The Development of Election Smart House Program as a Means of Political Education at KPUD Deli Serdang

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Abstract

The Election Smart House was established as a political education learning center for the community in increasing voter participation in the Deli Serdang KPUD. This study uses research and development methods, to find the best model in carrying out political education at the Deli Serdang KPU, especially in the THE Election Smart House Program. Collecting data on political education carried out by the Deli Serdang KPUD Election Smart House and then reviewing and planning the development of the Deli Serdang KPUD Election Smart House program as a means of political education. The results of the study found that Deli Serdang KPUD had been trying to provide as a facilitator to expand political information and education and the election agenda as well as increase voter participation. The implementation of the Deli Serdang KPUD Election Smart House program is carried out by utilizing space from one building or special building to carry out all public education programs or activities. For the development of the Deli Serdang KPUD The Election Smart House program using methods, namely (1) through face-to-face in Election Smart House by receiving visits (2) providing visits (3) social utilization (4) involving religious leaders, youth leaders and women leaders (eg OKP and Youth Organizations).) and (5) urge political parties to be directly involved in conducting political education activities for the community youth leaders and women leaders (eg OKP and Youth Organizations).

I. Introduction

The Election Smart House (ESH) Program was launched by the RI KPU in 2015 and was limited to 9 provinces and 18 regencies/cities. Furthermore, in 2016 the Election Smart House program was held in 10 provinces. In 2017, the Election Smart House program continued with more and more Pilot Project target areas, namely 273 regencies/cities and 15 provinces. In the end, the Election Smart House program exists and is implemented in all provincial and district/city KPUs in Indonesia. The legal basis for the Election Smart House Program is based on Law No. 11 of 2015 and specifically also refers to PKPU No. 5 of 2015 concerning Socialization and Community Participation in the Election of Governor and Deputy Governor, Regent and Deputy Regent and Mayor and Deputy Mayor.

The ESH is operationalized based on the KPU circular letter (SE) No. 220/KPU/2016 regarding voter education facilities and SE KPU No. 339/KPU No.339/KPU/VI/2016 concerning the control of the ESH Formation Program. Based on the SE, the regulations regarding the implementation of the ESH are implemented. The role of ESH which is so important as a means of democratic learning resources should be utilized by the wider community. Because the success of the implementation of the election can be seen from the level of democracy in the implementation of the election. One indicator of democratic

elections is the level of community participation (Akbar et al, 2019).

ESH is a concept of voter education carried out through the use of space from a building or special building to carry out all programs of community education project activities. The ESH is not only a place for Voter Education activities, but also a forum for the election activist community to build a movement. The existence of the ESH is important to answer the needs of voters and the general public for the presence of a means to carry out education on democratic values and elections.

ESH is one of the means for KPU in conducting voter socialization and education activities to increase voter participation in the election administration agenda. (Telaumbanua et al, 2020). It can be said that the ESH, on the one hand, carries out various political education/voter education programs and on the other hand serves as a forum for election activists to discuss various political issues and build movements (Al Rafni & Suryanef, 2019).

According to Mudhofir in Rafni and Suryanef (2018), to develop a learning resource center, three things must be done, namely: (1) conducting a needs analysis; (2) developing physical facilities; and (3) developing programs. The concept of ESH is actually the use of space in a building and filling it with various information about elections and democracy. There are at least 4 spaces needed to present information on elections and democracy that will be displayed.

First is a room that functions as an Audio Visual Room; namely a space for screening election films and documentation of electoral activity programs. In the audio-visual room, there are screens, sound-systems, lighting, audience seats, projectors, film players, technicians. Second, Exhibition space (Election Props Display), which is a space for displaying election props/materials, such as: brochures, leaflets, posters to mockups or dioramas about elections, 3-dimensional visualization forms that tell about electoral processes or events and democracy, such as voting process, TPS plans, events deemed to have historical value related to local elections, etc. Third, Simulation Room, this room contains props used in the simulation, such as ballot boxes and booths, ballot boxes and pads made of foam, ink, sample ballots, attendance lists, etc. Fourth, Discussion Room. This room is designed to receive hearings or meetings/discussions/workshops/seminars/FGDs on Elections and Democracy. KPU can also invite/facilitate election activists or election care groups/general public from various segments, which will give birth to many ideas/ideas/evaluations for process improvement.

