SOCIALIZATION TO MINIMIZE THE WHITE GROUP IN THE 2024 GENERAL ELECTION IN KUALA DUA VILLAGE KUBU RAYA REGENCY

SOSIALISASI UNTUK MEMINIMALISIR GOLONGAN PUTIH DALAM PEMILIHAN UMUM 2024 DI DESA KUALA DUA KABUPATEN KUBU RAYA

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Abstract
The 2024 General Election for Presidential, Vice Presidential, and Legislative Candidates on February 14 and November for Regional Heads are very vulnerable to groups of white groups. Of course, this will result in low public participation in the 2024 elections. This Community Service aims to increase community political participation by minimizing abstentions in elections based on first-time voters and voters who have repeatedly participated in the election of legislative candidates, executive candidates, and regional head elections among 50 people in Kuala Dua Village, Sungai Raya Subdistrict, Kubu Raya Regency, West Kalimantan. The method of this community service activity is through pre-post steps after the next two weeks to see the effect of the socialization program to minimize abstentions on changes in people's thinking. Will people become more aware of choosing to go to a polling place. The evaluation measuring tools are pre and post-tests in the community. The result of the community service is that there is public awareness to take part in the 2024 elections in presidential, legislative, and regional elections.

Keywords: white group, political participation, general election

Abstrak

Kata Kunci: golongan putih, partisipasi politik, pemilihan umum
INTRODUCTION

The success of a country in developing and institutionalizing its politics depends greatly on the extent of its citizens’ political participation in politics. Therefore, to realize political participation, there are at least three things that must be considered. First, there must be competition in the sense that public positions must be competed for. Second, participation to influence government policy. Third, freedom of opinion, in this case, the government must not obstruct the movements of community groups or organizations. So, in this case, the presence of the community as voters in general elections can also be said to be a form of political participation.

Elections held by a state with legal guarantees and constitutional guarantees are a means of upholding people’s sovereignty. Through elections, the people give their political rights and participation to determine the future of the government in the next five years (Panjaitan, 2022). The primary purpose of elections is to produce leaders who genuinely represent the will of the people. Apart from that elections also aim to provide opportunities for political participation for all Indonesian citizens, in determining the direction of state policy (Uulum, 2020).

Elections are therefore a way of legitimizing authority. A good election must be legitimate in terms of process and results. It must be ensured that the election preparation process at all lines and levels has been carried out fairly, honestly, transparently, and accountably (Siachiwena & Saunder, 2021). If elections meet certain criteria, they can be considered democratic and aspirational. All parties, as well as the government, people’s representative institutions, and the public need credible elections. Naturally, credible elections will result in a government that is popularly trusted, capable, and recognizable (Aris, 2022).

Indonesia will soon face the 2024 political year where it will have to reduce the rate of absenteeism and even increase public awareness to come to the voting locations in local elections in Kubu Raya Regency. In every election year, many people have the right to vote but do not exercise their right to vote. People who do not exercise their right to vote are often known as the white group (golput) (Muhammad, 2020).

The white group is a choice not to vote as a form of accumulated feeling of boredom in society which almost every year experiences regional head elections, abstention is also a reaction or protest against the government and political parties that ignore the people's voice, resistance to the lack of improvement people’s standard of living both economically, politically, legally and culturally (Putram & Fauzi, 2020).

According to Devi Darmawan, a political analyst for the National Research and Innovation Agency, the percentage of white groups in the 2024 elections will be between 18% and 20%, or at the very least, the same as the vote shares of the vice presidential and third-place presidential candidates. This is a result of a loss of confidence in democratic institutions like political parties and the judiciary brought about by the conduct of elections that have been tainted by claims of fraud. Furthermore, young voters’ decision to abstain from voting may be influenced by the prevalence of political gimmicks rather than an intellectual rivalry.

