

# Innovation in the Utilization of Digital-Based Social Media in Readiness to Organize Concurrent Regional Head Elections in the Covid 19 Pandemic Era

*by* Andries Lionardo

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**Submission date:** 02-Apr-2023 06:02AM (UTC+0700)

**Submission ID:** 2053062196

**File name:** 5.\_968.pdf (801.11K)

**Word count:** 3963

**Character count:** 21669

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**Innovation in the Utilization of Digital-Based Social Media in  
Readiness to Organize Concurrent Regional Head Elections in the  
Covid 19 Pandemic Era**

**Andries Lionardo**

University of Sriwijaya, Palembang, Indonesia  
andrieslionardo@fisip.unsri.ac.id,

**1**  
**Rudy Kurniawan**

University of Sriwijaya, Palembang, Indonesia  
rudykurniawan@fisip.unsri.ac.id

**Chairun Nasirin**

College of Health Sciences (STIKES), Mataram, Indonesia  
chairun.nasirin@stikes-mataram.ac.id

**1**

**Derriansya Putra Jaya**

University of Sriwijaya, Palembang, Indonesia  
derriansya\_putrajaya@yahoo.com

**1**

**M Chairul Basrun Umanailo**

Universitas Iqra Buru, Indonesia  
chairulbasrun@gmail.com

**Abstract**

Digital-based simultaneous regional head elections which aim to build autonomous regions. This is in accordance with the regional government administration system in Indonesia, namely the Regional Autonomy policy which explains that each Regional Government is implemented based on the principle of decentralization in the form of broad, real, and responsible autonomy. In the context of implementing such broad, real and responsible autonomy, the Regent and Deputy Regent have a very strategic role in the field of governance, development and community service and are fully responsible for the running of regional government. The essence of the aforementioned objectives, among others, is to emphasize more on the principles of democracy, community participation, equity and justice and to pay attention to regional potential and diversity. Thus it can be interpreted that regional autonomy is expected to prosper the people and revive democracy which is reflected in the program, performance and figure of a regional head who is currently directly elected.

**Keywords:**

Social Media, Simultaneous Regional Election, Regional Autonomy

**1. Introduction**

In a democratic government system, the role and ability of the Regional Head in running the government is the most important element in addition to other elements. This ability also concerns the ability to make pro-community policies. This is in line with the fulfillment of sovereignty or power in the hands of the people. It is the people who are sovereign and at the same time the main owner of this supreme power within the framework of a democratic system. Rasyid (2008: 23) explains that the difference between democratic and undemocratic systems lies in the fact that in a democratic system, such authority and power are built and maintained based on the agreement of the people. Thus,

democracy can only work if the achievement of goals in society is carried out by the Regional Government (Regional Head and DPRD) in an aspirational and transparent manner. The importance of democracy is also strengthened by post-conflict local election activities as a reflection of democracy, the essence of post-conflict local elections as expressed by Agustino (2012), that the basic essence of post-conflict local election implementation is a process of deepening democracy that has benefits for the continuity of government and society.

In the context of democracy above, Ogan Ilir Regency in 2020 will hold a democratic party, namely the election of the Regent and Deputy Regent. The people of Ogan Ilir Regency have started to prepare everything to participate in the regional head general election market for the 2020-2024 period. Political participation carried out by a number of candidates can be seen from the number of billboards scattered in every corner of the city as a real effort to image themselves to the community, as it is revealed that political participation is an act, not mere desire or limited to conversation (Mujani et al.).

Every regent candidate must have various strategies in an effort to win the election, such as visiting various remote areas to garner support, using various media for imaging and socialization, and so on. Digital campaigns are also one of the methods commonly used by research institutions or winning teams in an effort to see and measure the opportunities and electability of candidates participating in elections. This method is used to determine the candidate's winning strategy.

## 2. Literature Review

The term democracy comes from two origins of the word, which refers to the ancient Greco-government system called 'democrats', namely 'demos' and 'kratos or kratein'. According to the literal meaning that is meant by democracy, namely demos which means the people and kratos or kratein which means to rule, the government which is run by the people. Democracy implies the meaning of political power or government run by the people, from the people and for the people (Roucek & Warren, 1963: 2), citizens who have been conceptualized as citizens. Thus, seen from the meaning of the original word, democracy means government by the people. Even though it is as clear as that the meaning of the term democracy is according to the sound of its original words, in practice democracy is understood and carried out differently.

Of the three characteristics of this general understanding, a democratic country has three main understandings which include the essence, process and goals of democracy (Huntington; Nuraini et al.; Kanto et al.). Huntington, sees democracy in three general approaches, namely: sources of authority for government; purposes served by the government; and procedures for forming government. Democracy is a system that shows that public policy is determined on the basis of a majority by representatives who are effectively supervised by the people in periodic elections based on the principle of political equality and held in an atmosphere of guaranteed political freedom (Mayo). In other words, democracy is a system of government formed through general elections to regulate life together based on legal rules that are pro-people.

