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HUMAN RESOURCE MANAGEMENT | RESEARCH ARTICLE

Enhancing Human Resource Competence through Informative Communication Techniques by North Sumatra Election Supervisory Body for Preventing 2024 Election Violations

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Abstract: This study aims to analyze the implementation of the Informative Communication Technique of the North Sumatra Election Supervisory Agency in Socializing the Prevention of Election Violations 2024. This type of research is included in field research with a qualitative approach. Data collection was carried out through observation and interviews with relevant parties in Bawaslu North Sumatera. The data obtained were analyzed descriptively and interpretatively with a focus on explanations in the form of words, although there were some quantitative data that were analyzed qualitatively. The results showed that the informative communication techniques applied by Bawaslu North Sumatera were successful. There was a significant increase in public understanding of election regulations, marked by a decrease in the number of campaign violations and increased participation in reporting violations. In addition, the training and workshops conducted for political parties succeeded in increasing their level of compliance with election regulations. These communication techniques also reflect the principles of honesty, transparency and responsibility in accordance with Islamic teachings, making the electoral process more fair and democratic.

Keywords: Informative Communication, BAWASLU, Prevention of Election Violations 2024.

JEL Classification Code: D72, J24, M53, Z12.

1. INTRODUCTION

In the context of the North Sumatra Election Supervisory Agency (Bawaslu Sumut), communication techniques are very important to ensure that the public understands the rules and regulations related to elections, especially in preventing violations in the 2024 Election. Communication techniques are ways or methods used to convey messages or information from one party to another with the aim that the message can be received, understood, and received properly by the recipient (M. Nasor, 2013). The Election Supervisory Agency (Bawaslu) is an institution that has full authority in overseeing the implementation of elections in Indonesia. Based on Law No. 15/2011 and further regulated by Law No. 7/2017 on Elections, Bawaslu has the primary responsibility of ensuring that elections take place in a fair, honest and democratic manner. This institution is tasked with monitoring the electoral process, following up on violations, and ensuring transparency and accountability in the implementation of elections. Bawaslu must cooperate with various elements of society, stakeholders and relevant agencies to carry out its duties effectively (Mulia Ikhsanul, 2024).

The government is committed to organizing democratic elections by establishing institutions for organizing elections. Law No. 7/2017 on General Elections was enacted, which stipulates that an Election Supervisory Body must be established at the district/city level. After Law Number 7/2017 on General Elections was enacted by Bawaslu, violations and fraud still occurred. Some types of violations and fraud that occur during general elections in Indonesia include administrative violations, violations of the election organizers' code of ethics, criminal violations of elections, and other

violations of the law related to the holding of elections that often occur as a result of the government's inability to run elections (Fandi Ahmad Hulu, et. al, 2024) Protecting the implementation of fair, honest and democratic elections is the main responsibility of Bawaslu. Allah says in the quran surah Al-Maidah verse 8 which reads;

يَا أَيُّهَا الَّذِينَ آمَنُوا أَمْتُوا نُورًا قَوَّامِينَ لِلَّهِ شُهَدَاءَ بِالْقِسْطِ وَلَا يَجْرِمَنَّكُمْ شَنَا نُ قَوْمٍ عَلَىٰ أَلَّا تَعْدِلُوا ۗ اِعْدِلُوا ۗ هُوَ أَقْرَبُ لِلتَّقْوَىٰ وَاتَّقُوا اللَّهَ ۗ إِنَّ اللَّهَ خَبِيرٌ بِمَا تَعْمَلُونَ

Meaning: O you who believe! Be ye upholders of justice for the sake of Allah, (when) bearing witness justly. And let not your hatred of a people prompt you to be unjust. Be just. For that is closer to piety. And fear Allah; indeed, Allah is Exhaustive of what you do.

