

SOCIALIZATION INNOVATION DONE BY GENERAL ELECTION COMMISSION OF NORTH SUMATERA IN REGIONAL HEAD ELECTION IN 2018

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ABSTRACT: *The participation of the people in the North Sumatra Head Election is very low. Innovation of socialization conducted by the General Election Commission of North Sumatera before the North Sumatera Head Election in 2018 needs to be done so that the public participation increases. The method used in this research is qualitative method. The data collection techniques used in this study are observation, in-depth interview, literature study and documentation. Data analysis technique used in this research is started from data reduction stage, data presentation stage, conclusion phase (verification), and triangulation. The socialization innovation used by the North Sumatera Election Commission prior to the 2018 Regional Head Elections is a citizen-based and digital-based socialization method. The method of citizen forum is implemented by interacting directly with citizens to be able to exercise their suffrage. While the method based on digital form of social media, such as instagram, facebook, twitter, youtube. The method of disseminating the General Election Commission of North Sumatera prior to the 2018 Head of Region is to go to campus by conducting socialization in several campuses in North Sumatera. Then, conventional methods of meetings with community groups, through radio, motion, games, and standup comedy. Then, the festival contains fun walk events, performance bands, performance photography, social media competition, marching band competition level equivalent high school, and door prize.*

KEYWORDS: Innovation; Socialization; Election of Regional Head

INTRODUCTION

Indonesia adopts a democratic system which is implemented by General Election to elect a leader in this Republic. General Election Commission (KPU) is a state institution that organizes General Election in Indonesia, there are 4 kinds, namely Legislative Election, Regent / Mayor), Election of First Level Region (Governor), and Presidential Election (Presidential Election). At the North Sumatera Head Election in 2008, the community participation rate was 58.9% with 41.1% of no choice. At the North Sumatera Head Election in 2013, the participation rate is 48.8% with 51.6% of the total number of no choice. Based on the above data can be seen that the number of voter participation in North Sumatra in the Regional Head Election is very low. The low participation of the community is related to the socialization conducted by the Election Commission, because if there is no direction from the General Election Commission, the community will be difficult and will not even participate in the Regional Head Election. Innovation process that has innovation as an effort to direct people to use their right to vote appropriately in an interesting way, so that the public concern.

LITERATURE REVIEW

Innovation

Vienna Sanjaya (2008) is something new in social situations and is used to solve a problem. An innovation usually consists of two components, namely the component of ideas and components of the object including the material or physical aspects of the idea. According to Rogers (1995), the innovation decision process has five factors, namely knowledge, persuasion stage, decision stage, implementation stage, and confirmation stage.

Socialization

According to James W. Vander Zanden (Damsar, 2010: 152) states socialization is a process of social interaction so that individuals acquire knowledge, attitudes, values, and essential behaviors to participate in the community. There are two main channels of interpersonal communication that provides political learning, the family as communicators politics and peer groups as political communicators. According to Sunarto (2004: 22) by type, socialization is divided into primary socialization in the family and secondary socialization in society. Two types of socialization are formal socialization and informal socialization. According to Jaeger, the pattern of socialization is divided into repressive socialization and socialization of participation.

Peter Berger states that socialization is a process of a child learning to be a participating member in society. While socialization according to Soekanto (2002: 40) defines broadly socialization as a process of educated society to know, understand, obey, appreciate living the norms and values prevailing in society. In particular, socialization includes a process in which citizens learn about their culture, learn to control themselves and learn the roles in society. Socialization can take place face to face, but can also be done within a certain distance through media means, or correspondence, can take place formally or informally, either intentionally or unintentionally. According Sunarto (2004: 22) by type, socialization is divided into two, namely primary socialization in the family and secondary socialization in society. Both processes take place within a total institution, ie residence and workplace. In both institutions, there are a number of individuals in the same situation, separated from the wider community over a period of time, together to lead a supportive, formally organized life. Through the process of socialization, people can learn to know the values and norms that apply in society to act in accordance with the values, norms and beliefs. In the implementation of socialization can be done in three ways, namely by repressive ways that emphasize the punishment, participatory emphasis on rewarding and equality that emphasizes the cooperation.

There are two types of socialization are as follows:

- a. Formal socialization conducted through the competent authorities according to the provisions of the state or through institutions established under applicable law and government regulations.
- b. Informal socialization in the community or in social relationships, such as between friends, friends, fellow club members, and social groups in the community.