ESH is a potential learning resource center as a means of continuing political education. Through the ESH, political learners can interact to understand the learning resources contained in the ESH service. Political students who visit the lesson plan can use the lesson plan as a source of learning so that the knowledge gained can be constructed from the experiences presented. Through physical, cognitive, and mental experiences the learner constructs new knowledge.

In the ESH Guidebook, KPU RI explained that the objectives of this ESH were: (1) to increase voter participation both in quantity and quality; and (2) become a center for electoral information. Meanwhile, the specific objective is to educate the public on the importance of elections and democracy by increasing understanding of the essence and urgency of democracy and instilling awareness of democratic values. The ESH service is expected to increase the political literacy of novice voters. Political literacy is understood more broadly than just political knowledge, but a way of "making oneself effective in political life".

In addition to the ESH which aims to increase voter participation, political parties also have the same function, namely as a suggestion for the political participation of Indonesian citizens and a means of political education (Haryanto, 1984) as well as a means of political recruitment, both for its members and the wider community so that people know their rights and obligations as citizens. The role of political parties in a modern democratic system is very decisive and as the main pillar in the political system for citizens, (Mayer, 2012), can even be identified with democracy itself, (Surbakti et al, 2011).

This ESH is open to the general public who want to understand democratic politics and elections. We can find this ESH at the offices of the Central KPU, Provincial KPU, and Regency or City KPU throughout the territory of Indonesia. One of them was the Deli Serdang KPUD inaugurated the ESH located at Jl. Karya Jasa no. 8 Lubuk Pakam, Deli Serdang Regency, North Sumatra, which was inaugurated May 30, 2018.

II. Research Methods

This research uses research and development method, to find the best model in implementing political education at KPU Deli Serdang, especially in the ESH Program. Incollect data on political education carried out by the Deli Serdang KPUD ESH then review and plan the development of the Deli Serdang KPUD ESH program as a means of political education.

This study uses research and development methods. The reason for using this method is because this study tries to find the best model for implementing political education at the Deli Serdang KPU, especially in the ESH (Election Smart House) Program. Incollect political education data by the Election Smart House (ESH) then review and plan the conditions for implementing political education in the ESH. Through this research stage, it is hoped that its weaknesses will be detected and a solution for implementing political education with a new model is designed. The new model of political education is applied to be immediately tested and applied as a more effective model than the old model.

The three main steps carried out in this study focused on model discovery, model application and model testing, research preparation was carried out using interviews in data collection. Furthermore, the analysis is carried out so that the desired model is formed. The stages in this research are following the research and development stages according to Borg & Gall which initially consisted of 10 stages, then simplified into two stages, namely: collecting information and conducting initial research, reviewing the old model with the end of the activity formulating a new model, testing the new model.

The stages of this research were carried out in 2 stages. Phase I of this research was carried out with a description of the following activities: (1)The initial stage of the research was to collect data related to the implementation of political education by the ESH (2) Reviewing and analyzing the conditions of the implementation of political education in the ESH. (3) Detecting its weaknesses and designing solutions for implementing political education by creating a new model of ESH education. Meanwhile, Phase II will be carried out with a description of the activities as follows: (1) Implementing the new model of political education by ESH as an applied model and then evaluated. (2) Testing a new model of evaluation results so as to produce a final product that summarizes the advantages of the political education model by ESH. The final results of this research in the form of textbooks, intellectual property rights, and scientific articles will be disseminated through dissemination and scientific publications

III. Results and Discussion

The KPU as an election management body must ensure that the voting public gets adequate information about elections so that people are encouraged to exercise their right to vote with their own awareness. In 2015 the Indonesian KPU launched the ESHas a concept in the use of space from a building owned by the KPU office. The use of a room dedicated to conducting programs and activities from the KPU when conducting voter education.