This verse emphasizes the importance of justice in all actions, including in election monitoring. Bawaslu is reminded to be fair and objective in carrying out its duties, without being influenced by hatred or certain interests. The Election Supervisory Agency (Bawaslu) is one of the institutions that is given full authority to oversee elections. Based on Law Number 15 of 2011, Bawaslu is an institution that represents the state. Law Number 7/2017 on Elections stipulates that Bawaslu must be loyal, cooperate, and work together with various elements of society, stakeholders, institutions, and related agencies. Protecting the implementation of fair, honest and democratic elections is the main responsibility of Bawaslu. The organization is responsible for ensuring an honest and accountable electoral process as well as tracking and following up on electoral violations (Ade Ahmad Mubarak, 2023) As Allah tells us to convey the mandate fairly as in Allah's word quran surah An-Nisa verse 58 which reads;

إِنَّ اللَّهَ يَأْمُرُكُمْ أَنْ تُؤَدُّوا الْأَمَانَاتِ إِلَىٰ أُولَئِكَ إِذَا حَكَمْتُمْ بَيْنَ النَّاسِ أَنْ تَحْكُمُوا بِالْعَدْلِ ۗ إِنَّ اللَّهَ نِعِمَّا يَعِظُكُمْ بِهِ ۗ إِنَّ اللَّهَ كَانَ سَمِيعًا بَصِيرًا

Meaning: Indeed, Allah enjoins you to deliver the trust to those who are entitled to it, and when you set a law among men you should set it justly. Indeed, Allah is the best of those who instruct you. Indeed, Allah is All-Hearing, All-Seeing.

This verse is relevant to Bawaslu's task in overseeing the implementation of elections. They are mandated to ensure that the electoral process runs fairly and that all parties involved act in accordance with applicable laws, in order to achieve justice for all the people. Bawaslu is a government institution that has the duty, authority and obligation to carry out its functions. However, problems related to the implementation of elections in Indonesia often occur. violation of elections. A total of 16,427 election administration violations have been handled by Bawaslu based on simultaneous election data in 2019 (Minan, 2019). Despite its significant authority, Bawaslu often faces challenges in its implementation. For example, in the 2019 simultaneous elections, Bawaslu recorded 16,427 administrative violations, indicating serious problems in the organization of the elections. The 2019 elections were considered complex and dynamic, with the large number of alleged violations handled indicating that despite Bawaslu's important role, the supervision and enforcement of electoral rules still require attention and continuous improvement to overcome the various obstacles that exist.

Bawaslu (Election Supervisory Agency) has a key role in ensuring fair and clean elections by monitoring and overseeing various violations that can occur, both those that are structured, systematic and massive (TSM) and ordinary administrative violations. As a supervisory institution, Bawaslu is responsible for conducting investigations, examining alleged violations, collecting evidence, and taking action in accordance with applicable legal provisions. This process is important to maintain the integrity, transparency and quality of election implementation, as well as ensuring that all parties can participate fairly in the democratic process. This authority is regulated in laws and regulations to ensure that election supervision is carried out effectively, so that it can make a positive contribution to the quality of democracy in Indonesia. With strict supervision, it is expected that elections can take place democratically and in accordance with the principles of justice (Sofa, 2024). In the context of

Bawaslu, political communication plays an important role in managing and disseminating information about election violations. Bawaslu must use a variety of communication symbols—both verbal and non-verbal—to ensure that messages about violations and actions taken are clearly received by the public. The use of symbols, body language and political actions such as official statements or press conferences can also influence public perceptions and support the transparency of the oversight process. Effective communication skills help to reduce noise and distractions in the messaging process, ultimately aiming to maintain electoral integrity (Pratama, 2019).

An effective communication strategy must ensure that messages about preventing election violations are clearly understood by the public. First, Bawaslu needs to ensure understanding of the message by explaining it in detail and transparently. Next, it builds acceptance through a convincing approach so that the public supports and accepts the message. Finally, the strategy should motivate concrete actions from the public, such as reporting violations or actively participating in monitoring. With this approach, Bawaslu's communication can be more effective in preventing violations and improving election integrity (Leo, 2023).

