

The Role of the General Elections Supervisory Agency's Communication in Overseeing Election Campaigns and Preventing Violations in Aceh Tamiang Regency

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Abstract

This study aims to determine the communication role of the commissioner of the General Election Supervisory Agency in supervising clean election campaigns and preventing campaign violations in Aceh Tamiang Regency. The election supervisory body as an institution that has the task of supervising the course of elections has a very important role for the creation of elections with the slogans of direct, public, free, secret, honest and fair. This study uses a qualitative approach by combining in-depth interviews, and observations. This research uses interpersonal communication theory and also political communication theory. The results of this study revealed that the role of communication carried out by the Aceh Tamiang Regency Bawaslu is to socialize, coordinate and also give appeals. By carrying out communication roles such as socialization with the ranks at the sub-district level, stakeholders, as well as political parties, coordination and also giving appeals, it is very important to provide understanding and information that you want to convey to the communicator (the person who receives the message). In addition, the communication role of the Bawaslu Commissioner in efforts to prevent campaign violations, among others, is to emphasize persuasive communication in order to minimize the occurrence of election campaign violations. All of these roles have been carried out by the Aceh Tamiang Regency Bawaslu in order to oversee clean election campaigns and prevent election violations in the Aceh Tamiang Regency area.

Keywords: Communication Role, Election Supervisory Agency (Bawaslu), Election Campaign, Violation Prevention.

INTRODUCTION

Communication is a contact relationship between humans, both individuals and groups. In everyday life, whether we realize it or not, communication is part of human life itself. Since birth, humans have communicated with their environment. In addition, communication is also defined as relationships or activities that are related to relationship problems or can also be interpreted as communication is the exchange of ideas or opinions (Effendy, 2003:54). In our daily lives, we cannot be separated from communication activities. In fact, communication is absolutely an integral part of our lives. Communication is a very effective means of facilitating the implementation of its roles and functions properly.

Communication is the delivery of information from one person to another. Communication will be successful if there is mutual understanding and both parties can understand each other. At this point, it can be said that breathing and communicating are equally important. Good communication is the key to happy relationships with others. Effendy (2003).

To monitor elections and stop election violations that have a direct impact on the

implementation of democracy, the communication role of the commissioner of the Election Supervisory Agency (Bawaslu) is very important. Every stage of the election process in the Aceh Tamiang Regency area is subject to supervision and law enforcement by the Election Supervisory Agency (Bawaslu).

Table 1. Data on the handling of election violations in 2019 in the Aceh Tamiang Regency

NO.	REGENCY/ CITY/SUB-DISTRICT	FINDINGS		REPORT		RESULTS OF HANDLING VIOLATIONS	
		REGISTRATION	NOT REGISTERED	REGISTRATION	NOT REGISTERED	VIOLATION	NOT A VIOLATION
1	Aceh Tamiang Regency	3	3	1	3	4	6
	Total	3	3	1	3	4	6

Based on the table above on the data on the handling of election violations in 2019, here the author sees that there are still election violations that occurred in the 2019 simultaneous general elections, therefore here the author wants to see how the role of communication carried out by the commissioner of the Aceh Tamiang Regency Bawaslu in an effort to prevent election violations, especially in election campaign violations. Here, the author also wants to see how the communication role of the Aceh Tamiang Regency Bawaslu commissioner in supervising the clean election campaign in order to minimize the occurrence of election campaign violations, especially in the Aceh Tamiang regency area which is a special location for researchers.

The role of communication plays a significant role. Communication includes information flow, delivery of directions, and interaction between ranks and stakeholders within the Bawaslu of Aceh Tamiang Regency. When communication goes well, the ranks in Bawaslu will have a clear understanding of duties, responsibilities, and goals. This has an impact on the success of election supervision in carrying out its duties more effectively. Membership in an organization, there are elements of leadership, staff and executives. In order to achieve organizational effectiveness, the duties and responsibilities of each member are arranged according to their respective fields of duty.

A very vital role is played by the commissioner of the Aceh Tamiang Regency Bawaslu in the implementation of his duties and functions to supervise the conduct of the general election. Bawaslu in carrying out its duties, supported by a secretariat and ranks that are qualified and have good integrity. The role of communication in overseeing clean election campaigns and preventing campaign violations in Aceh Tamiang Regency is an important topic to discuss. As a government institution that has the responsibility to supervise the conduct of general elections, and prevent general election violations, the Bawaslu of Aceh Tamiang Regency must have good and accountable performance. Organizations or

Institutions, of course, there are elements between the Leader, the Head of the Secretariat and several staff and ranks who must support each other in carrying out an ongoing program.

