

STRATEGY FOR UPDATING VOTER DATA BY THE GENERAL ELECTION COMMISSION THROUGH E-COKLIT BASED PANTARLIH IN THE REGIONAL ELECTIONS

¹Syifa'a Puspasari,²Abdul Muis,^{*3}Dila Novita
⁴Neneng Fauziyah,⁵Adi Susila

^{1,2,3,4,5}Faculty of Social and Political Sciences, Public Administration Science
Universitas Islam 45, Bekasi, Indonesia

Author's email:

¹sifapuspa38@gmail.com; ²muisbekasi@gmail.com; ³dilanovitapasca@gmail.com
⁴tsalsa.nisa@gmail.com; ⁵adisusilo17@gmail.com

*Corresponding author: dilanovitapasca@gmail.com

Abstract. Regional Head Elections (Pilkada) take place every 5 years, are a political agenda in the election of Governors, Regents, Mayors, Pilkada as a way to determine leaders. However, in several regions during the election did not run safely due to problems with inaccuracy in determining the voter list. So, the KPU stipulated in the General Election Commission Regulation (PKPU) No.7 of 2024 that the e-coklit Service is a digital-based platform. This study aims to analyze the strategy, effectiveness, and community participation in Updating Voter Data through Pantarlih based on e-coklit. The method used is qualitative through the constructivism paradigm, while data acquisition is through in-depth interviews and observations with informant research based on purposive sampling. Analysis techniques through data collection, data reduction, data presentation and drawing conclusions. The results of this study show that the strategy for updating voter data by the General Election Commission is based on the implementation of digitalization of e-coklit based programs through data integration with the population administration information system (SIAP) together with the Population and Civil Registry Service by assisting in recording E-KTP. The use of e-coklit services is quite effective, some people are interested in participating which generates additional income, so that the process of updating voter data provides opportunities and chances for the younger generation to face the community and become a reference to create socialization between residents and as a benchmark for the implementation of the upcoming general election

Keywords: E-coklit, Pantarlih, Updates, Regional elections, Strategy.

1. INTRODUCTION

General elections are one of the important moments in democratic life, this activity is held every 5 years in a country. One thing that is needed for the General Election to take place is that citizens have been registered on the voter list. Election is a way to elect representatives who will lead the Government responsibly in each region. Elections are carried out freely, honestly and are not affected by other provisions and voting rights. Therefore, voters can access their information as a voter list easily, including correcting and cross-checking various personal data information if there are data errors.

Regional Head Elections are a form of General Election activity which is held every 5 years to elect Regional Head Leaders. Pilkada is a forum for everyone to realize their choices. This activity must produce decisions that can bring the community to justice and truth, and be able to appoint representatives who have credibility and accountability in accordance with the desires and needs of community services. This election is said to be a process of determining rights and powers openly, then openly, transparently, freely, and judging each other. (Widyaningrum,2015)

The implementation of regional elections was chosen directly by the Indonesian people to improve the quality of local democracy as a golden momentum for implementing the broad decentralization and autonomy agenda for regions in realizing Pancasila democracy. Regional Head Elections as one of the General Elections are held by the General Election Commission as a form of political manifestation, especially in

Indonesia, in determining the Regional Leaders of a region, such as the election of Governors, Mayors and Regents. Even though the regional elections in several regions went smoothly, several regions faced problems, namely determining the voter list.

The problems faced by officers while on duty in matching voter data in the field vary greatly because there are still many voters who are still registered but cannot be clearly verified. This problem is the main case that is often found in the field. The emergence of problems can affect the smooth running of general elections due to obstruction by voters who are unable to exercise their right to vote. The following problems are based on the decision of the General Election Commission Regulation Number 7 of 2024 concerning the preparation of voter lists in holding general elections and the data matching system through updating voter data, namely that there are Multiple Voter Lists, Dead Voter Lists.

The General Election Commission together with the Voting Committee (PPS) collaborated with the Bekasi City Disdukcapil Institute to establish data matching (updating voter data by Pantarlih based on digitization. The matching program and voter data researchers (Pantarlih) were also coordinated with the RT environment to form and correct voter data to make it easier and assist Pantarlih officers in recapping voter data matches. So, the KPU's steps to improve data were assisted by voter data matching officers to carry out checking activities through e-coklit based data research. So the KPU utilizes digital advances as information to match voter data effectively and efficiently by managing population data openly equipped with relevant e-coklit application features (Effendi, n.d.2007).