The characteristic of local democracy in governance is basically the involvement of the community in regional policies. So it is understandable that public participation is the main prerequisite for the creation of democracy in strong local governance. The selection of a particular participatory approach will greatly determine the quality of democracy and governance in the regions, so building democracy at the local level requires an adequate understanding of the participatory approach. In the new perspective of public administration which was initiated by Denhardt & Denhardt (2003) in their new public service concept, it can be found that the participation of citizens in every public policy is the fundamental basis for creating democracy.

This perspective begins his view from the recognition of citizens and their position which is very important for democratic governance. Citizen status is not only viewed as a personal interest (self interest) but also contains local elements such as values, beliefs and collective rights which must be fulfilled by the government in the packaging of "public interest." The public interest in question is the common interest between the state, civil society and the private sector. In this new public service theory, it is emphasized that the real owner of the public interest is the community. Therefore, the government must have the courage to act in serving the community and should also involve the community in every formulation of public policies. If this condition is realized, it will create participatory government with local characteristics. Community participation in regional governance is an interpretation of democracy (Muluk;

Novitasari et al.; Nawawi et al.). Thus, it is only natural that the decentralization provided by the central government is a means of providing solutions for every community in various localities.

Strong local governance will be realized if the linkage between the democratization process and regional governance becomes a model for local government accountability in implementing participatory governance and becomes the minimum standard for local governments in making regional policies. In this understanding, local governance which is characterized by local democracy requires more capacity and capability in actualizing the power and resources it has. In fact, this is where synergy between the government, the private sector and the community is needed in the process of implementing government functions in the regions. Local governments will not be able to work alone without the role of the private sector and local communities in the creation of local governance.

The idea of democracy that has occurred dramatically and revolutionarily in Indonesia recently is a manifestation and demand that the government bureaucracy can become the spearhead in serving the local community (Dwiyanto, 2006). More than that, the bureaucracy is expected to be able to solve the complex problems faced by the Indonesian nation. Transitions and transfers of power in a government system based on democracy must be able to represent the interests of the locality. A progress when we can see how open political space is for the people, the rapid growth of civil society capacity, radical media freedom, competitiveness of regional head elections and grassroots demands for government accountability have become the colors of democracy in Indonesia. In the perspective of new public administration, of course this phenomenon is a challenge to strengthen the meaning of strong local governance. Therefore, the government's tough task is to provide democratic access to the people through democratic institutions.

### 3. Methodology

The focus of this research is a qualitative approach which aims to determine how the map / distribution of voter support and preferences to candidates based on various aspects and to find out how the candidate's popularity level in society, especially in Semambu Village, Ogan Ilir District, both in the pre-campaign period and in campaign period before the election. Through the social media application that is carried out, at least it can package the image of the candidate according to the ideal that voters expect and can use the right campaign media to identify strategic issues that develop in the community as candidate campaign materials and can compile campaign programs according to the wishes of the voters (Sugiyono).

### 4 Results and Discussion

Innovation in the Use of Digital-Based Social Media in the Readiness to Organize Concurrent Regional Head Elections in Ogan Ilir Regency, South Sumatra Province regarding the problems identified in the previous section will be integrated with the implementation of activities and the concept of this community service activity. The implementation of the activity will use the concept of outreach / outreach which contains the material substance of the socialization which is about Innovation for Digital-Based Social Media Utilization in Readiness to Organize Concurrent Regional Head Elections in Semambu Village, Ogan Ilir Regency, South Sumatra Province. The socialization that was carried out was not limited to one-way communication but adopted the concept of discussion with materials that would be prepared by the implementation team. This model of activity will produce an understanding of the Innovation of Digital-Based Social Media Utilization in the Readiness to Organize Concurrent Regional Head Elections in Semambu Village, Ogan Ilir Regency, South Sumatra Province which has an impact on the excellent quality of public services.

