

Communication Planning of Bawaslu Pekanbaru in Election 2024

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Abstract

The low level of public participation or political education, the lack of public awareness of voting rights and the occurrence of fraud or violations during elections have resulted in the election not running properly, making institutions such as the Election Supervisory Agency (Bawaslu) to be more active in socializing to the public regarding important things that all people need to know. The purpose of this research is to find out the communication planning of Bawaslu Pekanbaru City in an effort to make the 2024 elections a success. This research uses qualitative research methods where the researcher is the key instrument with the intention of interpreting a phenomenon that occurs and is carried out by involving various existing techniques. The techniques used in data collection are interviews, observation and documentation, then using triangulation techniques as data validity techniques. The informants in this study amounted to seven people. The results that the planning process includes who, how, and when. Then communication planning has adjustment principles and the last is the stages of making communication planning starting from situation analysis, understanding the internal and external environment, communication objectives, messages, media budgeting.

Keywords : *Communication Planning, Election, Bawaslu Pekanbaru.*

Introduction

One of the pillars of any democratic system is the existence of a mechanism to channel people's views in an orderly manner through periodic elections. Since independence in 1945, Indonesia has held twelve general elections, starting from the first election in 1955 until the 2019 general election. Then, the 2024 general election will be the thirteenth general election to be held in Indonesia. (Subiyanto, 2020, p. 356). The elections were held in the framework of the state objectives stated in the Preamble of the 1945 Constitution, namely protecting the entire Indonesian nation and all Indonesian bloodshed, advancing general welfare, educating the nation's life and educating the nation's life. participate in executions. A world order based on independence, lasting peace and social justice for all Indonesians. (Manager, 2022, p. 2) Election Organizer is an institution that organizes elections consisting of the General Election Commission, the Election Supervisory Board, and the Honorary Board of Election Organizers. So the holding of elections in a country is a distribution of citizens' political rights, realizing people's sovereignty, and a means to succeed in the transition of government based on law (Ditayani, 2016, p. 88). The elections to be held on February 14, 2024 are to elect the president and vice president, members of the House of Representatives of the Republic of Indonesia, provincial DPRD, district/city DPRD, and members of the DPD RI, The agreement was taken during a Working Meeting and Hearing Meeting related to the Determination of the 2024 Concurrent Election Schedule held at Nusantara Building, Senayan, Jakarta, Monday (24/01/2022).

Given that communication is inherent in every person as, according to Watzlawik (in Bower and Bradac, 1982: 3), "humans are creatures that cannot but communicate". A communication process that is carried out does not escape from various obstacles or obstacles. Therefore, a communication plan is needed. Communication planning is the process of creating stages of communication activities such as identifying problems, formulating communication objectives, creating strategic and operational plans, developing assessment tools and actions, and not forgetting to make recommendations for upcoming planning rounds. (Widjajanto, 2013, p. ix). The Election Supervisory Board (Bawaslu) is an election organizing agency that oversees the implementation of elections in all regions of the unitary state of the Republic of Indonesia (Muhammad Ja'far, 2019, p. 60). The existence of Bawaslu in the process of conducting elections from time to time is increasingly considered important (Seac et al., 2020, p. 3). The implementation of elections in Indonesia is not so good or even far from perfect (Hidayat, 2020, p. 64). In this case, the role of the Pekanbaru City Bawaslu is needed so that the community, especially in Pekanbaru City, better understands the stages of the 2024 general election and the importance of election participation and community supervision in the 2024 general election, things that will be implemented by the Pekanbaru City Bawaslu will have a significant impact on the success and smoothness of the 2024 general election. By looking at these problems, careful planning and design are needed in the success of the 2024 elections later.