However, in using the e-coklit application for matching data collection and researching voter data, there are still several problems that arise, starting from the accessibility of data collection that takes place using e-coklit which will be coklit by pantarlih, then server problems and even devices that do not support installing the e-coklit application. Apart from that, research that specifically examines voter data updating strategies is still minimal in several scientific studies. So there is still not much discussion about this matter, so it is hoped that there will be cooperation between institutions and the community by realizing increased community participation in politics.

Based on the background and problems above that have been explained, this research aims to analyze the General Election Commission's strategy in updating voter data through the E-Coklit application, and analyze the effectiveness of using the e-Coklit application through officers updating voter data by the General Election Commission and analyzing public participation in updating Voter Data through Voter Data Updating Officers in supporting the implementation of the 2024 Regional Head Election.

2. LITERATURE REVIEW

2.1 Strategy

According to Kusumadmo,E (2013) The concept of strategy comes from the Greek "Strategos" where strategy must have a basis and scheme to achieve the goals and targets to be aimed at. Strategy is an idea that uses parts of the company to achieve the right goals through good relationships with the surrounding environment. Several experts explain the meaning of strategy according to Salusu (2008) Strategy is a step, method or effort of a person or group to achieve goals by setting targets over a long period of time. In addition, there are strategy indicators according to Salusu (2015) used in an organization to achieve organizational goals properly, include:

a. Step Corporate Strategy

This type includes planning goals, new plans in new initiatives. The process of implementing strategies is related to making steps forward through the mission being developed.

b. Program Support Strategy

This type refers to the direction in which indicators provide direction and attention to the consequences of the strategy of a particular program that will be planned and arranged in an activity

c. Resource Support Strategy

The strategy focuses on using renewable resources to improve the quality of the Company's performance.

d. Institutional Strategy

This strategy focuses on business planning and developing organizational capabilities with the aim of updating the skills of agencies in implementing a strategic initiative that will be created.

So, in this study the researcher refers to strategy as a group method and effort in setting targets for programs that have been planned according to joint decisions, with indicators according to Salusu, (2015) namely corporate strategy, support strategy, resource support strategy and institutional strategy steps. Therefore, this theory provides a framework for analyzing how the Voter Data Updating Strategy is optimally managed by the general election commission in improving the implementation of the 2024 regional head election.

2.2 Effectiveness

The word effective in English is effective, namely the level of success of something that is obtained well. Effective is a basic word, while the adjective for effective is effectiveness. Aim to achieve targets effectively and efficiently. according to expert statements by Mahmudi (2010) Effectiveness is measuring the extent to which a program succeeds in achieving its stated goals.

Meanwhile, according to experts (Tangkilisan et al., 2005) Effectiveness means the relationship between output and objectives which is known based on how far the usefulness of the program is used in accordance with established organizational policies and procedures in order to achieve conditions of successful work in accordance with plans that have been determined and realized, so that it is formed to achieve the existence and growth of a structured program. The indicators of effectiveness theory according to Tangkilisan et al., (2005) emphasized that the benchmarks that can be used as 4 indicators of effectiveness are:

a. Target Achievement,

Where the ability to achieve organizational goals in the form of improving service quality, each individual must be appropriate and able to complete the program with the given targets

b. Adaptability,

The ability of an organization to adapt to changes that occur both from within the organization and outside the organization

c. Job Satisfaction,

Conditions felt by members of the organization and employees in carrying out work with motivation to improve the quality of work. This focuses on the workload or intensive systems imposed on organizational members

d. Responsibility,

a task that each worker is able to carry out in accordance with the provisions and can face and resolve if a problem occurs.

Based on the experts' explanations above, the researcher refers to the effectiveness theory according to Tangkilisan et al., (2015) that effectiveness as an effort to achieve targets in line with expectations is felt by community groups equipped with indicators of adaptability, target achievement, job satisfaction and responsibility. Therefore, this theory provides a framework for analyzing how effective the optimal use of e-coklit services by Pantarlih is in improving the 2024 Pilkada.

2.3 Community Participation

Participation is an active activity and is involved in providing information and acting. Participation in English "participation" is described as activities aimed at generating participation in the organization, meaning when someone is involved in the development process contributing thoughts, energy, time, expertise, and capital. This reveals that

participation is a way to improve democracy through decentralization. This means paying attention to input from the community in planning and building their community with someone actively involved in the group and contributing to achieving common goals.

According to experts Sastropoetro (2000) that participation is an involvement that occurs automatically and is aware of and responsible for the interests of the group to achieve common goals. Next, aspects of community participation are categorized according to experts Tanjung & Hajar (2018) with indicators of involvement, community participation and planned development. So, the researcher concludes that participation is community involvement in the form of a joint initiative to actively participate in development which involves personnel, expertise and facilities in the implementation, planning and supervision of a person related to community services that require administrative needs with aspects of involvement & participation, community participation and planned development. For example, updating new data that is already 17 years old by recording E-KTP assisted by the Bekasi City Civil Registration Department.