The need for massive socialization of political education must be carried out to ensure the quality of democracy to realize political participation and understanding in society, especially for people who do not exercise their right to vote (Putram & Fauzi, 2020). Democratic character development, the instillation of deliberative habits and sentiments, respect for laws crafted by independent thought, dialogue to resolve disagreements, justice, empathy, benevolence, honesty, cooperation, and a commitment to the fundamental values of democracy and justice-including, in this case, during the general election-all depend on political socialization (Willeck & Mendelberg, 2022).

If we look at a case in Kubu Raya Regency some time ago, for example, abstention could be a political choice that could be a problem in the future because it considers the legality of future elections. The low political participation of the community in the general election for regional heads in Kubu Raya Regency several years ago, for example, is a case of abstention from various other cases.

Pilkada as a political process in searching for a regional head figure who is popular is again faced with abstainers who continuously come out as winners. Voter participation was only around 28.78 percent. This means that the abstention rate has reached more than 71.12 percent. This percentage increased compared to voter participation in the 2018 Regent Election, which was 71.12% or 290,237 voters out of 408,083 registered voters. Meanwhile, voter participation in the Kubu Raya Regency General Election was around 28.28 percent of the 117,846 voters (Solihah, 2018).

Increasing voter turnout is crucial to the implementation of general elections to choose representatives to the legislature and executive branch. This issue also becomes a major problem in every election (Rofik & Hanafi, 2023). Since voters in the community choose the general election winner, the community does play a significant role in the electoral process (Amiruddin, 2022). As part of Indonesia’s ongoing democratization process, the
government must engage stakeholders to enhance the community's influence in elections. Political parties, along with other stakeholders like academics, play a significant role in boosting public participation in elections, KPU organizers are not alone in this regard.

This Community Service activity was carried out to provide understanding to the public about the importance of participating in general elections to elect people's representatives and leaders, heads of state, and regional leaders, which of course will influence the survival of the people and the state. This community service activity is to provide outreach to the community in Kuala Dua Village, Sungai Raya Subdistrict, Kubu Raya Regency. It is hoped that this activity can provide substantive understanding and increase voters' awareness of the importance of having insight into politics that is based on democratic values.

Mitra's problems are: From the description of the situation analysis above, the following problems can be stated: (1) lack of public understanding regarding general elections; (2) lack of public understanding of the importance of general elections; (3) lack of public understanding of the importance of exercising their right to vote in general elections; (4) lack of public understanding regarding general elections which prioritize the concept of democracy; (5) lack of public understanding regarding the technicalities and procedures for general elections.

The objectives of this community service activity in Kuala Dua Village, Sungai Raya Subdistrict, Kubu Raya Regency, West Kalimantan are: (1) Providing an understanding of abstention as a political phenomenon so that the public can know which political choice is better with all the risks; (2) Providing solutions in building an election governance system based on public participation; (3) Building an electoral system that can accommodate various good aspirations for the 2024 elections.

METHOD

The method used in this research is a descriptive qualitative method with a case study approach. The researcher made observations on several parties and the most dominant were community leaders, as well as members of the community in Kuala Dua Village, Sungai Raya Subdistrict, Kubu Raya Regency, West Kalimantan, Indonesia. This PKM activity will be carried out from August to October 2023 with the following stages: Observations are carried out by interviews which lead to the phenomenon of voting behavior of community groups.

This method was chosen because it is in line with the opinion of Rahardjo (2017) who concluded that research using a case study approach is the process of a series of scientific activities carried out intensively, in detail, and in-depth about an event, program, and activity of an individual or group of people, organizations or institutions, so that in-depth knowledge is obtained about an event being studied, while the events and/or occurrences selected (cases) are things that are currently taking place (real-life events), not something that has already passed (the past) and is actual (Rahardjo, 2017).