Communication is the act of sharing information, ideas or opinions of each participant in communication to achieve the same meaning. (Yasir, 2009, p. 123). Communication is the most important component in our lives because we have to communicate regardless of the medium or channel used. Research continues to evolve as communication evolves, and corporate communication continues to redefine itself. At the initial stage, this field focuses on leaders who make public presentations. (Atmaja & Dewi, 2018, p. 192). In an organization, communication is a tool that acts as a liaison and motivator between each member so that an organization can progress. An effective communication process is a condition for fostering good cooperation to achieve organizational goals. Intra-organizational communication is a basic element in addition to organizational goals. According to Redding and Sanborn: "Organizational communication is the sending and receiving of information in complex organizations (Mulawarman & Rosilawati, 2014, p. 32). Communication performs four main functions in a group or organization, namely control, motivation, expression of emotions and information.

1. Communication serves to control member behavior in several ways. Each member has a hierarchy of authority and formal guidelines that employees must adhere to. For example, when employees are required to first communicate any work-related complaints to their immediate superiors, in accordance with their job descriptions or in accordance with company policy, the communication performs a controlling function (Mulawarman & Rosilawati, 2014, p. 33).
2. Communication strengthens motivation by explaining to employees what to do, how well they are working, and what is being done to improve substandard performance. The preparation of specific goals, feedback on progress towards the goal and encouragement to the desired behavior stimulate motivation and demand communication (Mulawarman & Rosilawati, 2014, p. 34).

3. Communication that occurs in the group is the main mechanism by which members show frustration and satisfaction. Therefore, communication facilitates the release of emotional expression and the fulfillment of social needs. (Mulawarman & Rosilawati, 2014, p. 34).
4. Communication is about its role in facilitating decision making. Communication provides individuals and groups with the information they need to make decisions through data transfer to identify and evaluate alternative options. (Mulawarman & Rosilawati, 2014, p. 34).

Corporate communication management can be considered as a key management strategy because of its role in selecting messages related to the company's goals, different perspectives and then conveying them to related parties. Communicators who are experts in their field must be prepared for complex communication actions. (Sahputra, 2020, p. 154). The main goal of communication management is the optimal use of human resources and technology to promote dialogue with others. As emphasized by Yusuf and Ridwan (2018), establishing a two-way dialogue and at the same time ensuring a relatively balanced exchange of information is the result of the communication process. Communication is an integral process in the implementation of management functions, besides communication is an input and output in the management process. (Sahputra, 2020, p. 155). From a communication perspective, the increasing role of each element in an organization means that an employee, from the lowest level to top management, communicates messages both internally and externally to form an integrated form of organizational communication. one whole. achieving goals (Sahputra, 2020, p. 155).

In simple terms, communication planning comes from the words planning and communication which can be interpreted as the process of implementing communication policies. In this context, there are two distinct but related basic concepts, planning and communication. Planning is seen from a management perspective whereas communication is seen as a process of disseminating messages or exchanging information. (Palembang et al., 2016, p. 119). Fergusson (1999: 43) he also stated that the communication plan is an important document that basically includes the strategic plan of the institution in carrying out business programs and documents used in the context of solving problems faced in the field. Fergusson also outlines three phases to initiate communication planning: (Palembang et al., 2016, p. 122).

In its journey, Bawaslu is expected to provide new breakthroughs for election regulators in Indonesia in terms of election law enforcement, and the presence of this institution is expected to show its effectiveness in protecting election law. honesty, accountability and professionalism as well as the quality of election organizers (Seac et al., 2020, p. 13). Election law enforcement must be a serious concern for election administrators in Indonesia because these violations have a very negative impact on the quality of election administration in Indonesia, both administratively and criminally. Therefore, Bawaslu's presence in holding elections in Indonesia is a logical conclusion because elections without a free and independent supervisory mechanism and climate will only turn into elections with a fraudulent democratic agenda (Seac et al., 2020, p. 16).

Method

This type of research is qualitative, according to Sugiyono (2007: 1), qualitative research method is a research used to examine natural objects where researchers are the key instrument, data collection techniques are carried out in combination, data analysis is inductive, and qualitative research results emphasize meaning rather than generalization (Prasanti, 2018, p. 16).