General elections are an important milestone in a country's democratic process. This is an important moment in determining the direction and future of a nation. However, in its implementation, various challenges and problems often occur, such as the spread of incorrect information, voter intimidation, money politics, and other violations that can damage the integrity of the democratic process. Democratic independence is one of the important foundations for a civilized society. As a citizen, the right to participate in the political process, including elections, is an inherent right and must be protected. In this case, the General Election Supervisory Agency (Bawaslu) has a very important role in ensuring integrity and fairness in the implementation of elections that run well and correctly. Clean and violation-free elections are one of the main pillars in maintaining public trust in the democratic process. In the midst of complex political and social dynamics, Aceh Tamiang Regency as part of the democratic region in Indonesia has challenges in holding elections with integrity.

The General Election Supervisory Agency (Bawaslu) is an institution that has a crucial role in supervising the election process and ensuring the fairness and cleanliness of the election. The selection of this title aims to highlight the importance of the role of Bawaslu, especially in the context of the Aceh Tamiang Regency area, and how communication is the key in carrying out this role. The Election Supervisory Agency (Bawaslu) is an independent institution responsible for supervising and monitoring the implementation of general elections in Indonesia.

Bawaslu has the main responsibility to supervise and monitor all stages of the general election process, from the preparation stage to the implementation and post-implementation, in order to ensure compliance with legal provisions and democratic principles. Handling Violations Bawaslu has the authority to handle violations that occur during the general election process, be it violations committed by election participants, related parties, or the general public. The actions taken can be in the form of reprimands, warnings, and even the cancellation of election results. Bawaslu is also tasked with mediating and resolving disputes related to general elections, both between political parties, between candidates, and with other related parties, in order to maintain the stability and integrity of the democratic process. Bawaslu also supervises election campaigns carried out by election participants, including monitoring compliance with campaign rules, the use of campaign funds, and broadcasting campaigns in the mass media. In addition, Bawaslu is also active in educating and socializing the public about the importance of participation in the general election process, the rights and obligations of voters, and democratic principles that must be upheld.

The role of communication carried out by the commissioner of the Election Supervisory Agency is very important. Communication is not only a means to convey messages, but also as a tool to build mutual understanding, strengthen coordination, and prevent violations in the implementation of election campaigns. Therefore, this study aims to explore the role of communication played by Bawaslu commissioners in supervising clean election campaigns and preventing violations in Aceh Tamiang Regency. Through an in-depth qualitative approach, this study will analyze a deeper understanding of the communication role used by Bawaslu commissioners, the challenges faced, and the impact of

communication efforts in maintaining the integrity of the general election. It is hoped that the results of the research will make a meaningful contribution to the development of our understanding of the role of communication in the context of election supervision, as well as provide practical insights for efforts to organize clean and democratic general elections in Aceh Tamiang, as well as in various other regions in Indonesia.

The background of the title of this study includes several important aspects related to the democratic process and general elections (Elections) in Aceh Tamiang Regency. General elections are the main foundation of a democratic system in which citizens directly or indirectly elect their representatives to represent their interests in government. However, the electoral process is often fraught with challenges and problems, including violations and corrupt practices that can undermine the integrity and legitimacy of election results. The Election Supervisory Agency (Bawaslu) plays an important role as an independent institution tasked with supervising the course of the election process, including supervising election campaigns and preventing possible violations. Communication between Bawaslu commissioners to ranks and stakeholders, including election participants and other related parties, is crucial in overseeing effective campaign strategies and preventing election violations.

THEORETICAL FRAMEWORK

A. The Role of Communication

Thoah (2003: 10) defines role as the behavior required by a person who occupies a certain level or position. The role itself is the role of the individual, how the individual exercises his position as a social creature in relation to other individuals, or in the life between superiors and subordinates. When two or more people work together to fulfill their responsibility of giving hope to others, it is known as a group role. Here are some of the functions of communication:

1. An organization uses communication as a tool to organize (unify) all its actions to achieve a certain goal.
2. One way to influence the behavior of members in an organization is through communication.
3. The way to disseminate knowledge to all members of the organization is communication (Widjaja, 2003: 66).