With the establishment of the ESH in every district and city in all provinces in Indonesia, the process for educating voters will be more programmed and more planned. If it is done evenly, the reach will be wider and the number of people who will receive voter education will be more so that every level of society is given the opportunity to get access to voter education.Deli Serdang KPUD inaugurated the ESH on May 30, 2018 with the aim of increasing voter participation, improving the quality and quantity of the electoral process, educating the public on the importance of elections, introducing the basic values of elections and democracy, increasing understanding of the importance of democracy and instilling awareness of democratic values. With the inauguration of the ESH at the Deli Serdang KPUD, it is hoped that the number of voters exercising their right to vote will increase.

The implementation of the Deli Serdang KPUD ESH activities is guided by the technical guidelines (juknis) imposed by the RI KPU. PVoter education carried out by ESH is carried out according to the program through the use of space from a building or special building to carry out all programs of community education project activities. The ESH is not only a place for Voter Education activities, but also as a forum for the election activist community to build a movement. The existence of ESH is very important as a means to conduct education on democratic values and elections to answer the needs of voters and the general public. As a voter education material, the ESH must at least provide election and democracy materials, which can be implemented in the form of, among others: mockups or dioramas, information wall panels (manual or digital), booklets, leaflets, flyers, videos, films, etc. The material in the form of an information wall panel is made with an attractive, concise design and contains the main points or outlines of the substance of the material to be displayed. More detailed and complete material is poured in other forms, such as booklets, leaflets, flyers, etc.

The educational materials presented in the ESH include the use of facilities to introduce and instill public awareness of the importance of democratic values. The tools can be in the form of history, electoral process, and simulation of the election process. The implementation of the ESH program as a means of voter education is a program that is carried out to answer the needs of voters and the general public in conducting educational education on democratic and electoral values. The research findings show that in carrying out the program, the Deli Serdang KPUD ESH has four rooms and utilizes the four rooms. And visitors who come to the Deli Serdang KPUD ESH are brought to see the facilities in the ESH. Each room has a different function, namely (1) audio-visual room; (2) exhibition/display room; (3) simulation room; and (4) discussion room.

The audio-visual room is used for broadcasting video coverage and video of educational material about elections or for making documentation on the implementation of elections that have been held in video form. This room is used to provide educational materials to voters and the public regarding elections, local elections and other democratic education.

Election props exhibition hall/display contains various election or regional election results documents on data boards, TPS mockups, TPS equipment, mini libraries, etc. about the history, system, participants and stages and importance of elections. In addition, there are procedures for voting at polling stations (TPS) so that visitors can know clearly like witnessing the activity firsthand.

The simulation room is a demonstration room used in voting simulations and voting procedures that visitors can try. Here, visitors will see firsthand the equipment used in the voting process up to the counting and recapitulation process at the TPS. The discussion room is a space that has the opportunity to carry out a more in-depth political education. This discussion room is used by Deli Serdang KPUD when inviting external parties to conduct discussions, seminars, workshops or Focuss Group Discussions about elections. The invited parties are election activists, communities and community organizations who want to give ideas or ideas about elections and democracy. This room is supported by supporting facilities such as loudspeakers, infocus and others.

To support the existence of the Deli Serdang KPUD ESH, several or other strategies were carried out in the form of: (1) Publication of the ESH was carried out through electronic media, social media and outdoor media; (2) Public Invitations are carried out by inviting elements of the community such as educational institutions, as well as organizations that represent the segmentation in society. The research findings show that the implementation of Political Education in the ESH Program so far is as follows;

3.1 The Model for the Implementation of Political Education in the ESH Program So far

Figure 1. *The Model of Implementation of Political Education in the ESH Program So far*
Source: Primary Data

Based on the results of an interview with Timo Dahlia Daulay as the Chairperson of Deli Serdang KPUD that Deli Serdang KPUD's ESH in providing political and democratic education is carried out using various methods/methods, namely (1) through face-to-face in the ESH by receiving visits from the community, students, students and organizations , (2) providing visits by attending schools or communities, namely by facilitating ESH hearings by visiting 10 schools spread across Deli Serdang Regency to provide political and voter education to students in the schools visited. Receive visits and make visits to schools or to communities to introduce ESH to novice voters and introduce political education from an early age. The hope is that when children are adults and have the right to vote in election contestations, they already know about political education and participate in every general election in the future (3) through the use of social networks, for example through the web

and social media such as Facebook, Twitter, Instagram and Youtube, through printed materials such as leaflets, banners and even billboards. Through the use of this social network, all the information conveyed can be easily obtained by the community as a whole. In this way, increasing public participation through the ESH will encourage people to exercise their right to vote. In addition to utilizing facilities and infrastructure as well as social media in providing political education to the community. The Deli Serdang KPUD ESH also programs political education by (4) involving religious leaders, youth leaders and women leaders (eg OKP and Karang Taruna Youth Organizations).