The communication techniques used by Bawaslu North Sumatra play a very important role in determining the effectiveness of the messages conveyed. Effective communication techniques depend not only on the delivery of information, but also on the ability to overcome various obstacles that arise, such as differences in understanding, resistance from the audience, and the limitations of the media used. These obstacles require Bawaslu to not only rely on one type of media, but to use various communication channels such as social media, radio, television, and direct meetings so that the message of preventing election violations can be conveyed properly. In addition, the suitability of communication techniques used by Bawaslu North Sumatra with the principles of communication in Islam is an important aspect that needs to be considered. The principles of communication in Islam emphasize honesty, openness, and responsibility in conveying messages. Therefore, Bawaslu must ensure that every communication technique they use is in line with these values, in order to achieve goals that are not only technically effective, but also ethical and moral (Afnira, 2024). In applying the theory of communication techniques, experts explain that effective communication must pay attention to the characteristics of the audience, the social context, and the purpose of the communication itself. Obstacles in the application of communication techniques are also a challenge that must be overcome through the selection of appropriate media and strategies that are in accordance with the characteristics of the audience. Through this comprehensive approach, it is hoped that Bawaslu North Sumatra can optimize its role in socializing the prevention of violations of the 2024 Election effectively and in accordance with the principles of Islamic communication (Ariyadi et al., 2024).

According to Effendy (2011), there are four kinds of communication techniques, namely Informative Communication, Persuasive Communication, Instructive / Coercive Communication and Human Relations.

- **Informative Communication:** This is a process in which a person conveys a message to another person solely to provide information without expecting a particular reaction from the recipient of the message. In the context of Bawaslu North Sumatra, this technique is used to provide understanding to the public about the importance of preventing election violations, without demanding direct action from them.
- **Persuasive Communication:** This technique aims to influence the attitudes, opinions, or behavior of others through the delivery of messages that allow the recipient of the message to make changes voluntarily. Bawaslu may use this technique to convince the public to be more active in monitoring and reporting election violations.
- **Instructive/Coercive Communication:** This technique involves delivering messages with elements of coercion or threats of sanctions to force changes in attitudes, opinions, or behavior. Although rarely used in the context of socialization, Bawaslu can use this technique to emphasize the legal consequences of election violations.
- **Human Relations:** This includes communication activities that are persuasive and suggestive in nature, where both parties feel satisfied with the interaction. This technique may be used by Bawaslu in building good relations with the community and other stakeholders, ensuring that they feel heard and valued in the communication process. (Erick & Ikhwan, 2022).

In research Susila Wibawa (2019) explains that fraudulent practices carried out by political elites to gain power, both overtly and covertly. This includes data manipulation, vote falsification, voter intimidation, and other tactics that can undermine the integrity of elections. The research also involved observing the supervisory efforts and strategies used by the Election Supervisory Agency (Bawaslu) in an effort to realize democratic elections. Bawaslu is responsible for overseeing and controlling the electoral process so that it runs fairly, honestly and in accordance with applicable rules.

Then in research Wati & Delima (2022) explained that the media is a tool in election propaganda. With a communication strategy that involves analyzing findings, searching, coordinating with various parties, and strict supervision, Bawaslu Tangerang City seeks to follow up on campaign violations, including the distribution of the Indonesia Barokah tabloid in places of worship. This strategy is expected to provide a more effective prevention and enforcement effect in ensuring the implementation of elections that are fair, with integrity, and in accordance with democratic principles.

In conflict management, communication is not just a tool, but the core of the problem-solving process. Each element of communication has a role that can be optimized to manage and transform conflict. However, misunderstanding the strengths and weaknesses of each communication element can lead to failure in resolving conflicts effectively. According to John Paul Lederach, as cited by Viso (2014), three main aspects need to be considered to transform conflict: the actors involved, the depth and transformation of conflict, and the time frame of conflict transformation. Communication strategy in this context is a plan or design that aims to change human behavior on a broader scale through the transfer of ideas. Thus, a deep understanding of the elements of communication and its application is key in effective conflict management (Mita Wardiyanti et al., 2023).

Understanding the importance of communication strategies in conflict management is necessary. Communication strategy is not only concerned with aspects of the planning stages, but is also important for making communication objectives realized. To achieve one of these goals, the communication strategy must be able to show how tactical operations must be carried out, in the sense that the approach can be different at any time depending on the situation and conditions. Thus, communication strategy, both macro (planned multimedia strategy) and micro (single communication medium strategy) has a dual function. First, disseminating informative, persuasive, and instructive communication messages systematically to targets to obtain optimal results. Second, bridging the "cultural gap" due to the ease of acquisition and ease of operation of mass media that is so powerful, which if left unchecked will damage cultural values (Karim, 2023).

