



THE INFLUENCE OF SUPERVISION AND SOCIALIZATION STRATEGIES OF BAWASLU MEDAN CITY ON PUBLIC PARTICIPATION IN THE 2024 ELECTION

Rencina¹, Risnawati Sianturi², Ida Ela R Limbong³, Nalom Siagian⁴, Artha Lumban Tobing⁵

^{1,2,3,4,5}Administrasi Publik, Universitas HKBP Nommensen, Medan, Indonesia

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ABSTRACT

This study examined the influence of the supervisory strategy and socialization strategy of the Election Supervisory Body of Medan City on community participation in the 2024 election. The problem addressed was the declining voter participation rate and the gap between implemented electoral supervision efforts and actual public involvement. A quantitative approach was employed using survey data collected from community respondents. The supervisory strategy was measured through preventive actions, law enforcement, and participatory monitoring, while the socialization strategy was assessed through information dissemination, public education, and communication media utilization. The findings indicated that both supervisory and socialization strategies significantly affected community participation. The socialization strategy showed a stronger influence because effective dissemination of electoral information improved public awareness and motivation to vote. The study concluded that strengthening communication-based outreach and community-based monitoring enhanced democratic participation and supported the realization of fair and credible elections.

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Corresponding Author:

Rencina
Administrasi Publik
Universitas HKBP Nommensen, Indonesia
rencina@student.uhn.ac.id

1. INTRODUCTION

Elections represent an essential instrument in democratic governance because they provide citizens the opportunity to determine political leadership and public policy direction. The legitimacy of government institutions depends not only on the implementation of elections but also on the level of public participation. Community participation reflects political awareness, trust in institutions, and willingness to be involved in democratic processes. Therefore, increasing public participation has become a major concern in electoral management.

In Indonesia, election supervision is conducted by the Election Supervisory Body, which is responsible for ensuring that every electoral stage is carried out according to legal provisions and democratic principles. The supervisory institution performs preventive supervision, violation handling, and participatory monitoring involving citizens. Despite these efforts, voter participation levels in several regions remain inconsistent. In Medan City, although the number of registered voters was relatively large, community participation in elections still did not reach optimal expectations. This indicated that the existence of supervision alone was insufficient to encourage public involvement.

Low participation is often associated with limited political understanding, lack of information regarding electoral procedures, and weak communication between electoral institutions and citizens. Many citizens did not fully understand their voting rights, electoral stages, and reporting mechanisms for violations. Consequently, the role of socialization became important. Socialization is a communication process that aims to provide electoral information, political education, and awareness building through meetings, mass media, and digital platforms. Effective socialization helps the community recognize the importance of elections and motivates them to participate actively.

Previous studies discussed political participation and institutional performance separately. Research on electoral participation frequently emphasized sociological and demographic factors, while studies on supervision mainly focused on institutional authority and regulation enforcement. Only limited research examined the combined influence of supervisory strategy and socialization strategy on community participation. This gap suggested the need for empirical examination that connects administrative supervision and communication-based outreach to participation behavior.

Supervisory strategy refers to planned actions conducted by the supervisory institution to prevent violations, enforce regulations, and encourage participatory monitoring. Socialization strategy refers to systematic dissemination of electoral information and public education to increase knowledge and awareness. Community participation includes voter attendance, involvement in monitoring activities, and willingness to report violations. Understanding the relationship among these variables is important to strengthen democratic elections.

This research applied a quantitative explanatory approach using survey data collected from community respondents. Questionnaires were used to measure perceptions regarding supervisory activities, outreach programs, and participation behavior. The data were analyzed to determine the effect of supervisory and socialization strategies on participation levels.

The novelty of this study lies in integrating two institutional approaches simultaneously: supervision and public outreach. Rather than examining participation solely from social characteristics, this research evaluated how administrative strategies implemented by the electoral supervisory institution influenced citizens' participation. The results were expected to provide practical recommendations for improving electoral management and strengthening credible, transparent, and participatory elections.