3. RESEARCH METHODS

The research method used in this research is a qualitative method to conduct research that focuses more on experienced events, used to obtain relevant information so that this data is meaningful in the conditions that occur in the field, through a constructivist paradigm with a case study design by collecting various information in detail (Creswell & Poth, 2016).

Techniques for obtaining data in this research are through observation, in-depth interviews to obtain information and taking documentation as a data source to complete the research, in the form of images and videos (Moleong, 2006). The informant recruitment technique in this study used purposive sampling with the informants in this study being the General Election Commission, Bekasi City Population and Civil Registration Service, Voting Committee, Pantarlih Officers, the Community by carrying out a qualitative data analysis process using data collection, data reduction, data presentation, and conclusions.

4. RESULTS AND DISCUSSION

This section discusses the results of the answers to the three research objectives which have been formulated as follows:

4.1 The General Election Commission's strategy for updating voter data through e-coklit based pantarlih based on 4 variables from Salusu, 2008 explains as follows:

Corporate Strategy

The main objective of the Pilkada is to determine candidates for Regional Head. Based on research, the General Election Commission has succeeded in developing an e-coklit-based digitalization program to replace manual methods in matching and researching voter data. This application was launched as a forum to help and ensure the latest data updates as voter data by election officials.

The General Election Commission also created Special Training, namely Technical Guidance, simultaneously in various sub-districts in Bekasi City. This technical training is provided to Pantarlih officers so that they are able to use e-coklit efficiently and ensure the accuracy of the data. As well as assisting in inputting community data to achieve standardization of work statements with the implementation of general elections. Technical guidance is provided by officers through the delivery of video tutorials on how to install e-coklit with links provided by PPS. Apart from that, carry out simulations or practice before the election takes place.

The e-coklit application is used as a reporting platform for daily coordination of voter data by the Pantarlih to be able to work optimally and prepare weekly reports efficiently and on time. Based on this, the General Election Commission also supervises and

monitors the performance of election supervisors in the field. This supervision is also carried out so that the performance of the monitoring committee and PPS is more clearly monitored and organized, so that both of them work together to collect voter data so that it is quickly verified so that public data is protected by the security of voter data by officers.

Apart from that, the General Election Commission is also collaborating with the Bekasi City Civil Registration Department by integrating population data into voter data in general elections. The data integration carried out between these two institutions is also assisted by the respective regional RT and RW administrators to be able to provide new data if there are residents entering the local area using access via the Population Administration Information System (SIAK). So data integration through SIAK can monitor if there is duplicate voter data or data on deceased residents. so SIAK aims to identify voter data to become a valid voter list, so that this strategy is relevant and needed by officers.

Support Strategy

He voter data process in the KPU's vision is one of the strategies in supporting the 2024 regional elections. This strategy is to narrow down voters if they meet the requirements as voters. This is based on the provisions of General Election Commission Regulation (PKPU) No. 799, namely the entire Data and Information Plan Division of the General Election Commission.

The support strategy provided by the General Election Commission in inputting data based on death data problems is supported by several pieces of evidence to help the validity of voter data by providing death proof attachments in the form of people's death certificates to be followed up on the coklit application, making it easier for officers to update voter data that has attached death proof that this person has died.

Resource Support Strategy

The General Election Commission supports the strategy by filtering duplicate data so that it can be clearly filtered and up-to-date. This data filtering aims to reduce the same data in an area to improve the quality of voter data to make it more efficient and produce higher quality data products because basically the General Election Commission is collegial in nature and relates to fellow working teams.

The Population and Civil Registration Service supports the opening of E-KTP recording for those who are 17 years old but do not yet have an E-KTP as voters, because the E-KTP service is the official identity used. This strategy is a support and is also the most important strategy in implementing and supporting the running of general elections and regional head elections as a legal condition for voting in accordance with the provisions of the General Election Commission. Because currently it is supported by the implementation of e-coklit-based digitalization to help the work of voting officers and committees and e-coklit services are very much needed and needed so that they can fulfill the election requirements and be screened optimally quickly.

Institutional Strategy

This Institutional Strategy focuses on developing the capabilities of organizations or institutions that carry out new initiatives aimed at linking in accordance with information on voter data that has been reported by reporting developments in the results of officer activities in the field for 1 month with the election of Pantarlih Officers. This strategy is also used to build further regeneration in building joint political groups such as Karang Taruna and Population Censuses around the environment.