B. The Role of Leadership Communication

Effective communication is a skill that good leaders usually possess, which helps them encourage their followers to participate at different levels. The communication role of leaders must be able to fortify the organization to achieve common goals. The following are the functions of leadership communication:

1. A communicative leader can involve others in his organization in the decision-making process. In this case, the leader encourages members to actively participate in decision-making and implement the decisions that have been taken by providing all available information.
2. Leaders serve as a communication channel to include followers in group activities.

3. Encouraging good cooperation and internal coordination of the organization is the responsibility of the leader.
4. Leaders must have skills in communication, both verbal and non-verbal communication. Nonverbal communication is expressed through writing and body language, whereas verbal communication is expressed through words.
5. To achieve common goals, leaders must always encourage and help their staff members through communication (Moedjono, 2002: 170-171).

C. Organizational Communication

One of the main problems in an organization is communication. It can be said that an organization without communication is like a car that has a lot of equipment but has no functionality. As a result, communication functions as a system to connect and improve the performance of the entire business, resulting in synergy.

According to Bungin (2008:274), organizational communication is communication between people (human communications) that occurs in the context of an organization where there is a network of messages that are interdependent with each other. Meanwhile, according to Wursanto (2005:158), organizational communication is a process of conveying information and ideas between members of the organization in a reciprocal manner in order to achieve predetermined goals.

In this study, what is meant by "communication" is leadership communication in organizations that aims to improve worker performance. Because leaders and employees have a close organizational relationship, it is impossible to separate leadership communication from organizational communication. In this approach, there will undoubtedly be communication that is vertical/up and down or vice versa.

Importantly, organizational communication can be used both formally and informally to solve various current problems. Typically, this corporate communication takes place both inside and outside the workplace. Friendly conversations facilitate faster development of a sense of family among employees. Employees must of course be able to carry out their work well.

Organizational communication can be divided into two categories: formal and informal. Informal communication is defined as communication that occurs in an organization but is not scheduled or outlined in the organizational structure. Informal communication is informal and delivered by word of mouth, so the information contained in it is unofficial and not based on objective facts. Members of the organization communicate informally of their own volition. By deviating from the established organizational structure, officials, subordinates, and workers can all communicate in this way. Meanwhile, formal communication is communication that takes place within the boundaries of an official institution using a command line based on institutional structures and actors who communicate as officials of the institution with their respective statuses. The purpose of formal communication is to convey messages about official interests and official forms that govern official institutions in general (Wursanto, 2005:167:168).

D. Communication Function in Organizations

According to Sendjaja (in Bungin, 2008: 274-276) organizations, both profit-oriented and non-profit-oriented, have four organizational goals, namely: informational, regulative, persuasive and integrative functions. The following is an explanation of the four functions:

1. Informative Functions

An organization can be viewed as an information processing system. This means that all members of an organization hope to obtain more, better and more timely information.

With the help of the information gathered, every employee of the company can operate with more security. Everyone in an organization, regardless of their position, needs information. Information is necessary for those in management to establish organizational policies and resolve internal disputes. Meanwhile, employees (subordinates) need information in carrying out their duties, in addition to information about security guarantees, social and health security, leave permits, and so on.

2. Regulatory Function

This regulatory function is related to the regulations that apply in an organization. In all institutions or organizations, there are two things that affect the regulatory function. First, superiors or people in the management system, namely those who have the authority to control all the information that is conveyed. In addition, they also have the authority to give instructions or orders, so that in the organizational structure they are likely to be placed at the top level (position of authority) so that their orders are carried out properly. However, the attitude of subordinates in carrying out orders is highly dependent on:

- a. The legitimacy of the leadership in conveying orders,
- b. The strength of leadership in sanctioning members,
- c. The trust of subordinates in superiors as a leader as well as a person,
- d. The level of credibility of the message received by the subordinate.

Second, related to messages. Because regulatory communication is primarily focused on the workplace, subordinates need clarity regarding the rules governing the tasks they are allowed to perform.

3. Persuasive Function

In managing an organization, power and authority do not always bring the desired results. Seeing this reality, many leaders prefer to persuade their subordinates rather than give orders. Because the work done voluntarily by employees will produce greater concern than if the leader often shows his power and authority.

4. Integrative Function

Every organization tries to provide channels that allow its employees to carry out their duties and work well. There are two formal communication channels, such as specialized publications within the organization (newsletters, newsletters) and organizational progress reports, as well as informal communication channels, such as interpersonal conversations during work breaks, sports matches, or field trips. Carrying out this activity will foster a greater desire for employee participation in

the organization.

E. Interpersonal Communication

We cannot avoid communication in our daily lives. In fact, communication plays an important role in all aspects of life. The proper implementation of duties and functions can be facilitated by efficient communication.

