enough to meet the participation target set by the Indonesian *KPU*. Where the percentage of the 2020 Pilkada is at 60.51%, which is still lacking at around 16.99% to achieve the national target (RPJM) determined by the Indonesian *KPU* at 77.50%.

Then still in the 2020 Pilkada, the total number of voters in Sukabumi Regency is 1,822,770 people while those who exercise their right to vote are 1,102,992 people. This proves that the number of white people in Sukabumi Regency is still relatively high, namely 719,778 people or around 39.49% who chose not to exercise their right to vote. From these data it shows that the people are still indifferent to elections and seem not to really understand the importance of voting rights that they should give for the survival of the nation and state, so this makes political education felt very necessary to increase people's

understanding of politics and to motivate people to want to participate. in elections.

So based on the explanation above, it is a special impetus for the author to find out and study further about how the effectiveness of the Sukabumi Regency *KPU* election smart house program in increasing political participation.

B. LITERATURE REVIEW
Effectiveness And Measures Of Effectiveness

The word effective comes from English, namely effective, which means successful or directed at achieving goals or something that is done well. In the Big Indonesian Dictionary, the meaning of the word effective is something that has an effect (such as its consequences, effects, or impressions) immediately after the enactment of a regulation or law (KBBI, 2002). According to Sondang P. Siagian, the definition of effectiveness is the utilization of resources, facilities and infrastructure at a certain predetermined amount to produce goods or services from the activities it carries out. Effectiveness shows success in terms of whether or not the goals set have been achieved. If the results of activities are getting closer to the target, the higher the effectiveness. Furthermore, according to H. Emerson (In Soewarno 1990:15) who argues that effectiveness is a measurement which means the achievement of goals that have been previously determined.

Based on the explanation of the meaning of effectiveness from the experts above, it can be concluded that effectiveness is a measure or level of success of an activity or program that has been planned. So the more plans that have been made are achieved, then a program or activity is considered effective. As for this study, the theory used by researchers refers to the measurement of effectiveness put forward by Duncan (in Steers 1985), namely:

1. Achievement of Goals

Is a process of completeness of efforts in achieving goals. The achievement of this goal consists of several factors, namely (1) the period for achieving it is determined, (2) the target is a real target, and (3) the legal basis.

2. Integration

Is a measurement of the level of ability of an organization to conduct outreach, development of agreements and communication with various other organizations. Integration consists of several factors, namely (1) procedures, (2) socialization process.

3. Adaptation

Is a measurement of how an organization is able to adapt to its environment. Namely the ability to change or adjust its standard operating procedures dynamically with the environment when experiencing changes. Adaptation consists of several factors, namely, (1) capacity building, (2) facilities and infrastructure.

Election Smart House

The Election Smart House is a voter education concept that is carried out through the use of space from a building or special building to carry out all community education programs and project activities. Based on the Election Smart House Manual, it is explained that the Election Smart House is used to

carry out voter education programs and serve as a forum for the election activist community. The concept of the Election Smart House also functions as a kind of election museum.

The aim of the Election Smart House in general is to increase voter participation both in quality and quantity in the electoral process. Meanwhile, the purpose of the election smart house specifically is to educate the public about the importance of elections and democracy by:

1. Introducing the basic values of elections and democracy
2. Increasing understanding of the importance of democracy
3. Instill democratic values

The concept of the Election Smart House is important to answer the needs of voters and the general public for the presence of a facility for educating democratic and electoral values. The educational materials presented at the Election Smart House must contain facilities to introduce, understand, instill awareness and inspire the public about the importance of democratic values.

Political Participation

Political participation is an important aspect in a democratic state order, it is also a characteristic of political modernization (Saputra, 2017:4). According to Huntington and Nelson (in Budiardjo, 1981: 2) say that political participation is an activity of citizens as individuals who are intended to influence decision-making made by the government. Participation is also individual or collective, organized or spontaneous, peaceful or violent, legal or illegal, effective or ineffective. Then political participation according to Rush and Althoft (In Damsar, 2010: 181) which argues that political participation as an activity of ordinary citizens in an effort to influence the process of making as well as when implementing public policies and participating in determining government leaders.

From the opinions of experts regarding the definition of political participation above, it can be concluded that political participation means all the activities of a person or group of people related to determining or making government policies or determining attitudes towards public policy which are also related to the election of a leader which is carried out either directly or indirectly. directly or indirectly, conventionally or non-conventionally or by force.

Previous Research

In a previous study entitled "The Sukabumi City *KPU* Strategy in Providing Political Education to Voters Through the 2019 Election Smart House" by Reza, et al (2020, Public Administration Science, Muhammadiyah University of Sukabumi). This study discusses the strategy used by the Sukabumi City Election Commission. The background in this research is that there is still a lack of public interest in visiting the Election Smart House. The results of this study are regarding the *KPU* city of Sukabumi's strategy in providing political education using the election smart house program by disseminating social information through online and democratic smart cars.