Socialization Patterns

According to Jaeger, the pattern of socialization is divided into two is as follows:

a. Repressive Socialization

-This socialization emphasizes strict supervision and punishment to anyone who violates any applicable rules or norms. For example in military education environment such as police.

b. Socialization of Participation

-This socialization emphasizes one's participation in the social process. Individuals who have obeyed values and norms are praised, while those that have not been continuously guided, directed and straightened in case of deviation.

Factors affecting the socialization process can be divided into two, namely:

- a. Internal factors are the factors that come from within the individual. These internal factors include motivation, interest and ability possessed by a person in order to adapt to the social order in society.
- b. External factors are factors that come from outside the individual who conducts socialization process in society. These external factors are norms, values, social structure, economy, cultural structure, and soon.

Definition of Concept

In this study, the concept of innovation is a novelty in a particular social situation and is used as an attempt to create and implement something into a combination in order to add value service, work processes, and policies to answer or solve a problem consisting of component ideas and components of the object or In this study, the concept of socialization is the individual doing the learning process of life in society, adjusting, and studying the roles in society, acquiring personality, and building capacity of the way of life, knowledge, attitude, values, social norms and behavior essential in order to play a role and function in the group.

METHODS OF THE RESEARCH

Types of research

Form of research used in this research is descriptive research method with qualitative approach. The symptoms required in this study are all events that occur and related to the innovation of socialization at the General Elections Commission of North Sumatra ahead of the 2018 Regional Head Election.

Research sites

North Sumatera General Election Commission (KPU) *Jalan Perintis Kemerdekaan Number 35, Gaharu, Medan Timur, Medan City, North Sumatera 20232.*

Informant Research

Key informants are 1 person Head of Technical and Hupmas and Law, namely Maruli Pasaribu. The main informants were 1 Head of Technical Sub-division and Hupmas, namely Harry DP,

and 1 person Division of Socialization and Public Participation, namely Yulhasni. Additional informants were 5 people, namely *Yessi Chairani Tanjung, Mulatua Pohan, Dwi Susanty, Fadhil Muhammad, and Dalis Zanatin*.

Technique of collection Data

Techniques of collecting data through primary data in the form of observation and in-depth interviews and through secondary data in the form of literature study and documentation.

Technique of Analysis Data

The steps to analyze data according to *Miles and Huberman (2007)*, namely data reduction phase, data evaluation, conclusion, and triangulation.

DISCUSSION

There are two innovative socialization methods that have begun to be used by the North Sumatera Electoral Commission, a socialization method based on citizen forums and digital-based methods of socialization. This citizens forum method is implemented by interacting directly with citizens to use their voting right. In this case, the data is collected in order to see the lowest voting point of voter participation in the government election in 2013. After the data is collected, then the socialization process is done at the low polling station of the participation. While the target of socialization method based on this digital is the social media user community. Beginner voters at the age of 17 are ensured to use social media. However, it is not only beginner voters but also young voters who are categorized as 17 to 35 years old. The social media accounts used by the Election Commission are *facebook, twitter, and instagram*. The advantages of this digital-based method of socialization are not bound by time, easily accessible to all levels of society, and can save the budget. The disadvantages of socialization methods that are digital based are those social media accounts that can be hacked or hacked and misused by certain parties. The method of socialization used by the North Sumatera Election Commission is to go to campus, conventional, festival, and advertising service. The North Sumatera Electoral Commission cooperates with 15 universities as a socialization method in North Sumatra. Implementation goes to campus to hold dialogue, discussion, and later visit smart home Election. Then, the conventional method has been going on since 2009 until today. This method involves meeting with community groups, be it NGOs, community organizations. Furthermore, the festival is organized as a socialization method that is divided into six regions consisting of several districts / cities in North Sumatra.

CONCLUSION

The socialization innovation used by the General Election Commission of North Sumatera prior to the 2018 Head of Regional Elections is a socialization method based on citizen-based and digital-based forums. The method of citizen forum is implemented by interacting directly with citizens to be able to exercise their suffrage. While the method based on digital use of social media, such as *instagram, facebook, twitter, youtube*. The method of disseminating the General Election Commission of North Sumatera prior to the 2018 Regional Head Election is to go to campus by conducting socialization at several campuses in North Sumatera. Then,

conventional methods of meetings with community groups, through radio, motion, games, and standup comedy. Next, the festival contains fun walk, band performance, performance photography, social media competition, marching band competition high school level, and door prize. Increased public participation is not entirely due to innovation of socialization, but an ideological struggle.

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