The General Election Supervisory Agency (Bawaslu) of North Sumatra has a strategic role in overseeing the elections and preventing violations. One of the efforts made by Bawaslu in preventing election violations is through socialization to the community. This socialization aims to increase public awareness of the importance of active participation in overseeing elections and encourage behavior in accordance with election rules. To achieve this goal, Bawaslu North Sumatra applies informative communication techniques in every socialization activity. This informative communication technique aims to convey information clearly, accurately, and easily understood by the wider community. Through this approach, Bawaslu seeks to educate the public about various forms of election violations, applicable sanctions, and the role of the community in reporting violations. This research will examine more deeply the implementation of informative communication techniques carried out by Bawaslu North Sumatra in the socialization of prevention of election violations in 2024, with the hope of providing recommendations to improve the effectiveness of socialization in the future.

2. RESEARCH METHOD AND MATERIALS

This type of research is a type of field research (field Research), which is conducting field research by interviewing or dialoguing with the object of research. (Moleong, 2018) This research includes a type of qualitative research displaying research data with words, the analysis is descriptive, interpretative which prioritizes descriptions of words (Moleong, 2018) Although there is data consisting of numbers, it will be given an interpretation, and analysis from a qualitative side. The research location is in Bawaslu SUMUT. With the object of research, namely the Implementation of

Informative Communication Techniques of the North Sumatra Election Supervisory Agency in Socializing the Prevention of Election Violations 2024. Data collection techniques researchers use observation and interviews.

3. RESULTS AND DISCUSSION

3.1. *Effectiveness of the Implementation of Informative Communication Techniques by Bawaslu North Sumatra in Increasing Public Understanding of the Prevention of Election Violations 2024*

The implementation of effective communication techniques by the North Sumatra Election Supervisory Agency (Bawaslu Sumut) is crucial in ensuring the success of fair and democratic elections. One important aspect of this communication is the delivery of clear and accurate information to the public. Informative communication techniques play an important role in increasing public understanding of election rules and regulations, as well as efforts to prevent violations that may occur during the election process. The effectiveness of the implementation of informative communication techniques by Bawaslu North Sumatra in increasing public understanding of the prevention of violations of the 2024 Election can be seen from several aspects. First, the use of mass media and social media as the main means of delivering information has helped Bawaslu in reaching various community groups. Information disseminated through these platforms includes rules, procedures and sanctions related to election violations, so that people can understand their rights and obligations in the context of elections. Second, direct community outreach activities are also an important part of this informative communication strategy. Through seminars, workshops and public discussions, Bawaslu North Sumatra is able to provide a more in-depth and interactive understanding of the prevention of election violations.

Schlozman & Dahl, (1983), mentioned that the effectiveness of informative communication is also reflected in the increase in the level of public participation in reporting election violations, which shows that the public is increasingly aware of their role in overseeing the elections. Thus, Bawaslu North Sumatra's efforts in implementing informative communication techniques can be considered successful in increasing public awareness and understanding, which in turn contributes to the implementation of cleaner and more democratic elections. (Ariyadi, Aumalia Hanipah, 2024). As the results of an interview with Mr. Saut Boang Manalu as the Coordinator of the Public Relations Division and Dati explained that; (Mr. Saut Boang Manalu, 2024)

"Bawaslu North Sumatra has succeeded in effectively implementing informative communication techniques in an effort to increase public understanding of the prevention of violations of the 2024 Election. The communication techniques applied include the use of various media, both digital and conventional, to convey important messages about elections to the wider community. The use of social media, infographics, and short videos is considered very effective in reaching various community groups, including those in remote areas. In addition, Bawaslu is also active in conducting direct socialization in local communities to ensure that messages about the importance of election integrity can be clearly understood. As a result, there is a significant increase in public awareness of the importance of preventing election violations, which is expected to contribute to the implementation of a more honest and fair 2024 Election".