The previous research was entitled "Effectiveness of the Performance of the *RPP* (Smart Election House) Program in Building the Level of Community Political Education in the 2020 Pilkada in Makassar City" by Dewi Kartika

(2020), Applied Indonesian Politics, Institute of Domestic Administration (IPDN). The background of this research is the need for innovation from the *KPU* as the election organizing body, and the *KPU* as having the task of improving people's political education, so that people can fully participate in politics. The purpose of this study was to find out and analyze the effectiveness of the *RPP* program's performance in increasing community participation through political education. Then the results of the research show that the *RPP* has been running, but there are still many people who do not know about the *RPP* program properly, the *RPP* program is also felt to be ineffective because the construction procurement for the Election Smart House has not been carried out yet.

It can be seen from some of the previous studies that have been described above, it can be concluded that what distinguishes previous research from research conducted by current researchers is the focus of this research where the focus of this research is the effectiveness of election smart houses in increasing political participation. What distinguishes previous research from research conducted by current researchers is the focus of research where the focus of this research is the effectiveness of election smart houses in increasing political participation. In addition, other differences are the locus of research and the theory used.

C. RESEARCH METHOD

In this study using qualitative research methods with a descriptive approach. Qualitative research is research that produces analytical procedures without using statistical analysis procedures or other quantitative methods. According to Sugiyono the qualitative research method is a research method based on the philosophy of postpositivism, which is used to examine the conditions of natural objects, where the researcher is the key instrument, data collection techniques are carried out in a triangulation (combined) manner, data analysis is inductive or qualitative, and the results of qualitative research are more emphasizes the meaning of generalization (Sugiyono 2019:9).

The unit of analysis in this study is the *KPU* of Sukabumi Regency and the Election Smart House. The unit of analysis is a certain unit that is considered as a research subject, then the technique of determining informants is carried out by snowball sampling technique with six informants.

In qualitative research, data collection techniques are carried out in natural settings. Based on the data source, this data collection is based on primary sources and secondary sources. Primary sources are data sources where data is given directly to data collectors, while secondary sources are sources that do not directly provide data to data collectors such as through documents or other intermediaries. Data collection techniques in this study were observation, interviews and documentation.

In this research, the data analysis technique used is the flow model or flow model from the theory of Miles and Huberman. Quoted from Miles and Huberman (2014: 18) activities in qualitative data analysis are carried out interactively which take place continuously until complete, so that the data obtained is saturated. In data analysis reduction, presentation of data is carried

out, then drawing conclusions which are then expected to be able to answer what is the focus of research, so that the final data obtained can be worthy of being used as material for scientific work.

D. EXPLANATION

The Sukabumi Regency *KPU* Election Smart House was launched on July 29 2017 as a realization of the instructions issued by the *Surat Edaran KPU RI No. 54/KPU/I/2017* which instructs all Provincial *KPU*s and Regency/City *KPU*s in Indonesia to establish Election Smart Houses with the concept of education through the use of space. To guide and provide an overview of the concept and spatial layout as well as the points that must be in the Election Smart House, the *KPU* RI has also issued a Smart Election Guidebook in which it explains the flow and what programs are included in it. The Election Smart House is used as the RI *KPU*'s flagship program which is an integral part of the government's efforts to increase people's political participation.

The application of a policy system, of course, must also be seen how effectively a system is implemented, namely by looking at the achievement of the goals that have been previously set. Then on the effectiveness of the Election Smart House program, it can mean seeing how far the effectiveness of the implementation of the program is in achieving its goals as well as how the implementation process is. Generally, the level of effectiveness of a program can be measured by how far or how many goals have been achieved.

Furthermore, for the level of effectiveness of the Sukabumi Regency *KPU* Election Smart House program in increasing political participation, the analysis was carried out using the effectiveness theory put forward by Duncan (in Steers 1985:53) which can be seen from its three dimensions, namely (1), Goal Achievement, (2) Integration , and (3) Adaptation.

Achievement of objectives

Regarding the purpose of holding the Election Smart House, it is to educate the public about the importance of elections so that it is expected to increase voter participation both in quality and quantity in the entire process of organizing elections. The overall effort to achieve goals is a process, so to achieve the appropriate final goal requires organized stages. The achievement of objectives in the running of the Sukabumi Regency *KPU* Election Smart House program is considered in line with the objectives of holding the Election Smart House itself, namely to educate the public and increase voter participation, that:

> "...as you know, the purpose of the Election Smart House is to educate the public about the importance of elections and democracy. It is also hoped that the existence of the Election Smart House can maximize the electoral information center, in which the Election Smart House can be considered as a museum to understand election. The existence of the Election Smart House is also an effort to make the public aware of the importance of elections, either by visiting in person or participating in activities outside the Election Smart House, such as participating in *KPU* goes to school activities, so that it can continue to increase voter participation in quality and quantity while also

reducing the number of abstentions in society. For the successful achievement of the objectives of the Sukabumi Regency *KPU* Election Smart House, it can be seen that there has been an increase in voter turnout, although the rate of increase was very small, the enthusiasm of the people to go directly into PPK/PPS and the minimal cases of political party violations in every election".