In addition, qualitative research is carried out intensively with in-depth participation of researchers in the field. Researchers record the phenomena encountered carefully, then analyze various documents found in the field, and finally compile a detailed research report (Hadi, 2016, p. 75). Denzin & Lincoln (1994) qualitative research is research using a natural setting with the intention of interpreting a phenomenon that occurs and is carried out by involving various existing methods (Fadli, 2021, p. 36).

According to Edi Riadi (2016: 48) Data sources are everything that can provide information about data, and data sources taken in this study include:

1. Primary Data

Primary data is information data that is collected and obtained directly from the source (first hand). This primary data is the most original data and has not undergone any statistical treatment. To obtain primary data, researchers must collect them through direct observation techniques, interviews. (Sari, M. S., & Zefri, 2019, p. 311).

2. Secondary Data

Secondary data is data obtained indirectly from the object of research. The secondary data obtained is from an internet site, or from a reference similar to what is being researched by the author (Sari, M. S., & Zefri, 2019, p. 311).

Then for the technique of checking the validity of the data, researchers use triangulation techniques. Sugiyono (2017: 273), defines data collection techniques in the form of triangulation as data collection techniques that combine various data collection techniques and existing data sources. the techniques used are interviews, observation and documentation (Yusra et al., 2021, p. 5). Triangulation is also used to mature the consistency of cross-methods, such as field observation or observation and interviews, or with the use of the same method, such as several informants interviewed within a certain period of time (Alfansyur & Mariyani, 2020, p. 148).

Results and Discussion

Communication planning an important role in helping an organization or institution so that the messages can be conveyed properly and right on target. Communication planning is very important for an organization or institution, therefore communication planning is important in achieving a goal of the organization or institution. Based on research conducted by researchers at the Pekanbaru City Bawaslu office with the title Pekanbaru City Bawaslu Communication Planning in an Effort to Succeed the 2024 Elections. After presenting the data on the results of the study, then the data is analyzed scientifically based on the concepts used by the researchers in this study.

Based on the definition of communication planning according to Fergusson (1999: 43) there are three stages to start communication planning as follows:

- a. The planning process includes *who, how, when*
- b. Communication planning has the principle of adjustment
- c. The stages of making a communication plan start from the analysis of the situation

And then by translating the stages of communication planning according to Fergusson (1999: 43), it was obtained that Bawaslu Communication Planning in an effort to succeed the 2024 elections, namely:

3 Steps: Who, How, When

Who here refers to who compiles the plan. In Bawaslu Pekanbaru City itself, programs and activities including the budget have been prepared by Bawaslu RI and Bawaslu Riau Province, this is because Bawaslu Pekanbaru City has not been a work unit and is still inducted by Bawaslu Riau Province. But for the details of the program, of course Bawaslu Pekanbaru City designed it. So the first thing to do is to look at the policy guidelines from Bawaslu RI and the Province, then the program is adjusted to the existing division leaders who then the program is taken over by each leader according to their field to be reconvened with all leaders and staff how the program should be implemented, and then that person will be the communicator in delivering the message. For example, at the election stage of Political Party registration, to monitor potential disputes, this is the responsibility of the Dispute Resolution division held by Fitri Heriyanti.

