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Analysis of the Implementation of Communication Strategies by The Bekasi City General Election Commission (KPU) and Their Effectiveness in Increasing Voter Participation in the 2024 Election

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Abstract: This study examines the communication strategies of the Bekasi City General Election Commission (KPU) and their effectiveness in increasing voter participation in the 2024 Election. Using a qualitative descriptive approach, data were collected through interviews, observations, and document analysis. The findings show that KPU Bekasi implemented an integrated communication strategy combining information dissemination, voter education, and institutional image strengthening. Key programs—such as *Sambangi Sekolah*, *CYCOLATIVE*, first-time voter education, and the *Ayo Mencoblos* campaign across 24 districts—successfully engaged young voters and diverse community groups. Digital platforms, including Instagram, YouTube, and the SIKADEKA system, further enhanced transparency and public accessibility to electoral information. The strategy contributed to an increased voter turnout of 81.3% in 2024, accompanied by stronger public trust in the election management body. Supporting factors included internal coordination, technological adaptation, and collaboration with local actors, while challenges involved limited resources, uneven political literacy, and the spread of digital misinformation. Overall, the communication strategy proved effective and adaptive, offering practical insights for strengthening democratic participation at the local level.

Keyword: Communication Strategy, KPU, Voter Participation, Public Communication, Organizational Effectiveness, 2024 Election.

INTRODUCTION

Communication plays a fundamental role within organizations, functioning not only as a medium for message delivery but also as a strategic tool for shaping institutional image, directing collective actions, and influencing public attitudes and behaviors (Forsdale, 1981). In public organizations such as the General Election Commission (KPU), communication serves as a strategic instrument to engage citizens and foster participation in democratic processes. Referring to Harold D. Lasswell's (1948) classical communication formula — “*who says what in which channel to whom with what effect*”—the effectiveness of communication is

determined by the extent to which messages are well designed, appropriately delivered, and capable of producing the desired impact. This perspective emphasizes that communication is not merely an informative process but also a managerial activity that significantly contributes to organizational success in achieving its objectives.

Elections (Pemilu) represent the cornerstone of Indonesia's democracy, serving as the primary mechanism through which citizens exercise their political rights. In this context, voter participation functions as a vital indicator of both electoral legitimacy and the overall quality of democratic governance. Consequently, enhancing voter participation has become one of the main strategic priorities of the KPU as the institution responsible for organizing elections. The KPU's duties extend beyond regulatory formulation and technical execution to include the effective dissemination of accurate, inclusive, and easily understood electoral information. Therefore, the effectiveness of the KPU's communication strategies not only reflects the level of public trust but also embodies the broader quality of democratic consolidation in Indonesia.

Historically, voter participation in Indonesia has shown fluctuating dynamics. During the Old Order and New Order periods, participation rates exceeded 90 percent, although much of this was characterized by political mobilization rather than voluntary engagement (Kherid, 2021). Following the Reform Era, voter participation declined from 92.6% in the 1999 Election to 70.9% in 2009, before rising again to 81% in the 2019 Simultaneous Election (Aris, 2020). This variation indicates a shift in voter behavior and underscores the need for adaptive communication strategies that are responsive to the evolving social, cultural, and technological contexts of society.

Bekasi City serves as an illustrative case in this regard. As an urban area characterized by social heterogeneity and high population mobility, the Bekasi City General Election Commission (KPU) faces considerable challenges in reaching all segments of society. The institution must ensure that electoral outreach messages are accessible and relatable to diverse groups — from first-time voters to politically vulnerable populations. Therefore, communication strategies must be designed creatively, contextually, and community-based, ensuring that messages are not only delivered but also capable of fostering awareness and encouraging active civic participation.