Pulau Semambu Village, Indralaya Utara District, Ogan Ilir Regency is a village resulting from the expansion of the main village, namely Tanjung Seteko Village, Indralaya District, Ogan Ilir Regency, this is based on Law Number 37 of 2003 concerning the Establishment of East OKU, South OKU and Ogan Ilir Districts, Regulations Government Number 72 of 2005, as well as strengthened by Regional Regulation of Ogan Ilir Regency Number 22 of 2005 concerning the Formation and Composition of Sub-District Organizations in Ogan Ilir Regency and Regional Regulation of Ogan Ilir Regency Number 23 of 2005 concerning the formation, merger and deletion of Villages in Ogan Ilir Regency. So in 2007, precisely on February 12, 2007, the Decree of the Regent of Ogan Ilir Number 44 of 2006 was issued regarding the formation and expansion of the Tanjung Seteko Main Village, Indralaya District into Timbangan Village, Palem Raya Village, and Pulau Semambu Village, Indralaya Utara District with the inauguration of Mr. Sardani Abdul. Karim on February 9, 2007 as Acting Head of Pulau Semambu Village based on Regent Ogan Ilir Decree Number 034/KEP /I/2007, regarding the appointment of the Semambu Island Village Chief Officer, one



of whose tasks is to form BPD and other Village Officials such as Village Secretary, Head of Affairs, Head of Hamlet and Head of RT, Traditional Institutions, as well as P3N and so on.

The location of Pulau Semambu Village is geographically and economically quite strategic, namely as a village which is only about 26 KM from the capital city of South Sumatra Province and about 7 KM from the capital of North Indralaya District and approximately 14 KM from the capital of Ogan Ilir Regency. It has an area of around 1200 hectares, which is dominated by dry soil and peat wetlands which have a fairly high soil moisture level, this can be seen from the condition of plants and plants that have excellent fertility rates for agriculture and plantations.

According to BPS data for Ogan Ilir Regency as of 2018, the population of Pulau Desa is 1,903 peoples, consisting of 512 households per 2018 with details of the population being 980 men and 924 women. While the sex ratio is 106.09 with a population density of 90.62 per KM. (profile data and village potential and statistical data for December 2019), with the composition of the majority of the population of immigrants, namely 60% from Java Island, 5% from the gotu kola tribe, 30% from the Indralaya-Sakatiga tribe (native population), 3% from the Penesak tribe, and 2 % mixed tribes (Padang, Batak, Komering, etc.). Details of the population of Pulau Semambu Village per hamlet and gender in detail can be seen in table 4.3 below.

**Table 1.** Total Population per Hamlet and Sex of Pulau Semambu Village

No	Name Village	Number Of Family Cards	Number Of Souls	Male	Female
1	Village I	92	295	142	153
2	Village II	75	313	153	160
3	Village III	226	755	362	393
4	Village IV	52	260	127	133
5	Village V	68	232	113	119
Amount		513	1855	897	958

Source: Secondary Data, 2020

In supporting their daily activities, the residents of Pulau Semambu Village have facilities and infrastructure available in the village, including government facilities, health facilities, educational facilities, religious facilities and others. The facilities and infrastructure available in Pulau Semambu Village in more detail can be seen in the following table.

**Table 2.** Facilities and Infrastructure available in Pulau Semambu Village

No	Description	Amount (Unit)
1	Independent Village Head Office	1
2	Health building	1
3	Kindergarten / Early Childhood Building	1
4	Multipurpose hall	1
5	Public Basic School	1
6	The seed hall building	1
7	The path along	1
8	Permanent tent	2
9	Plastic Chair	350
10	Concrete volleyball court	2
11	Badminton court	1
12	Security pos	2
13	Tahfiz Qur'an House	2

Source: Village Profile and Village Monograph Data, 2020

Based on its geographical conditions, Pulau Semambu Village has natural resources that are sufficient to support the success of the Village community in order to improve their livelihoods, the people of Pulau Semambu Village work as garden farmers, namely by utilizing land suitable for agriculture and plantations such as rubber, palm oil, rice plantations. and Palawija and vegetable and fruit agriculture. Besides that, some of the people of Pulau Semambu Village work as casual daily laborers because there are so many private and industrial companies in the Pulau Desa area (Semambu, but there are also people of Pulau Semambu Village who work as employees, both Civil Servants (

Civil servants), teachers, and private employees who all still use agricultural land / plantations as alternative livelihoods. In detail, the livelihoods of the residents of Pulau Semambu Village can be described in the following table.

The entire population of Pulau Semambu Village embraces Islam, while the level of community education varies from elementary to high school graduates and some have graduated from college. In 2013, Pulau Semambu Village has succeeded in building community capacity through community self-reliance. Under the coordination of the Head of Pulau Semambu Village, he was able to establish a TAHFIZ AL-Qur'an Islamic Boarding School which was managed independently in collaboration with Ustadz and Ustadzah from Al Ittifaqiah Indralaya Islamic Boarding School and under the guidance of Ustadz Zainal Abidin. The establishment of the Islamic Boarding School aims to increase devotion to the creator and improve moral education for the next generation, especially young people in Pulau Semambu Village. This is evident from the concern of the Semambu Island Village Government with the progress of Islamic religious education in Pulau Semambu Village as evidenced by the presence of TK TPA recitations in every mosque in each hamlet and continued with house recitation by the Koran reciting teacher.