How here relates to how the planning was done. In this section, it can be seen that the internal communication established in Bawaslu Pekanbaru City is very good. The planning was carried out in the first way, namely, looking at the guidelines from Bawaslu RI and Bawaslu Riau Province which was then held a meeting. After a meeting between all leaders and staff of Bawaslu Pekanbaru City, this meeting was held to determine who is the communicator, who is in charge such as chairman, secretary and others, the results will be obtained when it has been approved by all parties without opposition. And when the results have been obtained, it will then be done according to the results that have been closed before. Some of the programs that have been implemented by the Bawaslu of Pekanbaru City in an effort to succeed the 2024 elections include socialization, socialization carried out with various target audience objectives such as novice voters, voters with disabilities, and so on. In order for the message conveyed to be conveyed properly, it needs to be conveyed by a reliable communicator in their field. The next program is to conduct the recruitment of the District Supervisory Committee, which is only temporary and will be disbanded when all stages have been completed. In this process, Bawaslu Kota Pekanbaru pasted banners at several points in the city of Pekanbaru, and of course also uploaded the information on Bawaslu social media Pekanbaru City. Then the Bawaslu of Pekanbaru City also opened a community complaint post, this is done so that the community can ensure that they are part of the supporters of prospective DPD members or not, to check that we are part of the supporters or cannot be done online with a https://infopemilu.kpu.go.id/Pemilu/Cari_nik_pendukung link or scan the QR code that has been provided, and offline by coming directly to the office, if the results are not appropriate, then the community can go to the Pekanbaru City Bawaslu Office. The next program that has been carried out is the Voting Rights Supervision Patrol, this patrol is carried out in various areas in Pekanbaru City such as the Pekanbaru-Pelalawan regional border, Class II A Prison and Class II A Women's Prison, Car Free Day, and other areas, this

patrol is carried out by visiting people's homes to collect data related to the election process, visiting directly vulnerable voters such as voters with disabilities, novice voters, people whose domicile is not in accordance with their ID cards, and people who have died but are included in the voter list at the KPU. Then Bawaslu also invited media crews who are members of the Friends of Bawaslu, which was then held at a Press Conference, by inviting media crews, it is hoped that the information or message conveyed can be conveyed to the entire community of Pekanbaru City. The programs that have not been implemented but will be implemented are Waroeng Supervision at the Quiet Period stage (February 11, 2024 – February 13, 2024) and Roadshow at the stage before the Campaign Period, which means before (November 28, 2023 – February 10, 2024).

When here is related to the proper allocation of time to prepare communication planning, this is in accordance with Fergusson's definition (1999: 43). Regarding the time in preparing communication planning, in accordance with the explanation in the *who* section above, the Pekanbaru City Bawaslu does planning right before a stage begins, this is because in general all activities of the Pekanbaru City Bawaslu have been planned by the Bawaslu RI and the Province, the Pekanbaru City Bawaslu only plans the details of the activity and carries it out.

Steps of Adjustment

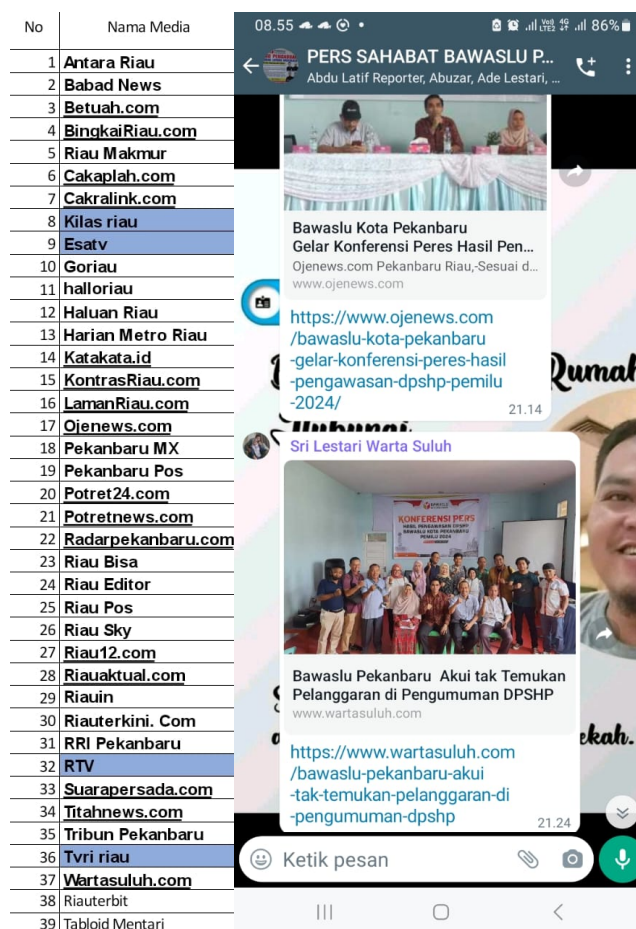
This section explains that the communication planning made must consider the time and needs as well as the development of the internal and external environment of the organization. In other words, communication planning must be able to adapt to any changes. At this stage of communication planning, the Pekanbaru City Bawaslu certainly considers these things, this is evidenced when the Pekanbaru City Bawaslu will carry out an activity must go through a meeting with all leaders and staff first, decisions cannot be taken only by one party, must be by mutual agreement, this is done so that the planned activities can be carried out very well to the end. Communication that is established is certainly not only when preparing plans, but when the activity is in progress, communication continues to run with the intention that if there are irregularities can be resolved properly.