Public communication strategy fundamentally encompasses the selection of media, persuasive techniques, and interpersonal approaches tailored to audience characteristics (Thompson & Martin, 2005). Mintzberg (1994) emphasizes that strategy is not merely a plan but also a pattern and perspective in decision-making. In the context of the General Election Commission (KPU), an effective communication strategy must integrate message content, media utilization, and public relations in a synergistic manner. In the digital era, this approach has become increasingly relevant as society demands greater transparency and rapid interaction through various online communication platforms. The use of social media, collaboration with local communities, and the adoption of inclusive communication language serve as key elements in strengthening the relationship between the KPU and the public.

From a public administration perspective, communication strategy extends beyond message delivery, as it also reflects effective organizational governance. As a public institution, the KPU bears the responsibility of ensuring that electoral information is communicated transparently and accountably. Therefore, public communication must be managed as part of a strategic management process that involves planning, implementation, and continuous evaluation of outreach programs. This approach aligns with the principles of *good governance*, which emphasize transparency, participation, and accountability in public administration.

Based on this framework, the present study is entitled "*Analysis of the Communication Strategies of the Bekasi City General Election Commission (KPU) and Their Effectiveness in Increasing Voter Participation in the 2024 Election.*" This research aims to analyze how the Bekasi City KPU designs and implements its communication strategies, assess the effectiveness of these strategies in increasing voter participation, and identify the supporting

and inhibiting factors in their implementation. The findings of this study are expected to provide theoretical contributions to the development of public administration science—particularly in the field of governmental communication—and offer practical recommendations for the KPU in designing more participatory, innovative, and democracy-oriented communication strategies.

METHOD

This study employs a qualitative descriptive approach, aiming to gain an in-depth understanding of the communication strategies implemented by the Bekasi City General Election Commission (KPU) to increase voter participation in the 2024 Election. A qualitative approach enables researchers to interpret the meanings behind organizational actors' experiences and actions within specific social contexts (Sugiyono, 2019). Primary data were collected through in-depth interviews with KPU commissioners and staff, observations of public outreach activities, and documentation of public communication programs. Meanwhile, secondary data were obtained from official KPU reports, legal regulations, and academic literature on organizational communication and political participation (Moleong, 2017). Data analysis was conducted using the interactive model of Miles & Huberman (2014), which includes stages of data reduction, data display, and conclusion drawing and verification. The validity of the data was ensured through source and method triangulation to guarantee the credibility and consistency of findings (Lincoln & Guba, 1985). Overall, this research seeks to explain the relationship between the effectiveness of the KPU's communication strategies and the increase in voter participation in a contextual and comprehensive manner.

RESULTS AND DISCUSSION

Communication Strategies Implemented by The Bekasi City General Election Commission (KPU) To Increase Voter Participation in the 2024 Election

The historical development of the General Election Commission (KPU) in Indonesia reflects the long and dynamic process of the nation's democratization. Before the term *KPU* became widely recognized, the first electoral management body emerged in the form of the *Indonesian Election Committee (Panitia Pemilihan Indonesia* or PPI), established under Presidential Decree No. 188 of 1955. This committee was tasked with organizing Indonesia's first general election to elect members of the Constituent Assembly. During the New Order era, the electoral body was restructured into the *General Election Institution (Lembaga Pemilihan Umum* or LPU) through Presidential Decree No. 3 of 1970. However, the elections at that time were heavily influenced by executive power and did not yet reflect the principles of independence and impartiality in election administration. The political reform movement of 1998 marked a major turning point when public demand for free and fair elections led to the establishment of the KPU as an independent institution through Presidential Decree No. 16 of 1999 (Biroroh & Muwahid, 2021)

Since then, the KPU has evolved into a permanent institution responsible for organizing elections at all administrative levels, as stipulated in Law No. 22 of 2007 concerning Election Administration. This law affirms the KPU's status as a national, permanent, and independent body, with an organizational structure that includes the National KPU, Provincial KPUs, and Regency/Municipal KPUs. The presence of KPU at multiple levels ensures that elections are conducted according to the principles of being *direct, general, free, confidential, honest, and fair (luber dan jujur)* (Syariuddin Jurdi, 2019). Within this framework, the Bekasi City KPU functions as an integral part of the national election system, responsible for implementing all electoral stages within its jurisdiction in a transparent and professional manner. The historical evolution and institutional foundation of the KPU provide a crucial basis for the development of effective public communication strategies at the local level, as the legitimacy and

independence of the institution are key factors in building public trust in the democratic process.