2. RESEARCH METHODS

This study employed a quantitative explanatory research design to examine the causal relationship between supervisory strategy, socialization strategy, and community participation. The quantitative approach was selected because the research aimed to measure the magnitude of influence among variables and to test formulated hypotheses objectively. The research was conducted in Medan City, Indonesia, focusing on community members registered as voters in the 2024 election.

Research Design

The research used a survey method to collect primary data from respondents. The independent variables consisted of supervisory strategy and socialization strategy, while the dependent variable was community participation. The supervisory strategy variable included preventive monitoring, violation handling, and participatory supervision. The socialization strategy variable included information dissemination, public education, and communication media utilization. Community participation was measured through voting attendance, involvement in monitoring, and willingness to report violations.

Data Collection

Data were obtained from primary and secondary sources. Primary data were collected using structured questionnaires distributed to respondents. Each statement was measured using a Likert scale ranging from strongly disagree to strongly agree. The questionnaire was designed to capture public perceptions of the supervisory and socialization activities conducted by the Election Supervisory Body.

Secondary data were obtained from official election reports, institutional documents, and regulations related to electoral supervision. These data were used to support the interpretation of the survey results.

Research Procedure

The research procedure was carried out chronologically as follows:

- Identification of research problems related to low community participation in elections.
- Literature review concerning electoral supervision, socialization, and political participation.
- Development of research variables and operational indicators.
- Preparation of research instruments (questionnaire).
- Distribution of questionnaires to respondents.
- Data collection and verification.

Data processing and statistical analysis.
 Interpretation of findings and formulation of conclusions.
 Research Algorithm
 Input: Respondent perceptions regarding supervision and socialization
 Process:
 Measure supervisory strategy indicators
 Measure socialization strategy indicators
 Measure participation indicators
 Perform statistical analysis
 Output: Influence of supervisory and socialization strategies on community participation.

Instrument Testing

Before analysis, the research instrument was tested using validity and reliability tests. The validity test was conducted to determine whether questionnaire items measured the intended variables. Items were considered valid when the correlation value exceeded the minimum requirement. The reliability test was conducted using internal consistency measurement to ensure the instrument produced stable results. A reliable instrument indicated that the questionnaire could be used for further statistical analysis.

Data Analysis Technique

The collected data were analyzed using descriptive and inferential statistics. Descriptive statistics were used to describe respondent characteristics and response distribution. Inferential analysis was used to test the hypotheses and determine the influence among variables. Multiple regression analysis was applied to examine the effect of supervisory strategy and socialization strategy on community participation. Hypothesis testing was performed using a significance level of 0.05. If the significance value was less than 0.05, the variable was considered to have a significant influence.

Table 1. Data Analysis Technique

Number	Variable	Factor
1.	Supervisory Strategy	Preventive monitoring
2.	Socialization Strategy	Information dissemination
3.	Community Participation	Voter attendance and reporting

3. RESULT AND ANALYSIS

This section explains the research results on the influence of the supervision strategy and the socialization strategy of the Medan City Bawaslu on community participation in the 2024 General Election. The results of the study were obtained through the distribution of questionnaires to respondents from the people of Medan City who had exercised their right to vote. The data obtained was then analyzed using a quantitative approach to determine the relationship between the research variables, namely the Supervision Strategy (X1), Socialization Strategy (X2), and Community Participation (Y).

This research aims to find out whether the strategy carried out by Bawaslu Medan City is really able to increase public involvement in the election. The analysis is carried out by associating field data with organizational strategy theory, political socialization theory, and community participation theory that has been explained in Chapter II.

The Effect of Bawaslu Supervision Strategy on Community Participation

The supervision strategy of Bawaslu Medan City in the 2024 General Election is carried out through several forms, namely direct supervision in the field, participatory supervision, violation enforcement, and digital-based surveillance. Based on the results of the questionnaire, most of the respondents stated that they knew the existence of election supervisors at the Pulting Place (TPS) and the existence of public reports related to election violations.