RESULTS AND DISCUSSION

Faculty of Social and Political Sciences Universitas Tanjungpura Community Service Team also explained the purpose and function of the Election to elect quality, ethical leaders who are role models for society. In its implementation, elections have three objectives, namely: 1) As a mechanism for selecting government leaders and alternative public policies. 2) Elections as a transfer of conflict of interest from the community to the people's representative bodies through elected representatives or parties that win seats so that community integration remains guaranteed. 3) Elections as a means of mobilizing, moving, or gathering people's support for the State and government by participating in the political process.

Furthermore, the purpose of elections in their implementation is based on Law Number 7 of 2017 Article 1, namely that elections are held to elect the President and Vice President, members of the DPR, Provincial DPRD and Regency/City DPRD. Regional Heads in the Unitary State of the Republic of Indonesia based on Pancasila and the Constitution. The Republic of Indonesia in 1945. If a quality leader is elected, it will certainly affect trust, not committing corruption and being close to the community.

Further material as a result of the study presented by Adibrata and Bakran Suni as the FISIP Universitas Tanjungpura Community Service Team was about the importance of elections so that people do not choose to golput. With community participation, the once every 5 years democratic festival in Indonesia can be carried out well and make the democratic system, namely the government of the people, by the people, and for the people, run well.

People who are apathetic towards politics are one of the causes of the high number of abstentions. This type of society no longer cares about political affairs and does not even find out what abstention is and the risks of choosing to abstain in every election. Abstention will not be a solution to resolve this problem. In fact, by using the right to vote during elections, the public can elect leaders with integrity.
and anti-corruption so that the government can be run in a clean, anti-corruption, fair, and equitable manner. Society must be able to create a government with integrity by having the courage to reject money politics ahead of the elections.

![Figure 1 Universitas Tanjungpura Community Service Team Delivering Socialization Material](image)

Elections have the main function of producing a leadership that truly approaches the will of the people (Sanjaya & A, 2021). Being honest with yourself and courageously rejecting money politics in any form will create a government that is cleaner and cares for its people. Therefore, elections are a means of legitimizing democratic power. If elections meet certain criteria, they can be considered democratic and aspirational. Initially, for elections to be competitive, candidates need to be independent and free. Second, elections must be held regularly at distinct intervals since they are held periodically. Third, all societal groups must have equal access to and participation opportunities in elections for them to be inclusive. During the election process, there is no discrimination against any group. Fourth, voters should have access to a wealth of information and be allowed to freely consider and discuss their options without being coerced. Fifth, unbiased and autonomous election coordinators.

Why do abstainers often win in every regional election event? Did abstainers even win the regional elections? Is abstention as a critical political attitude of the people worthy of being used as a threat to democracy? In developed countries, the phenomenon of abstention is not something scary. The percentage of abstainers in developed countries is very small. The tradition of people in developed countries voting is very high. They will flock to the polling stations when it is election time. The tradition of voting fanaticism has emerged in developed countries because their choices determine their fate.

Systemically, the direct election model is the right choice. The implementation is far from this direct election ontology (Noor, et al., 2021). Divergent interpretations exist regarding social participation in politics, particularly the freedom of choice principle (Lestarini, 2023). The involvement and cooperation of individuals or groups in development and decision-making processes are referred to as participation, which encompasses both taking part and having a voice (Nissen, 2021).

Direct elections without proper preparation and human resource preparation have made people allergic to elections (Putram & Fauzi, 2020). Why not, all the candidates promise radical changes to improve people's lives. After being elected, what was promised was not realized (Solihah, 2018). In fact, in every election event, social conflicts often occur, and all the losing candidates flock to sue the Constitutional Court. As a result, there is absolutely no political education that provides awareness to society. The public's disappointment arises in their minds, this is where the abstention arises. This causes the public's attitude to abstain from voting and is a political attitude. Is society to blame for this political choice? Certainly not. Even though the role of civil society is an absolute prerequisite for the consolidation of modern democracy, as stated by Linz and Stepan (1996), society cannot be directly blamed.