Based on the Profile of the Bekasi City General Election Commission (KPU Kota Bekasi, 2024), the institution consists of five commissioners and one secretariat overseeing several sub-divisions, including the The sub-divisions are generally categorized into four principal units: Finance, General Affairs, and Logistics; Electoral Technical Implementation and Legal Affairs; Programs and Data; and Public Participation, Public Relations, and Human Resources.. The institutional vision of the Bekasi City KPU is “*to become an independent, professional, and high-integrity election management body that strengthens constitutional democracy.*” This organizational structure enables the implementation of public communication functions to be carried out in a coordinated manner between the commissioners and the secretariat, supported by operational units at the sub-district and village levels.

The Bekasi City General Election Commission (KPU) formulated its communication strategy for the 2024 Election through a systematic planning process resulting from internal coordination between the Division of Voter Education and Socialization and the Secretariat, which was subsequently outlined in the Work and Budget Plan (RKA) as an operational framework. The strategy was developed in accordance with national KPU regulations, while being refined through contextual adjustments based on the social and demographic characteristics of the local community. Secretariat support in the provision of electoral data, activity facilitation, and budget management further ensured that the implementation of the strategy proceeded in a structured manner and remained in compliance with regulatory standards (Ayu, 2025)

In the context of the 2024 Election, the Bekasi City KPU faces complex challenges. Bekasi is an urban area characterized by high population mobility and social heterogeneity. According to KPU data (2024), the number of registered voters (*Daftar Pemilih Tetap* or DPT) exceeds 1.8 million, with a dominant demographic of young voters aged 17–30 years. This condition requires innovative and segmented communication strategies to ensure that election-related messages are effectively received by all segments of society.

To address these challenges, the Bekasi City KPU has implemented a communication strategy oriented toward public participation through integrative and adaptive approaches. Based on the Election Stage Report (KPU Kota Bekasi, 2024), the communication strategy was designed around three main dimensions: (1) dissemination of information on election stages, (2) voter education, and (3) institutional image strengthening. These strategies aim to ensure that citizens receive accurate information, understand their political rights, and are motivated to participate actively in the 2024 Election.

This strategic approach emphasizes audience segmentation based on age and social groups. For young and first-time voters, the KPU maximizes the use of social media platforms such as Instagram, Facebook, X/Twitter, and YouTube by creating educational and interactive visual content. Meanwhile, for the general public and vulnerable groups, outreach is conducted through face-to-face interactions, community-based activities, and collaboration with local community leaders. This approach aligns with Grunig & Hunt's (1984) *two-way symmetrical communication model*, which emphasizes the importance of dialogue between public institutions and citizens in fostering trust and participation.

Interviews with the Secretariat of KPU Bekasi City confirm that the formulation of the communication strategy involved cross-division coordination, particularly among the Divisions of Socialization, Voter Education, Public Participation, and Human Resources. According to the informant, the communication strategy emphasizes a collaborative and inclusive approach by engaging multiple partners such as educational institutions, youth organizations, and local media. This approach aims to expand message outreach and ensure the effectiveness of information delivery across different community groups (Andy Firmanda, 2025).

In terms of innovation, KPU introduced the *Sambang Sekolah* program and reinforced the production of educational digital content. Additionally, one of the most effective strategies was the *Check DPT Online* campaign, which not only served as a voter verification mechanism but also increased public awareness of their official registration status and encouraged citizens to confirm their voting rights prior to election day. Field-based outreach was further intensified through a seven-day socialization program across 12 districts and 56 sub-districts, carrying the central message of *ayo mencoblos* (let's vote) to boost voter turnout at polling stations (Ayu, 2025).