Direct and dialogical contact between communicators and communicators is known as interpersonal communication. A person's behavior can be changed through a series of stages, each of which is interrelated. Information is received, processed, stored, and then produced once again in the form of a decision to accept or reject the information. Interpersonal communication is the exchange of messages with direct consequences and feedback between an individual and a group of individuals.

Because this type of communication is in the form of dialogue and direct feedback, it is considered to have the potential to change a person's attitude, opinion, or behavior. By the time communication begins, the communicator is also aware of the communicator's ethical response. A communicator is the person who determines whether communication is successful or not, positive or negative. Otherwise, he can offer the communicator the opportunity to ask as many questions as possible.

Interpersonal communication is defined differently by some experts. However, Joseph De Vito defines it as "communication that occurs between two people who have established an established relationship" (De Vito, 2004: 4). Interpersonal communication is a process of interaction and exchange of meaning contained in thoughts and emotions, according to Verdeber (1986) (Alo Liliweri, 1994: 9). The process of delivering and receiving messages with different effects and feedback between two people or a small group of people is known as interpersonal communication. Sendjaya (1994) p. 115. Interpersonal communication, according to Mulyana (2002: 73), is face-to-face communication between two or more individuals that allows for direct responses from others, both verbally and nonverbally.

We can summarize the definition of interpersonal communication as the exchange of messages with direct consequences and feedback between two or more people. Another type of exchange that occurs during interpersonal communication is the mutual sending and receiving of messages. In other words, interpersonal communication is face-to-face communication that allows for immediate verbal and nonverbal responses. Meaning is something that is shared during communication and refers to the shared understanding that participants have about the message being used.

This special form of interpersonal communication is *dyadic communication* which only involves two individuals, for example, husband and wife, two colleagues, extension teachers and students, and farmers. Didiotic communication is characterized by the parties communicating in close proximity; The communicating parties send and receive messages directly and simultaneously.

In reality, interpersonal communication is a social process in which the participants influence each other. Since mutual influence is a psychological process, it also marks the beginning of a psychological relationship between people who have personalities. Liliweri (2010).

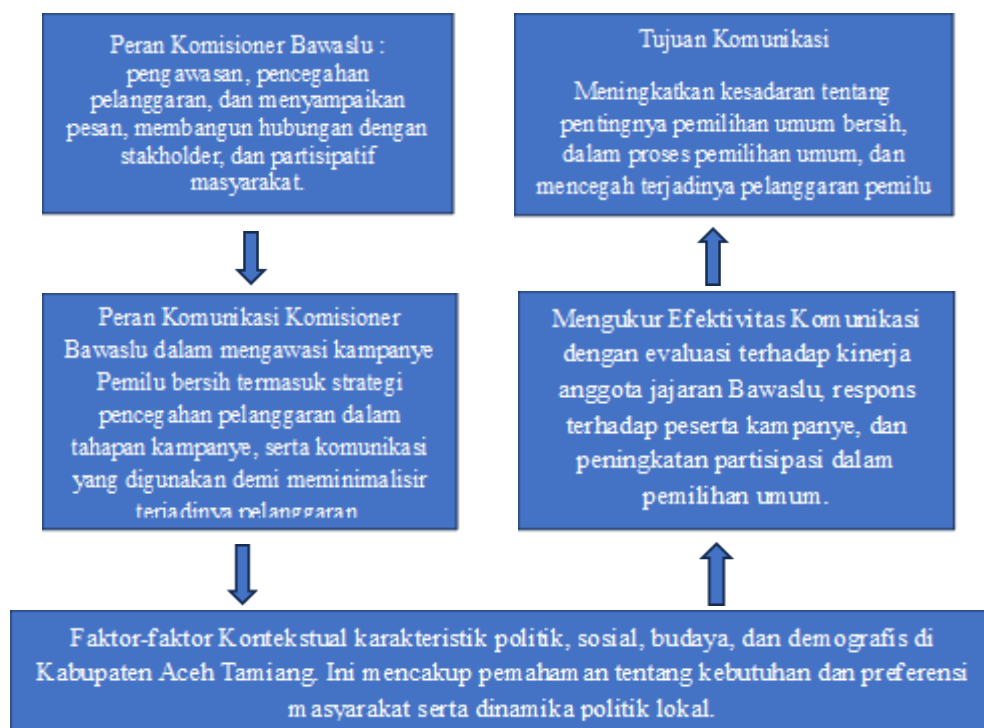
F. Group Communication

A group is a group of individuals who have a common goal, communicate with each other to achieve that goal, get to know each other, and consider themselves members of the group (Mulyana, 2005). This group can be a committee that meets to make decisions, a family, a discussion group, a problem-solving group, and so on. Interpersonal communication is also part of group communication. Therefore, group communication is covered by most interpersonal communication theories.