Pulau Semambu Village consists of five hamlets and ten RTs. In running the village administration, Pulau Semambu Village is led by the village head and assisted by village officials consisting of a village secretary who oversees the Head of Government Affairs (Kaur), general and development affairs. In addition there are also Heads of Services, Heads of Government and Heads of Welfare. As for the hamlet limah, it is headed by each hamlet head (Kadus) who oversees two RTs, and is supervised by the Village Consultative Body (BPD). Clearly, the structure of the Semambu Island Village government can be seen in chart 5.4 of the structure of the Semambu Island Village Government, Indralaya Utara District, Ogan Ilir Regency for the 2019-2025 Period.

Candidates for Regent Ogan Ilir 2020-2025 Panca W.A. Mawardi SH, his last position was an entrepreneur and Head of Sports Law, KONI, South Sumatra Province. He is a youth figure who works not only in youth organizations as well as entrepreneurs in the Limbersa automotive sector. By advancing in the Pilkada Simultaneously, he hopes to be able to raise Ogan Ilir forward, both from development in each sub-district and prioritizing the welfare of all Ogan Ilir people. Panca WA. Mawardi SH promises to the people for the welfare of the people who get assistance such as loan funds for the construction of mosques in each area, the construction of school repairs visited by Romi Heton is true that this statement was immediately spoken by the community in the local sub-districts, Apart from this the community was promised by Panca WA. Mawardi SH will lead the city of Ogan Ilir to become a city that is disciplined, clean, making a city that is comfortable for the community and the socialization carried out by Panca WA. Mawardi made the public feel close to the candidate for Regent Ogan Ilir. Ilyas Panji Alam, SH, MM is known as the head of the incumbent area. Those who have faith in their victory are the victories of the People. These candidates for Regent and Deputy Regent are supported by the political party Golkar, PDIP, Hanura. Ilyas Panji Alam, SH, MM has a strong determination to advance the people of Ogan Ilir city with the community believing in leadership to become the Regent of Ogan Ilir. Then Ilyas Panji Alam, SH, MM Ilyas Panji Alam, SH, MM claimed to have received support from the community and the youth of Ogan Ilir. Ilyas Panji Alam, SH, MM is determined to succeed in bringing Ogan Ilir City to a more advanced and polite person and has no boundaries with the upper middle class, down-to-earth, and among teenagers because he often participates in funding outstanding student programs, entertainment programs among teenagers and helps finance infrastructure of the disaster faced by the people of Ogan Ilir city.

## 5. Conclusion

All candidates for the Head of Serentak 2020 have carried out campaigns by mastering social media coverage, especially in the Covid 19 Pandemic Era to increase their popularity and elasticity. They are trying to increase their capacity to become leaders in the current period, because it is not enough just to have work experience and social networks and political parties to attract the sympathy of the public, but on the other hand, the community considers that candidates for regional head are important to convey the vision and mission of the campaign virtually in the city. Ogan Ilir is a new choice for the people of Ogan Ilir City to become a competent leader, but the lack of experience in politics and government makes its popularity and capacity still doubted by the community.

At the time of the Covid 19 pandemic at this time it was important for the Government to make a digital campaign system in the form of socialization, especially the election of the Regional Head in Ogan Ilir Regency in the future. This is in order to build the electability of each candidate in showing their seriousness in running for themselves in the regional elections in the current democratic era. Efforts to declare themselves to the public in a virtual way to become candidates for the elections made their electability through social media.

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## Biographies

**Andries Lionardo** is a lecturer and researcher at the faculty of social and political studies, University of Sriwijaya, Palembang, Indonesia. Some of his research is related to public administration and public policy. His research interests include Good government, public service quality, local government accountability, and public budgeting.

**Chairun Nasirin** is a lecturer at College of Health Sciences (STIKES Mataram), Indonesia. His research is related to health administration and health policy. Some of his research interests include health administration, community nursing, empowerment, health policy, and public health.

**Rudy Kurniawan** is a lecturer and researcher at the Faculty of Social and Political Studies, University of Sriwijaya, Palembang, Indonesia. Some of his research is related to sociology and society empowerment. His research interests include corporate social responsibility, resolution of conflict, and government studies.

**Derriansya Putra Jaya** is a lecturer and researcher University of Sriwijaya, Palembang, Indonesia

**M Chairul Basrun Umanailo** has worked as a Lecturer at Iqra Buru University since 2011 until now he is still active in the University's academic activities. has served as head of the Centre for Planning and Community Development Studies (PSP2M) since 2018. Completed his master's program at Sebelas Maret University in 2016, is currently still completing research on the conversion of agricultural land functions.

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