Interestingly, political parties were also present at each socialization point—not as campaign actors, but as part of the democratic ecosystem supporting voter education. Their involvement opened space for public dialogue, reduced psychological distance between voters and electoral participants, and enriched civic understanding within the community.

This strategy aligns with Thompson & Martin (2005) view that organizational communication strategies must be systematic, contextual, and responsive to external environmental conditions. KPU Bekasi City adapted its communication framework to an urban, heterogeneous, and dynamic demographic environment. Through initiatives such as *Sambang Sekolah* and mass socialization with the *ayo mencoblos* message, the institution effectively fostered more accessible and educative communication with the public.

Analysis of the Implementation of Communication Strategies by The Bekasi City General Election Commission (KPU) In Increasing Voter Participation in the 2024 Election

The implementation of communication strategies by the Bekasi City General Election Commission (KPU) cannot be separated from the fundamental principle of communication as a process of building shared meaning (*communis*) between public institutions and society. As stated by Mulyana (2022), communication is essentially an effort to create mutual understanding between the communicator and the communicant through processes of encoding, transmitting, interpreting, and providing feedback to messages. In the context of public institutions such as the KPU, this process is crucial because it determines how messages regarding election stages, regulations, and democratic values can be comprehensively understood by the public. Therefore, KPU's communication strategy does not merely emphasize the dissemination of information but also focuses on building interaction and public trust through open and responsive dialogue. This two-way communication principle aligns with the model proposed by Harold D. Lasswell, which emphasizes the importance of strategic message planning to produce desired social effects (Smith & Lasswell, 2015).

Furthermore, the implementation of KPU Bekasi's communication strategy can be understood as a form of governmental public communication, in which state institutions are obliged to convey information transparently and accountably to citizens. According to Muktiyo (2020), public communication is not merely the process of message dissemination but also serves as a means of building legitimacy and enhancing public participation through policy advocacy and public campaigns. In the context of the KPU, public communication is realized through voter education activities, socialization programs, and cross-sector collaboration involving local governments, educational institutions, and community organizations.

The greatest challenge in the digital era, characterized as volatile, uncertain, complex, and ambiguous (VUCA), demands that public institutions like the KPU adopt more *agile*, creative, and technology-based communication strategies (Siregar et al., 2021). Consequently, the success of an organization's communication strategy depends on its ability to adapt to social and technological dynamics, manage public opinion, and ensure community participation through communication that is participatory, ethical, and sustainable (Riyanti, 2023).

The implementation of the communication strategy by the Bekasi City General Election Commission (KPU) was carried out in two main phases: the internal consolidation phase and the public socialization phase. In the initial phase, the KPU conducted technical training for

the District Election Committees (*Panitia Pemilihan Kecamatan*, PPK), provided internal public relations briefings, and coordinated across institutions with local governments and media partners. The second phase focused on direct public outreach through educational and collaborative approaches.

Based on KPU documents (2022–2024) and interview findings with the Secretariat of KPU Bekasi City and the Head of the Subdivision for Public Participation and Human Resources, several flagship programs were implemented, including the *Election and Regional Election Preparation Socialization* attended by 12 sub-district heads (Camat) and 56 village heads (Lurah) throughout Bekasi City; *Voter Education Outreach* targeting women, persons with disabilities, independent and informal workers, MSME actors, community and youth organizations, university students, as well as first-time voters through programs such as *CYCOLATIVE* at SMA Labschool Cibubur; *First-Time Voter Education Program* in collaboration with Kesbangpol Bekasi City conducted in 10 private senior high schools/vocational schools; and the *Ayo Mencoblos* campaign carried out in senior high schools across 24 sub-district locations by the District Election Committee (PPK). All of these initiatives were designed to provide hands-on experience and practical understanding regarding the importance of political participation for young voters and the general public. Through such activities, KPU aims to instill democratic values from an early age while cultivating an institutional image that is accessible and closely connected to the community. (Andy Firmanda, 2025)..