G. Conceptual Framework

The conceptual framework of this study will include important elements related to the communication role of the Commissioner of the Election Supervisory Agency (Bawaslu) in overseeing clean election campaigns and preventing violations in Aceh Tamiang Regency. Here are the elements that may fall within the conceptual framework:

Outline of the Research Concept



RESEARCH METHODS

This research uses a qualitative approach. This method was chosen because it is in accordance with the character of a very complex and complex research topic, namely the commissioner of the Election Supervisory Agency (Bawaslu) and its function in supervising the implementation of clean elections and preventing violations in Aceh Tamiang Regency. By using a qualitative approach, researchers can gain a deep understanding of socio-political dynamics, as well as the perspectives and experiences of people related to research issues.

This research will use extensive and descriptive data collection methods, including observation, interviews, and document analysis, with this qualitative approach. Using this method, researchers can investigate various viewpoints, experiences, and interpretations of those who took part in the general election process and election monitoring in Aceh Tamiang Regency.

In addition, the qualitative approach allows flexibility in adapting research approaches according to field dynamics and the complexity of the research context. This qualitative approach will enable researchers to answer research questions in a comprehensive and in-depth way, as well as provide a contextual understanding of the communication role of Bawaslu commissioners in the local context of Aceh Tamiang Regency. Thus, the qualitative approach is seen as the right approach to explore this research topic holistically and in depth. In addition to the qualitative approach, in this research approach, several relevant special techniques and methods can also be included to collect and analyze data qualitatively. Some of these include:

1. In-depth Interviews: Using in-depth interviews with Bawaslu commissioners, along with their ranks, and the general public to gain an in-depth understanding of perceptions, views, and experiences related to the communication role of Bawaslu commissioners in clean election campaigns and violation prevention.
2. Participatory Observation: Conduct direct observation of Bawaslu activities, community meetings, or election campaigns to further understand the communication practices used, as well as dynamics and interactions in the field.
3. Document Analysis: Conduct analysis of related documents, such as Bawaslu campaign materials, activity reports, rules and regulations related to general elections, to gain an understanding of the context and framework that affects the role of Bawaslu communication.
4. Triangulation: Using triangulation of data from various sources, such as interviews, observations, and document analysis, to validate findings and strengthen the reliability of research results.

By integrating these techniques and methods in a qualitative research approach, researchers can gain comprehensive and in-depth insights into the role of Bawaslu commissioner communication in the context of clean election campaigns and violation prevention in Aceh Tamiang Regency.

RESULTS AND DISCUSSIONS

A. The Role of Bawaslu Communication in Supervising the Campaign

It can be concluded that Interpersonal Communication is the process of sending messages between two or more people with direct effects and feedback. Interpersonal communication is also an exchange, namely the act of conveying and receiving messages reciprocatingly. In other words, Interpersonal Communication is communication between people face-to-face, which allows verbal and nonverbal responses to take place directly.

The communication role of the Bawaslu Commissioner in the creation of a clean election campaign emphasizes the role of socialization, where here the leadership of the Aceh Tamiang Regency Bawaslu has a function as a communicator, namely a person who provides

information to communicators (socialization participants). By carrying out communication roles such as socialization with the ranks at the sub-district level, stakeholders, as well as political parties, it is very important to provide understanding and information that they want to convey to the audience. In addition, the communication role of the Aceh Tamiang Regency Bawaslu by performing a coordination role with stakeholders and related institutions also greatly affects how all of these communication roles can minimize the occurrence of violations during the election campaign, and also Bawaslu performs the role of appeal in the form of letters which is verbal communication.