So based on these indicators it has relevance to this research, namely as improving the management of community data needs by the General Election Commission, Voting Committee and Pantarlih officers in updating voter data in the 2024 Regional Election, so that this theory with the results of the research studied can be concluded to provide optimal results for findings in the field by showing effective theoretical relevance and can

be applied in serving community needs.

4.2 Effectiveness of using E-Coklit through officers updating voter data to support the 2024 regional elections.

In the second problem formulation, it is discussed based on the four variables proposed by Tangkilisan 2005 as follows:

Target Achievement

The General Election Commission succeeded in launching an innovative Coklit electronic application as a media for inputting and updating voter data and synchronizing existing data in the Bekasi city dukcapil office. The coklit activity was carried out by officers for 1 month by looking at several data coming down from the Ministry of Home Affairs to be selected, sorted in several polling places (TPS), then pantarlih inputting data by verifying the data in the e-coklit application, so that the data matching and reporting process could be carried out faster than the given target. 1 month has been completed. Thus, the Election Supervisory Committee must input data effectively and efficiently so that the work can be completed correctly by synchronizing the data provided by the General Election Commission.

Adaptability

Basically, the use of the E-coklit application is easy to access, there are various interesting features such as uploading files, uploading death certificates if someone has died and this digital service is very practical to use so that officers are able to carry out e-coklit based matching. The features in the e-coklit application are very easy to access for the monitoring officers to support colleagues by providing information in the form of training or technical guidance carried out by all officers by the PPS.

The Voting Committee pays attention to the use of e-coklit if officers find it difficult. The steps taken are to confirm with their colleagues in 1 polling station. However, the effectiveness of this is not evenly distributed, especially in remote areas with inadequate infrastructure services, resulting in officers' work being hampered and looking for appropriate and affordable servers so that uploading and data is sent on time. Seeing this problem, the General Election Commission's steps will be to add additional servers in remote areas that are far from sources of electricity service.

Responsibility

The Voting Committee is responsible for this activity by providing special training to use the coklit application to the election officials through technical guidance twice. This is the full responsibility of the PPS team by supervising and coordinating if there is a problem in the field by officers so that this data is matched with the data provided by the Voting Committee (PPS). The next responsibility lies with the General Election Commission in monitoring directly via the e-coklit application regarding the work progress of the adhoc body. The General Election Commission is responsible for the application system in monitoring the speed of system stability and the security of user data.

Apart from that, the responsibility of the Pantarlih officer is seen from the officer coordinating directly with the Neighborhood Association and Resident Association. where Pantarlih is responsible for the neighborhood association and residents of the surrounding area to ensure voter data and at the same time update the data if there is invalid data. Based on the research results of this second problem formulation in effectiveness theory, according to Tangkilisan (2015), the use of the e-coklit application is very relevant for election election officers and interested parties, it is very helpful and necessary for inputting voter data, both temporary voter lists, permanent voter lists and potential voter lists to add new member data as voters so that voter data can be coklit.

4.3 Community Participation in Updating Voter Data through Voter Data Updating Officers in the 2024 Regional Elections

In the third problem formulation section, it is discussed through the Community

Participation Theory according to Tanjung and Hajar (2018) with three aspects of involvement and participation, community participation and planned development.

Get involved and Take part

The e-coklit-based Voter Data Updating Program as one of the Government and General Election Commission policies is used to upgrade community data, by updating the data to be more accurate and knowing that the selected areas are valid as voter lists. Participating as a scout provides new knowledge. The spirit of the community is based on the additional income where there is a salary provided by the General Election Commission as additional income and the motivation of the community to play an active role by matching and verifying voter data

This activity is also a new experience by communicating directly (face to face) so that socialization arises by getting to know each other's neighbors, at the same time providing a new atmosphere and an important role in helping serve the needs of residents and communities who are having difficulty managing population data.

Community participation

Accountable voter data is an important element in improving the quality of elections and regional elections. Basically, updating voter data and compiling voter lists is a systematic activity to match and research (coklit) voter data based on the latest population data to create a voter list which is very crucial for general and regional head elections. In the participation stages, the officers started to socialize with residents to make it easier for them to move around the field. After that, check or verify the data if there are residents who are not yet registered as voters or what is called a potential list using e-coklit. After that, if they are already registered as voters, people can check it via Google Check. Retrievable On line.