Steps of Situation Analysis

This third stage explains that making a communication plan starts from analyzing the situation, understanding the internal and external environment, communication objectives, messages, mediums to the budget needed. In planning the activities to be carried out by the Pekanbaru City Bawaslu, of course, a situation analysis is carried out in advance such as looking back at the activities in the previous election that allow similar activities to be carried out, because the implementation of the 2024 election will refer to the activities or stages in the 2019 election, of course, the situation will not be the same every year and of course there are changes which require doing different things in order to fulfill the objectives of the institution. The purpose of communication from Bawaslu Pekanbaru City is all people of Pekanbaru City, especially people who have qualified to vote in 2024. The message conveyed is in the form of information about the stages of the election, what should be done and should not be done before the election, both election participants and voters. The media used by Bawaslu Pekanbaru City in conveying messages to its audience are Instagram and websites, actually Bawaslu Pekanbaru City has Youtube and Tiktok accounts, but is still not active in these

media. Then Bawaslu Pekanbaru City also often utilizes the press media incorporated into Friends of Bawaslu to disseminate the message conveyed so that the message can be conveyed to its target. As for the press who are members of "Friends of Bawaslu" are Antara Riau, Babad News, Betuah.com, BingkaiRiau.com, Riau Makmur, Cakaplah.com, Cakralink.com, Kilas Riau, Esatv, Goriau, Hallor Riau, Haluan Riau, Harian Metro Riau, Katakata.id, KontrasRiau.com, LamanRiau.com, Ojenews.com, Pekanbaru MX, Pekanbaru Pos, Potret24.com, Potretnews.com, Radarpekanbaru.com, Riau Bisa, Riau Editor, Riau Pos, Riau Sky, Riau12.com, Riauaktual.com, Riau in, Riauterkini.com, RRI Pekanbaru, RTV, Suaraparsada.com, Titahnews.com, Tribun Pekanbaru, Tvri Riau, Wartasuluh.com, Riauterbit, Tabloid Mentari.com, RRI Pekanbaru, RTV, Suaraparsada.com, Titahnews.com, Tribun Pekanbaru, Tvri Riau, Wartasuluh.com, Riauterbit, Tabloid Mentari. Occasionally, the Bawaslu of Pekanbaru City also conveyed messages through television such as TVRI when socializing the election rights guard at the Riau Cemerlang Dialogue event on March 14, 2023, the socialization was carried out by Rizqi Abadi, S.I.Kom as the Supervision and Inter-Agency Relations Division. At the event, Rizqi Abadi said that one of the keys to the success of the General Election was the high participation of people who came to the polling station during the voting stage. The activities that will be carried out by the Pekanbaru City Bawaslu refer to the activities of the 2019 election, including the budget, although there is a considerable difference between the previous and current budgets.