From the results of the research that has been carried out by the author, here the author can see how the role of socialization, the role of coordination, and also the role of appeal has been carried out by the commissioner of the Aceh Tamiang Regency Bawaslu. and after the author sees firsthand how the communication role activities carried out by Bawaslu, the author can conclude that all communication roles carried out by the Aceh Tamiang Regency Bawaslu are very good, this can be seen how active the Bawaslu is in carrying out these activities, and also the response from the audience who are very enthusiastic about the activities organized by the Aceh Tamiang Regency Bawaslu, and also we can see this success from the results of the author's interview with one of the informants of the Aceh Tamiang Regency Bawaslu members:

"The vulnerability that occurs the most is in the administration related to the absence of a notification letter which looks like they are a bit negligent because we must also understand that although many party administrators have a fairly high level of education, but they are not given an education or training related to the administration of political parties, it may also be a problem from their level and also maybe it is the influence of party administrators as well as the rotation is rather fast often change, especially in political parties for administrative people, especially if we in that area most of the people in the office are not paid, even if they are paid, it is just that".

From the results of the interview, we can see that the only vulnerability is the lack of awareness from political parties about the rules for providing campaign notification letters to Bawaslu. This is triggered by the lack of education or administrative training from political parties. To deal with these problems, political parties must be able to provide activities such as socialization, education and training to political party administrators and campaign teams.

The theory of interpersonal communication put forward by Veldelber in the role of Bawaslu communication in supervising clean election campaigns can be ascertained that the role of interpersonal communication is very necessary in order to carry out activities such as socialization, coordination, and direct communication persuasively so that messages and information can be conveyed directly by communicators to communicators to provide important information and also convey the messages that they want to convey. Through the implementation of effective interpersonal communication, the objectives of the message conveyed through socialization and coordination can be effective, in order to convey the message to the communicator so that the message can be well received.

B. The role of Bawaslu communication in efforts to prevent violations.

The communication role of the Bawaslu Commissioner in efforts to prevent election violations is seen from the perspective of interpersonal communication theory which also includes group communication theory, where here a group is a group of people who have a common goal, who interact with each other to achieve a common goal, get to know each other, and view them as part of the group (Mulyana, 2005). This group is for example a family, a discussion group, a problem-solving group, or a committee that is meeting to make a decision. In group communication, it also involves interpersonal communication. Therefore, most interpersonal communication theories also apply to group communication.

According to Sills in Mardianto (1996), group effectiveness is the success of the group in achieving its goals, which can be observed from the achievement of situations or changes (physical and non-physical) that please the administrators. An effective group has three foundations, namely: goal achievement activities, group internal maintenance activities, adaptation activities and the discovery of strategies to increase group effectiveness. An exchange of group administrators that shows how these three things are integrated. These fundamental actions show that the group fits the definition of an effective or successful group. Capable group managers have the ability to overcome obstacles that can hinder the progress of the group so as to increase its effectiveness (Huarerah and Purwanto, 2006).

From the theory of group communication, we can see that the role of communication carried out by the Aceh Tamiang Regency Bawaslu is inseparable from the group communication theory carried out by the Aceh Tamiang Regency Bawaslu. We can see from the socialization role carried out by the Aceh Tamiang Regency Bawaslu 26 times in vulnerable areas from 2023 to 2024, the coordination role, and through the appeal role 14 times carried out by Bawaslu, all of which contain communication between groups such as socializing with community groups, stakeholders, ranks at the sub-district level, NGOs, and media association groups. The group communication theory carried out by the Aceh Tamiang Regency Bawaslu is very crucial for the success of the group to achieve its goals, because indeed a group has one common goal, namely to succeed in elections in accordance with the slogan of the *luber jurdil* election (direct, public, free, secret, honest and fair).

CONCLUSION

The conclusion of the communication role of the commissioner of the Election Supervisory Agency in overseeing clean election campaigns and preventing violations is as follows:

1. The communication role of the Bawaslu Commissioner in the creation of a clean election campaign includes carrying out the role of socialization, coordination and also the role of appeal, as well as capacity building to the ranks of the Aceh Tamiang Regency Bawaslu. By carrying out communication roles such as socialization with the ranks at the sub-district level, stakeholders, as well as political parties, it is very important to provide understanding and information that they want to convey to the audience.

2. The role of communication carried out by the Aceh Tamiang Regency Bawaslu in efforts to prevent election violations cannot be separated from the group communication theory carried out by the Aceh Tamiang Regency Bawaslu. Starting from the role of socialization carried out by the Aceh Tamiang Regency Bawaslu and the coordination role carried out by Bawaslu, all of them contain communication between groups such as socializing with community groups, stakeholders, ranks at the sub-district level, NGOs, and media association groups. The group communication theory carried out by the Aceh Tamiang Regency Bawaslu is very crucial for the success of the group to achieve its goals, because indeed a group has one common goal, namely to succeed in elections in accordance with the slogan of the *luber jurdil* election (direct, public, free, secret, honest and fair).

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