Planned development

The high number of citizen participation in the coklit process or matching and research of voter data is very necessary for the willingness of the community to accept and provide valid data to the pantarlih, then it can also be through information accessibility, by disseminating information from announcements through digital brochures. So that for the next period, efforts to build community togetherness to re-form the population census, namely the collection of data on all residents, this program should be re-implemented once a year because this activity is also maintained so that the condition of community data remains resolved and realized and conditioned well

This planning is attempted to provide program strength into new ideas as well as additional innovations that can be followed up and create, maintain the accuracy of more structured, neat and clear voter data in order to improve facilities, in the form of adequate infrastructure, conditioned to be even better between institutions and community participation can be integrated by increasing public awareness who want to be involved in politics for the smooth running of the regional elections

So that the researchers found the findings in the field have succeeded in interviewing employees of the Bekasi City Population and Civil Registration Service. That the statement regarding the management of population data is no longer the authority of the Bekasi City Population and Civil Registry Office but is currently the authority of the Directorate General of the Republic of Indonesia Population and Civil Registry Office. Currently, the Bekasi City Population and Civil Registry Office only receives processed data per semester or once every 6 months through population data aggregates. The table is in the form of aggregate population data for the Bekasi City area based on processing from the Directorate General of Population and Civil Registry of the Ministry of Home Affairs of the Republic of Indonesia through processed data per semester in the table below.

Table 1. Aggregate population data of Bekasi City per semester 2022-2024

SEMESTER	AGE	AMOUNT OF DATA
YEAR 2022 SEMESTER 2	17 – 30 tahun	445.608
	31-60 tahun	936.001
	61-90 tahun	191.514
	91-100 tahun	288
AMOUNT		1.573.411
YEAR 2023 SEMESTER 1	17 – 30 tahun	544.811
	31-60 tahun	1.081.717
	61-90 tahun	218.297
	91-100 tahun	639
AMOUNT		1.845.464
YEAR 2023 SEMESTER 2	17 – 30 tahun	558.407
	31-60 tahun	1.065.938
	61-90 tahun	215.003
	91-100 tahun	622
AMOUNT		1.839.970
YEAR 2024 SEMESTER 1	17 – 30 tahun	537.662
	31-60 tahun	1.088.695
	61-90 tahun	235.461
	91-100 tahun	946
AMOUNT		1.862.764
YEAR 2024 SEMESTER 2	17 – 30 tahun	566.405
	31-60 tahun	1.085.860
	61-90 tahun	230.076
	91-100 tahun	879
AMOUNT		1.883.220

(Source: Bekasi City Population and Civil Registry Office 2025)

The table above is the result of processing aggregate population data of Bekasi City residents per semester from 2022 to 2024. This data is provided by the Bekasi City Population and Civil Registration Service which has been processed and managed by the Directorate General of Population and Civil Registration of the Ministry of Home Affairs of the Republic of Indonesia. This data is managed as public service administration management. With this, Disdukcapil Bekasi City hopes for more intensive coordination between the central and regional governments to reopen access to the population data management system to facilitate the needs of the community or students who want to request data for their thesis needs.

CONCLUSION

Based on the research, it was concluded that the organization and implementation of general elections and simultaneous regional head elections certainly require data recapitulation, data matching, data research and verification of voter data. Seeing this, the General Election Commission has successfully launched and developed a new program implementing the Voter Data Update Program through e-coklit-based Pantarlih in the Regional Head Election. During the Voter Data Update activity, the KPU collaborated with the Sub-district Election Committee (PPK), the Voting Committee (PPS) and the Population and Civil Registration Service.

The current regional head election (Pilkada) is indeed different from the previous Pilkada, because there is the legitimacy of the community to represent the region. In general, the creation of a voter data update program in the 2024 Pilkada was due to the formation of Pantarlih, the Voter data process is one of the strategies to support the election. seeing this, the General Election Commission has succeeded in creating a mission with a strategy to harmonize voter data by harmonizing the implementation of data updates and the compilation of voter lists in various regions accurately through a digital system in an effort to minimize messy voter data in Bekasi City

The General Election Commission has succeeded in creating a mission with a strategy to harmonize voter data by harmonizing the implementation of data updates and the compilation of voter lists in various regions accurately through a digital system in an effort to minimize messy voter data. Digitalization of e-coklit-based programs is one form of organizational strategy to help and ensure the latest data updates assisted by the Bekasi City Population and Civil Registration Service for data integration or data access through the population administration information system (SIAK)

The use of this e-coklit service application can be said to be effective and easy to access because it already provides features for uploading files, uploading death certificates (if residents die), proof of being checked (voters have been checked by officers) and given coklit stickers for each house. So that the process of updating voter data based on e-coklit provides an opportunity for the younger generation to participate in becoming this pantarlih. Some people are interested in participating as an additional job that generates additional salary or income. Therefore, this simultaneous Regional Head Election is held to synchronize the vision with the mission of the general election commission and also to harmonize and align the vision between the central and regional governments.

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