Mr. Andy, as the Secretariat representative of KPU Bekasi City, explained that activities such as *CYCOLATIVE* aim to create engaging voter outreach by combining sports activities, educational components, and public dialogue, making the program more appealing to youth audiences. According to him, “creative approaches like this are highly effective in reducing public fatigue toward formal messaging, as the audience is encouraged to participate actively” (Andy Firmanda, 2025). A similar perspective was conveyed by the Head of Subdivision Parmas & SDM, Mydita Puspa Ayu, who stated that programs such as *Ayo Mencoblos* across sub-districts function as well-received communication media because the outreach was conducted using an interactive and participatory approach. Furthermore, political parties were also involved in these activities—not as campaign actors, but as elements of the democratic ecosystem supporting voter education (Ayu, 2025).

These face-to-face strategies were complemented by the use of digital media, as the official KPU Bekasi Instagram and YouTube accounts served as primary channels for disseminating information regarding electoral stages. The implementation of *SIKADEKA* (Election Campaign and Campaign Fund Information System) further enhanced public transparency concerning candidate campaign activities and financial reports. The integration of both online and offline approaches demonstrates the application of strategic adaptability as proposed by Mintzberg, (1994), which emphasizes that institutional strategy must remain responsive to social dynamics and audience behavior.

Analysis of the Effectiveness of the Communication Strategy of KPU Bekasi City in Encouraging Voter Participation in the 2024 General Election

Political participation is the heart of democratic life, determining the legitimacy and continuity of a governmental system (McClosky, 1969). Conceptually, political participation is defined as the active involvement of citizens in political processes, either directly through elections or indirectly through activities that influence public policy (Evianny, 2019). In this context, voter participation in elections represents a tangible manifestation of the exercise of popular sovereignty as mandated by the Constitution. Public involvement in the electoral process reflects the presence of *political efficacy*—the belief that an individual’s vote matters and can influence policy outcomes (Miaz, 2012). Therefore, the success of an election is not merely measured by its technical smoothness but also by the extent to which citizens

consciously and voluntarily participate in determining both national and local political directions. In this regard, the communication strategy of KPU Bekasi City plays a vital role in fostering political awareness and citizens' confidence to actively participate in the 2024 General Election.

The forms of political participation among citizens also vary, ranging from conventional activities such as voting, attending campaigns, and volunteering for election events, to non-conventional participation such as policy advocacy or social activities that support democratic practices (Eviary, 2019). The level of participation is influenced by several factors, including education level, socio-economic conditions, political awareness, and the role of mass media in shaping public opinion (Suparto, 2019).

In the context of election administration, voter participation represents the concrete embodiment of popular sovereignty and serves as a key measure of the legitimacy of the resulting government. Dahl (2000) asserts that a healthy democracy is characterized by broad citizen participation in choosing leaders and shaping public policies. Thus, the level of voter participation not only reflects public enthusiasm for elections but also indicates the degree of trust in electoral management institutions, including the KPU. This context is particularly relevant for KPU Bekasi City, which operates in an area with a large and heterogeneous voter population. According to data from KPU (2024), the number of registered voters in Bekasi City reached 1,809,574 people, with young voters comprising nearly 30 percent of the total electorate (Zefanya et al., 2025). This demographic composition positions efforts to increase voter participation as a strategic priority. Through various public communication programs, the KPU seeks not only to disseminate electoral information but also to cultivate citizens' political awareness, helping them understand their voting rights as a constitutional responsibility.

The effectiveness of KPU Bekasi City's communication strategy can be observed through two main indicators: (1) the increase in voter turnout and (2) positive public perception toward the electoral management body. Based on the official recapitulation results, voter turnout in Bekasi City during the 2024 General Election reached 81.3%, an increase of 3.8% compared to the 77.5% turnout recorded in the 2019 election (Kurniawati, 2024). This increase can be considered a tangible outcome of KPU's structured and continuous voter education and outreach strategies.