From the results of the interviews with the informants above, it can be concluded that the Election Smart House aims to provide information and knowledge about elections and democracy to the community and to become a forum for forming an intelligent and literate society in elections, so that it is hoped that it will increase people's political participation and reduce abstentions. And for measuring effectiveness by looking at the dimensions of achieving the goal, the Sukabumi Regency *KPU* Election Smart House has been quite effective in increasing political participation.

Integration

Basically integration concerns the process of socialization, where integration is a measurement of the level of ability and success of an organization to conduct socialization, develop consensus and communicate with various other organizations. Integration consists of several factors, namely: procedures and socialization processes.

Integration into the Sukabumi Regency *KPU* Election Smart House program concerns how the socialization efforts carried out by program implementers towards the program's target are the community.

From the results of an interview with one of the Sukabumi Regency *KPU* employees, he explained:

> "...The socialization process carried out by the Sukabumi Regency *KPU* is quite diverse and adapts to the situation and conditions as well as limited human and budgetary resources. Socialization starts from the smallest such as we include the *RPP* logo on election flyers or certificates that are intended to make people curious about the Election Smart House which will later become an attraction for the public to visit, we also socialize using social media that can be accessed such as our Website, Instagram and Facebook there we actively share information related to elections and share documentation of activities that have been carried out. Then the socialization of the *KPU* Goes To School / Campus program was also carried out where the *KPU* collaborated with issuing MoUs for tertiary institutions, KCD5 which oversees SMA/SMK and KEMENAG which oversees MA. This socialization is carried out periodically as an effort to continue to provide understanding, especially for first-time voters so they understand and care about the election."

From the results of the interviews with the informants above, it can be concluded that the Regency *KPU* has carried out socialization related to the introduction of the Election Smart House program to the wider community in various ways, starting from the simple ones such as including the Election Smart

House logo on flyers, introducing Election Smart Houses through social media such as the Web, The official Instagram and Facebook of the *KPU*, Sukabumi Regency, to direct socialization by visiting schools and campuses in the Sukabumi Regency area. Measuring effectiveness based on the integrity dimension is said to be not fully effective because the Sukabumi area is quite wide, which is around 4,145 km², so that socialization has not been achieved, which tends to be held in urban areas, considering that there are still areas far from urban areas and often still have problems with the network for access information from social media.

Adaptation

Adaptation is the ability to dynamically change or adapt its standard operating procedures to the environment when changes occur. Adaptation is also a measurement of how an organization's ability to adapt to its environment. Adaptation consists of several factors, namely: capacity building and facilities and infrastructure.

From the results of interviews with informants who have participated in Election Smart House activities, he explained:

"...When I visited the staff welcomed me openly and explained in general terms about this program, then explained the history of the election and so on which had been displayed on the walls, so it was like coming to a museum. And as for the room itself, it turned out to be quite cramped, because I visited with about 14 other people, so the information obtained was not optimal because it was not comfortable earlier, it also turned out that there were no digital visual displays such as videos, so it seemed a bit unattractive."

Then the author also interviewed one of the Sukabumi Regency *KPU* employees and he said:

"...We carry out visitation and invitation activities and we are also very open to the public who want to voluntarily visit this Election Smart House, but indeed due to the limited facilities available at the *KPU* office this makes the realization of the building only consist of one room, even so for supporting facilities, we think it is quite complete."

From the results of interviews with informants from recipients or program targets and informants from program organizers above, it can be concluded that the adaptation of the Election Smart House program was quite well received by the community, whether those who had participated in the program directly or indirectly, but for the physical building of the house Smart Election still has limited infrastructure.

In carrying out this research, it was found that the effectiveness of the Election Smart House program was quite effective in increasing political participation in the community, marked by people who were aware of the existence of this program, although they did not fully understand and provided information about the condition of the political participation of the people of Sukabumi Regency, although in terms of voter participation it was still have not fulfilled the RPJM but the people are increasingly concerned about politics as seen from the enthusiasm of the people who want to be part of the organizers not

only to vote, the authors also come to know what are the limitations of the Sukabumi Regency *KPU* in implementing this program such as budget limitations, human resources to limitations infrastructure.