Figure 1. The Press Joined in the Friends of Bawaslu



Source: Bawaslu Pekanbaru of Document

Figure 2. Budget Size and Realization of Bawaslu Budget Use of Pekanbaru City

KODE AKUN	URAIAN	BESARAN ANGGARAN (Rp)	REALISASI (Rp)	SISA ANGGARAN
5245.001.002.116 A B	Pembinaan SDM Pengawas dan Kesekretariatan	99,606,000	87,499,000	12,107,000
5245.002.002.111A	Pengawasan Pemilu Partisipatif	50,450,000	49,696,000	754,000
5245.002.002.113A	Koordinasi Pengawasan Tahapan Pemilu	50,450,000	50,380,750	69,250
5245.003.002.111 A	fasilitasi dan Koordinasi Pengawasan Tahapan Pemilu	136,842,000	130,390,000	6,452,000
5245.003.002.112 A	Peningkatan Kapasitas Sumber Daya Manusia	230,012,000	222,986,000	7,026,000
5245.003.002.113 A	Koordinasi Bawaslu Kab/kota	161,560,000	39,128,000	122,432,000
5245.003.002.115 A	Teknis Pengawasan Pemilu	460,024,000	328,926,000	131,098,000
5245.003.002.116 A	Rakornis Penyelesaian Sengketa	115,006,000	109,098,000	5,908,000
5245.003.002.117 D	Rakornis Penanganan Temuan dan Laporan Pelanggaran	71,128,000	69,502,000	1,626,000
5245.002.002.118	Evaluasi Pengawasan Pemilu	33,050,000	31,652,000	1,398,000
Jumlah		1,408,128,000	1,119,257,750	288,870,250

Source: Comprehensive Report Book 2019

The details of the amount of budget and realization for the programs and activities of Bawaslu Pekanbaru in the implementation of the 2019 elections from January to June 2019 amounted to Rp. 1,408,128,00,- and the realization of budget use amounted to Rp. 1,119,257,750,- or a percentage of realization of 79% (Seventy-Nine percent). From research conducted by researchers, data was obtained that the budget of the Bawaslu Pekanbaru in 2023 in the implementation of the 2024 election will be Rp. 11,425,000,000, - starting from January 2023 to December 2023 (source Irma Fhuadla financial staff of Bawaslu Pekanbaru City). The data obtained is only until December 2023 because the budget comes out every year at the beginning of the year even though the election will be held in February 2024.

Conclusion

Based on the results of research and discussions that have been analyzed using analytical techniques that researchers determine and then translate the definition of communication planning according to Fergusson (1999: 43), the researcher succeeded in drawing conclusions that, all activities and programs including the budget of the Pekanbaru City Bawaslu in an effort to succeed the 2024 elections were prepared by the Bawaslu RI and also the Riau Province Bawaslu. Bawaslu Pekanbaru only adjusts and runs these activities and programs. For communicators in Bawaslu Pekanbaru City, namely all leaders with each responsibility carried. Bawaslu of Pekanbaru City is not yet a work unit which is still inducted by the Bawaslu of Riau Province, but the public relations coordinator in the leading sector is held by one of the five leaders. Then the programs and activities are carried out by conducting meetings in advance between all leaders and staff, this meeting is carried out to determine how to run the program, determine communicators and other responsible persons, this is intended so that the program to be implemented can be implemented properly. Then regarding the allocation of time when planning communication, Bawaslu Pekanbaru City did it right before the election stage was to be held.

Communication planning in Bawaslu Pekanbaru City has an adjustment principle which must consider the time and needs as well as the development of the internal and external environment of Bawaslu Pekanbaru City, this is evidenced when you want to run a program in advance a meeting between all leaders and staff. A decision cannot be taken only by one party or several parties, it must be by mutual agreement. This is done of course in order to achieve the desired goals well.

Bawaslu Pekanbaru makes communication planning starting from the analysis of the situation, internal and external environment, goals, messages, media to budget. The programs and activities of the Pekanbaru City Bawaslu in an effort to succeed the 2024 election refer to the previous election in 2019. Several programs implemented by the Bawaslu of Pekanbaru City in the 2019 election and will be carried out for the 2024 election are, Socialization, Bimtek, Voting Rights Guard Patrol, Press Conference, Roadshow, Waroeng Supervision and so on.

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