The results of interviews with the Secretariat of KPU Bekasi City confirmed that the increase in voter participation was the result of synergy between direct outreach activities and digital campaigns. According to the interviewee, "collaborative approaches through schools, universities, and community groups have proven effective in fostering political awareness, especially among first-time voters" (Andy Firmanda, 2025). This statement indicates that KPU's communication strategy does not merely focus on disseminating information but also aims to shape participatory behavior among citizens through educational and participatory approaches. Beyond the quantitative increase in voter turnout, the success of this communication strategy is also reflected in the growing public trust toward KPU as an electoral management institution. Internal surveys show that most Bekasi City residents perceive the KPU as sufficiently transparent and informative in delivering electoral procedures and results. This transparency is supported by the use of social media platforms, the official website, and the SIKADEKA (Campaign and Campaign Fund Information System) application, which provides public access to campaign information and participants' financial reports.

Conceptually, these findings align with the theory of political participation developed by Verba Schlozman, and Brady (1995), which posits that civic engagement is influenced by three main factors: resources, engagement, and mobilization by public institutions. In the context of KPU Bekasi City, an active and transparent communication strategy functions as a participatory mobilization tool that encourages citizens to exercise their voting rights consciously and rationally. The urgency of increasing political participation also lies in its role in strengthening the legitimacy of democratic systems at the local level. As Huntington, (1993)

emphasizes, political legitimacy depends on stable and informed public participation. In this regard, the success of KPU Bekasi City in maintaining stable voter turnout demonstrates the existence of public trust in the electoral process and the professionalism of the organizing institution.

Thus, it can be concluded that the communication strategy of KPU Bekasi City has been effective not only in increasing voter turnout but also in strengthening citizens' political awareness and public trust in the electoral institution. This effectiveness reflects the successful implementation of the two-way symmetrical communication principle (Grunig & Hunt, 1984), wherein public communication is conducted in a dialogical, transparent, and participatory manner.

In addition, within the internal organizational context, the effectiveness of the strategy was evaluated using historical voter participation data, geographic mapping of low-turnout areas, participant feedback from outreach events, and engagement metrics from social media interaction. Target audiences were prioritized among young voters, marginalized groups, and persons with disabilities. Despite challenges such as budget limitations, uneven information access, and accessibility constraints for people with disabilities, the overall strategy was assessed as successful in expanding the reach of voter education initiatives and strengthening public acceptance of the Bekasi City Election Commission as an electoral management body (Andy Firmanda, 2025)

Supporting and Inhibiting Factors of KPU Bekasi City's Communication Strategy in Increasing Voter Participation

Based on the results of interviews and a review of official documents from KPU Bekasi City, several factors were identified as key to the success of the institution's communication strategy in enhancing voter participation. First, institutional commitment and strong internal coordination between commissioners and the secretariat emerged as the primary supporting factors. Cross-divisional collaboration allowed communication messages—both through face-to-face and digital outreach—to be delivered consistently and effectively to their intended audiences. According to the interview with the KPU Secretariat, synergy between leadership elements and technical implementers has been the main strength in ensuring that KPU's public messages remain coherent and aligned with the institution's vision (Andy Firmanda, 2025). Strong coordination also reinforces the institution's professionalism and reflects the principles of public accountability as mandated by the concept of *good governance* (Dwiyanto, 2005).

Secondly, the utilization of digital technology has become a highly significant driving factor. The Bekasi City General Election Commission (KPU) has successfully adapted to the development of social media and information technology as the main instruments of public communication. Through platforms such as Instagram, YouTube, and the SIKADEKA (Campaign and Campaign Fund Information System) application, the KPU is able to disseminate information on electoral stages quickly, transparently, and interactively. The use of digital technology also creates opportunities for two-way participation, where citizens can provide feedback, ask questions, or even report electoral issues directly. This illustrates the implementation of the two-way symmetrical communication model proposed by Grunig & Hunt (1984), in which open dialogue forms the core of effective public communication.