E. CONCLUSION

The Election Smart House *(RPP)* was formed from the government's reflection on the low political participation of the people in the election. This is what makes one of the objectives of the establishment of the Election Smart House program, namely to increase voter participation and as an effort to educate the public about elections and democracy. The Sukabumi Regency *KPU* has run the Election Smart House program in the same year since the *KPU RI* gave instructions to all Provincial *KPU*s/ Districts/Cities to form Election Smart Houses, namely in 2017. The Election Smart House program has been running quite well, seen from the activeness of the organizers in holding visitations to schools and campuses as well as invitation activities or inviting various groups of people, and the use of social media to socialize the program. The Sukabumi Regency *KPU* Election Smart Houses can be said to be quite effective in increasing people's political participation referring to the measurement of effectiveness put forward by Duncan (in Steers 1985:53) which includes three dimensions, namely achieving goals , integration and adaptation. It can be seen that the objectives of the Election Smart House program have been achieved even though the RPJM figures have not been reached by the central government, the enthusiasm of the people who want to be directly part of election managers such as *PPS/PPK* is quite high and there are minimal cases of political party violations. Then integration in the form of outreach seems to have been actively carried out by the *KPU* of Sukabumi Regency, even though it is constrained by limited human resources and a minimal budget. then the adaptation was quite well received by the community even though infrastructure facilities were still limited.

REFERENCES

Abidin, S. Z. (2012). *Kebijakan Publik*. Salemba Humanika.

Althoff, M. R. dan P. (2000). *Pengantar Sosiologi Politik*. Raja Granfindo Persada.

Aulia Reza, Salsabila Tasya and Amirullah, M. Rijal and Mulyadi, Andi (2020) *Staregi KPU Kota Sukabumi Dalam Memberikan Pendidikan Politik Kepada Pemilih Melalui Rumah Pintar Pemilu Tahun 2019.* Dinamika : Jurnal Ilmiah Ilmu Administrasi Negara, *7, 2.*

Bachtiar, F. (2014). *Pemilu* Indonesia: Kiblat Negara Demokrasi Dari Berbagai Refresentasi. *Jurnal Politik Profetik Fisip Unhas*, *3*, 1.

Budiarjo, M. (1998). *Patisipasi dan partai politik: Sebuah bunga rampai*. Yayasan Obor Indonesia.

Creswell, J. W. (2016). *Research Design : Pendekatan Metode Kualitatif,. Kuantitatif dan Campuran*. Pustaka Belajar.

Damsar. (2010). *Pengantar Sosiologi Politik*. Kencana Prenada Media Group.

Dunn, W. N. (2003). *Analisis Kebijakan Publik*. Gadjah Mada University Press.

Edy, S. (2020). *Mendidik Pemilih, Mensukseskan Pemilihan Melalui Rumah*

    Pintar Pemilu. *KPU*d-medankota.go.id

Handayaningrat, S. (1990). *Pengantar Studi Ilmu Administrasi dan Managemen*. Cv. Haji Masagung.

Indiahono, D. (2009). *Perbandingan Administrasi Publik*. Gavamedia.

Kartika, D. (2020). Efektivitas Kinerja Program *RPP* (Rumah Pintar *Pemilu*) Dalam Membangun Tingkat Pendidikan Politik Masyarakat Pada Pilkada 2020 Kota Makassar. *Journal IPDN*. http://eprints.ipdn.ac.id/9084/1/A5_DEWI KARTIKA MAHARANI_PIT_REPOSITORY.pdf

Keban, Y. T. (2008). *Enam Dimensi Strategis Administrasi Publik : Konsep, Teori, Dan Isu*. Gaya Media.

M.B Miles, A.M, H. dan J. S. (2014). *Qualitative Data Analysis, A Methods Sourcebook* (T. T. R. Rohidi (Ed.); 3rd ed.). Sage Publications.

Martini, L. dan. (1987). *Teori Organisasi*. Ghalia Indonesia.

Moleong, L. J. (2007). *Metodologi Penelitian Kualitatif*. PT. Remaja Rosdakarya Offset.

Mulyadi, D. (2016). *Administrasi Publik dan Pelayanan Publik*. Alfabeta.

Nazir, M. (2014). *Metode Penelitian*. Ghalia Indonesia.

Pasolong, H. (2010). *Teori Administrasi Publik*. Alfabeta.

Purwanti, Dian (2022). *Efektivotas Perubahan Kebijakan Penerimaan Peserta Didik Baru*. Azka Pustaka.

Risal, Semuel and Pratiwi, Eka (2019). *Partisipasi Politik Masyarakat Perbatasan Negara Dalam Pilkada Serentak di Kabupaten Malinau*. DIA: Jurnal Administrasi Publik, *17,2*.

Siagian, S. P. (1982). *Organisasi Kepemimpinan dan Perilaku Administrasi*. Gunung Agung.

Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.

Widjanarko, W. (2004). *Hubungan antara modal sosial dan identitas kemahasiswaan dengan partisipasi politik konvensional*. Universitas Indonesia.