The occurrence of a cause-and-effect relationship. When the government declares itself to be a people's government, in fact, a corrupt government, the people will see this as a big lie. As a result, people only see this government as a form of elite oligarchy. The explanation provided above demonstrates that the current democracy is not only a threat to public life but also to democracy itself. The democratic implementation only devolves into a pursuit of goals by any means necessary, without considering whether the means are morally righteous or whether the objectives can be rationally justified (Makovi, 2015). The government only belongs to a group of people who have access to control the government. Poor people's access to local government is very weak because their bargaining position is very low.

Indonesian society has become a society that is very apathetic towards the government. Apathy is nothing new in the world of politics, especially Indonesia. Political apathy has existed for a long time, but only started to be discussed when the reform period began (Iriani, et al., 2023). What is worrying now is that apathetic attitudes occur among young people. Even though young people are the forerunners of the nation's successors. Young people are really needed for the nation's prosperity. These young people are expected to have creative ideas to change this nation for the better.

Regional governments that are poor in creativity, but fertile in corruption, trigger people to
become increasingly apathetic. The reasons behind the failure of decentralization are thought to be the dynamics of local politics, culture, and history in addition to the absence of organizational and managerial ability at the sub-national and national levels (Pribadi & Regif, 2022). It appears as though society and the government are operating independently because of the apathy that permeates both. Good, honest, clean, and fair leadership is needed to overcome this (Rosser, King, & Widyoko, 2022). Although Indonesia's democratic system is still relatively new, it has many vulnerabilities despite appearing stable at first.

When the election comes, even though it determines the fate of the community itself, people prefer to abstain for one reason, the election will not change their fate. This kind of mindset must be seen by the government as a threat. The central government needs to implement pro-poor policies. For example, whoever is elected regional head must measurably run his government. The central government needs to create several indicators of successful government achievements, not just sound. All regional heads need to achieve indicator achievements that result in accelerating and improving the quality of public services. In this way, all governments will try their best to run their government well because of the achievement targets set by the central government to measure the achievements of regional governments.

The central government must be able to win the hearts of the people by continuing to encourage regional governments to be governments that serve the people well. In this way, society will change and say how government is very important in the regional development process. The influence of course is that our society's current thinking is that government only belongs to a few people. In practice, what happens is like that.

As a result, it triggers public apathy towards every government political activity, including elections. The election in Kuala Dua Village, Sungai Raya Subdistrict, Kubu Raya Regency, which only had community participation of 28.82 percent, gives us a special message, that in the future, abstention will be stronger and institutionalized. What efforts can be made to prevent abstentions, this can no longer be done with mere appeals. A brilliant breakthrough is needed to improve government performance to become a government that is popular, serving, and visionary. Only in this way can the number of abstentions be reduced. Because people's trust in the government has disappeared or they no longer trust it. To increase public trust in the government, it must be honest, trustworthy, and proven through pro-people performance (Mardiyanta, 2013).

CONCLUSION
The implementation of this community service has supported the mental preparation of the community for the 2024 elections, considering that it is common knowledge that what is tarnishing the elections is the issue of money politics. For this reason, the team hopes that potential voters will not look at the candidates in terms of money politics or personal contestants. The public views elections as the starting point for policies in state management that will affect life, so it is appropriate for the public to participate in election processes from upstream to downstream in 2024.

Voter participation in elections is a shared responsibility between election organizers, the government, political parties, and all citizens. A nation's democratic order is becoming stronger as evidenced by the community's growing participation in general elections. Participation of the populace in all state administrations is essential in a democracy. For this reason, participation cannot be imposed on one party, everyone must work together to carry out strategies according to their respective capacities. With outreach and outreach activities to minimize the white group, the public will become more concerned and participate in helping make the 2024 elections a success. Based on the results of the activities and conclusions of this article, the suggestion given by the author is that further research or community service can be carried out by developing focused aspects such as efforts to increase public awareness so that they no longer abstain from voting in the General Election.

REFERENCES
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