Thirdly, collaborative support from local governments, educational institutions, and local media strengthens the legitimacy of KPU's messages in the public sphere. The local government plays an important role in providing facilities for socialization activities and expanding coordination networks down to the village level. Meanwhile, educational institutions and local media serve as strategic partners in reaching young voters and the urban public who are generally more informed and digitally engaged. This inter-institutional collaboration reflects the concept of governance networking, a form of cooperative interaction

among public organizations aimed at achieving more effective communication and improved public service delivery (Agranoff & McGuire, 2003).

Fourthly, active community participation—particularly among young voters—served as one of the strongest drivers in amplifying the impact of KPU’s communication initiatives. Young voters in Bekasi City tended to be more responsive to digital, creative, and community-based approaches. Programs such as *Sambang Sekolah*, *CYCOLATIVE* at SMA Labschool Cibubur, and the *Ayo Mencoblos* socialization across various sub-districts provide concrete evidence of how youth participation can be optimized through educational and recreational engagement. At the same time, public enthusiasm in attending outreach activities and participating in public dialogue demonstrates a growing level of political awareness fostered by open and inclusive communication..

However, the communication strategy of the Bekasi City General Election Commission (KPU) also faces several inhibiting factors that require continuous attention and adaptive management. The first factor is the limited human resources and budget, which affects the outreach capacity of socialization activities, particularly in densely populated and peripheral areas. With a relatively small ratio of KPU officers to the total voter population, the effectiveness of communication often depends on volunteer involvement and cross-sectoral collaboration.

The second challenge is the variation in the level of political literacy among citizens, which remains a serious obstacle. A portion of the community still perceives elections merely as an administrative routine rather than as a form of democratic responsibility. Differences in education levels, access to information, and political interest result in varying degrees of understanding and engagement with electoral messages across different social segments.

In addition, high population mobility and the rapid flow of digital information also pose significant barriers. The urban population’s high mobility makes it difficult to reach certain groups through face-to-face activities, while the overwhelming volume of social media content increases the risk of disinformation and hoaxes . According to Andy Firmanda (2025), one of the major challenges faced by the KPU is combating the spread of hoaxes and addressing political apathy, particularly among young voters. He emphasized that “digital communication approaches must be accompanied by active clarification so that the public does not easily fall victim to misinformation.”

Therefore, the Bekasi City KPU needs to strengthen its digital communication capacity through public relations training, the use of data analytics, and community-based political literacy programs. This step is crucial not only to expand the reach of public communication but also to enhance the institution’s ability to detect information trends, counter hoaxes, and design messages that resonate with the social characteristics of the community. Consequently, the future success of the KPU’s communication strategy will largely depend on its ability to integrate technological innovation, civic participation, and responsive public communication management in adapting to ongoing social changes.

CONCLUSION

Based on the findings of this study, it can be concluded that the communication strategy implemented by the Bekasi City General Election Commission (KPU) during the 2024 Election was both effective and adaptive in increasing voter participation. This success is reflected in the rise of voter turnout as well as the strengthening of public trust in the election management body. The strategy developed by the KPU emphasized synergy between face-to-face and digital communication, while also promoting collaboration with educational institutions, community organizations, and local media. This education-oriented and participatory approach has proven effective in fostering political awareness and a sense of civic ownership toward the democratic process. Nevertheless, several challenges remain, such as limited human and financial

resources, low political literacy among certain segments of society, and the challenges posed by the rapid flow of digital information. These factors require serious and continuous attention. Therefore, the Bekasi City KPU needs to further strengthen its institutional capacity in managing public communication, enhance digital public relations competencies, and expand strategic partnerships with relevant stakeholders. This study is expected to provide a theoretical contribution to the development of public communication and election administration studies, as well as serve as a practical reference for other regional KPUs in designing communication strategies that are more innovative, inclusive, and sustainable. Thus, the strengthening of public communication strategies should not be viewed merely as a technical instrument but as a fundamental pillar for democratic consolidation at both local and national levels.

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