Media is a tool to share or spread information or news to the people. Media is divided into two that is print media and electronic media. Print media is like news paper, magazine, etc. And electronic media is like television, radio, hand phone, internet, et cetera (Hamid in Nirawana et al, 2020). The media has assumed more of a negative role in this negotiation process. The role of the media is important in public issues like this. The media is supposed to be informing the public about issues and interests affecting the country. During reporting the Medias are also expected to be impartial and truthful to the information they are providing to the people. Impartial and good reporting can bring transparency and accountability of the parties involved in the process. (Woldemaryam, 2020)

In providing political education to the public to increase public participation in exercising their voting rights, Deli Serdang KPUD ESH is not just waiting passively, but also actively conducting socialization without any requests. Political parties play an important role in political education at the state and regional levels. Before the ESH was established, every KPU in the Regency/City was asked to always involve political parties in the political education carried out, because political parties were considered to have a constituent base (their voters) that reached the villages, so that it would actually make it easier for the KPU to carry out political education for society. Therefore, every Regency/City KPU in Indonesia will always involve political parties in their political socialization and education;

Based on information from Timo Dahlia Daulay as the Chairperson of Deli Serdang KPUD that in the Deli Serdang KPUD ESH it is the obligation for political parties to hold political education activities during the pilkada and elections, there is only an appeal for all political parties carrying regional head candidates and political parties participating in the election. to utilize funds from the Government, assisted by political parties from the APBD to conduct political education activities for the community.

The political education program that has been built so far supports the KPU program in the success of the general election/pilkada; (1) Routine socialization program on elections originating from Regency/Municipal KPU DIPA; (2) a socialization program from the regional pol kesbang regarding political education, which involves the KPU as the resource person; (3) Socialization and training programs from NGOs/NGOs to their assistants on Politics in Indonesia; (4) Socialization and cadre program for members of Political Parties conducted by Political Parties participating in the General Election.

Political education activities carried out by the Deli Serdang KPUD ESH were not taken seriously because the budget and those from the APBN were not sufficient enough, so that the Regency/City KPUs were asked to innovate, be creative in the regions by utilizing existing networks to minimize the budget. For example, when an NGO needs resource persons but does not have the funds for the honorarium of the resource persons, the Deli Serdang KPU (ESH) is willing to be the resource person, but the ESH does not cover the consumption costs or transportation costs for the participants. This is one form of ESH creativity in the regions to respond to the lack of budget.

For now, political activity is minimal, due to the impossible pandemic conditions. The development of the ESH program as a means of political education at the Deli Serdang KPUD to provide educational services for the city community/visitors to learn about elections and democracy. Political education basically aims to shape the knowledge, attitudes and skills of individual citizens so that they can become active, critical and dynamic political participation in the life of society, nation and state. For this reason, it is necessary to develop the ESH program with concrete efforts by:

1. Involving religious leaders, youth leaders and women leaders (eg OKP and Karang Taruna,).
2. Involving political parties in socialization and political education.

3.2 New Model to Be Applied ToPolitical Education ESH Program

Figure 2. *Development of the Political Education Model for the ESH Program*
Source: Primary Data

IV. Conclusion

The implementation of the Deli Serdang KPUD Election Smart House program is carried out by utilizing space from one building or special building to carry out all public education programs or activities. For the development of the Deli Serdang KPUD The Election Smart House program using methods, namely (1) through face-to-face in Election Smart House by receiving visits (2) providing visits (3) social utilization (4) involving religious leaders, youth leaders and women leaders (eg OKP and Youth Organizations).) and (5) urge political parties to be directly involved in conducting political education activities for the community youth leaders and women leaders (eg OKP and Youth Organizations).

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