The presence of election supervisors gives a sense of security to the public when voting. Respondents assessed that the presence of Bawaslu can prevent fraudulent practices such as money politics, intimidation, and voice manipulation. This condition has an impact on increasing public trust in the election process.

Theoretically, supervision serves to ensure that the implementation of activities runs in accordance with the rules. In the context of elections, effective supervision is able to guarantee direct, public, free, confidential, honest and fair principles. When people believe that the election is honest, then the motivation to vote becomes higher.

In addition, the participatory supervision strategy also affects community participation. Bawaslu involves community leaders, students, and social organizations as volunteer election supervisors. Community involvement in supervision makes the public not only become voters, but also become part of the democratic process.

This is in line with the theory of political participation which states that the involvement of citizens in the political process will increase if they feel they have a role in the system. Thus, the better the supervision strategy carried out by Bawaslu, the higher the community participation.

The Influence of Bawaslu Socialization Strategy on Community Participation

In addition to supervision, socialization strategies are also an important factor in increasing community participation. Bawaslu Medan City conducts socialization through various methods, such as direct extension, citizen forums, novice voter education, social media, and anti-money politics campaigns.

The research results show that people who obtain election information through socialization activities tend to better understand election procedures, voting time, and the importance of using voting rights. Novice voters are the group that feels the impact of socialization the most because they have no experience in participating in elections before.

Social media also plays an important role in spreading election information. Information about the election stages, the ban on money politics, and how to report violations makes the public more aware of their rights and obligations as voters. Increased political knowledge has a direct effect on people's desire to come to the TPS.

According to the theory of political communication, socialization is a political education process that aims to shape the attitude and behavior of the community. Effective socialization will increase knowledge, awareness, and ultimately public participation in political activities.

Socialization that is done face to face is proven to be more effective because people can have a direct dialogue and ask questions about the election. Meanwhile, socialization through social media effectively reaches young voters. The combination of the two methods makes the election message conveyed more widely.

Thus, Bawaslu's socialization strategy has a positive effect on community participation. The more intensive the socialization is carried out, the higher the level of public presence in the election.

4. CONCLUSION

Based on the results of research and discussion on the influence of the supervision strategy and the socialization strategy of Bawaslu Medan City on public participation in the 2024 General Election, several conclusions can be drawn as follows.

First, the supervision strategy of Bawaslu Medan City affects community participation. The implementation of supervision carried out at every stage of the election, starting from campaign supervision, updating voter data, to the voting process and vote counting, is able to increase public trust in the integrity of election implementation. The presence of election supervisors in the field as well as actions against violations such as money politics and election fraud give a sense of security to the public in using their voting rights. This condition encourages the public to participate because they believe that the election process is carried out honestly and fairly. Second, the socialization strategy of Bawaslu Medan City also affects community participation. Socialization carried out through extension activities, novice voter education, community forums, and the utilization of social media is able to increase public understanding of election procedures, rights and obligations as voters, as well as prohibition of election violations. The increase in political knowledge increases public awareness of the importance of using voting rights in elections. The better the socialization that is done, the higher the level of community participation. Third, the supervision strategy and socialization strategy together contribute to increasing community participation in the 2024 General Election in Medan City. Supervision strategy plays a role in building public trust in the election process, while socialization strategy plays a role in increasing public political knowledge and awareness. The two strategies complement each other and become an important factor in encouraging community involvement in the democratic process. Thus, the research objective that has been formulated in Chapter I has been achieved, namely to analyze the influence of the supervision strategy and the socialization strategy of Bawaslu Medan City on public participation in the 2024 General Election.

The implication of this study is the need for Bawaslu to improve the quality of participatory supervision and expand the reach of socialization to all levels of society, especially novice voters and community groups with low participation levels. In addition, the utilization of information technology and digital media needs to continue to be developed as a means of political education so that the public understands the importance of participating in elections. For further research, it is recommended to add other variables that have the potential to affect public participation, such as the level of public trust, political literacy, and the influence of social media. Research can also be carried out on different regions or types of elections, such as regional head elections, so as to obtain a broader picture of the factors that affect public political participation

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