Based on the results of the interview above, the researcher concluded that Bawaslu North Sumatra has succeeded in effectively implementing informative communication techniques in an effort to increase public understanding of the prevention of violations of the 2024 Election. The use of various media, both digital and conventional, such as social media, infographics, and short videos, has proven to be very effective in reaching various community groups, including those in remote areas. Direct socialization efforts carried out by Bawaslu in local communities also play an important role in ensuring that messages about the importance of maintaining election integrity are well understood by the public. As the results of research revealed by Karim (2023) explain that this communication

technique shows a significant increase in public awareness regarding the prevention of election violations, which is expected to support the implementation of a more honest, fair and democratic 2024 Election (Karim, 2023). Bawaslu's task in preventing election violations involves several important aspects (Mubarak, 2023):

- **Supervision of Election Stages:** Bawaslu is responsible for overseeing and ensuring that all stages of the election, from candidate registration, campaigning, to voting and counting, are carried out with the principles of honesty, fairness, freedom and openness. They ensure that the process runs in accordance with established rules.
- **Handling of Election Violations:** Bawaslu has the authority to handle election violations. They receive reports from the public or related parties, conduct investigations into alleged violations, and take necessary actions, such as sanctioning or reprimanding violators.
- **Prevention of Violations:** In addition to handling violations that have occurred, Bawaslu is also proactive in preventing election violations. They conduct intensive supervision, provide education to voters, political parties, and candidates regarding election rules, and reprimand or impose preventive sanctions on parties that have the potential to commit violations.
- **Campaign Fund Supervision:** Bawaslu oversees the use of campaign funds by political parties and candidates. They examine campaign finance reports to detect violations related to the use of funds and take appropriate action in the event of irregularities.
- **Inter-Agency Cooperation:** Bawaslu cooperates with various related agencies such as the police, prosecutors' office, and other government agencies for the prevention and handling of election violations. This cooperation is important to create synergy and effectiveness in maintaining election integrity, ensuring that all parties are involved in maintaining fair and fraud-free elections.

Bawaslu North Sumatra plays a crucial role in ensuring that the 2024 elections are fair, honest and free from violations. One of their main strategies in achieving this goal is through the implementation of effective informative communication techniques. Communication and socialization carried out by Bawaslu aims to educate, convey information, and build awareness among the public, political parties, candidates, and voters about the importance of preventing election violations (Alvian & Wiwin, 2022).

a. Delivery of Rules and Procedures

Bawaslu North Sumatra is responsible for conveying election rules and procedures to all relevant parties. The effectiveness of this communication can be measured by the extent to which the information is clearly conveyed, easily understood and accepted by the target audience. The use of various communication channels such as the official website, press releases, social media, brochures and in-person meetings allows Bawaslu to reach a wider audience and ensure that all stages of the election are well understood by all parties.

b. Education on Rights and Responsibilities

One important aspect of preventing election violations is education about the rights and obligations of the community as voters. Bawaslu plays a role in increasing public understanding of their rights in elections, such as the right to vote freely and secretly, and the obligation not to be involved in violations. Effective communication in conveying this information can increase public awareness and participation in maintaining election integrity.

c. Open Surveillance

Bawaslu also conducts open supervision by involving the public in the election supervision process. By inviting the public to report violations they witness, Bawaslu not only increases public participation but also builds public trust in electoral institutions. Public meetings, discussions or open forums organized by Bawaslu are an important means of sharing information and answering questions that may exist in the community.

d. Dissemination of Current Information

Bawaslu ensures that the latest information related to elections is delivered quickly and accurately to the public. This is done through digital communication channels such as official websites, social media, or instant messaging applications. By maintaining up-to-date information, Bawaslu can increase the transparency of the electoral process and build public trust. Information regarding reported violations and the steps taken by Bawaslu helps to keep the institution accountable.

e. Election Awareness Campaign

The election awareness campaign launched by Bawaslu aims to provide the public with a better understanding of the importance of fair and honest elections. Involving celebrities, community leaders, and volunteers in this campaign can increase the attractiveness and effectiveness of the messages delivered, so that more people are educated about the importance of participating in elections responsibly.

f. Training and Workshop

Bawaslu also organized training and workshops for political parties, candidates and election supervisors. The training is designed to improve participants' understanding of election rules, monitoring techniques, and how to identify and report fraud. With effective training, Bawaslu can improve participants' ability to prevent and deal with election violations, making the election process more transparent and accountable.

g. Socialization through Mass Media

Bawaslu's cooperation with the mass media is an important strategy in disseminating information on preventing electoral fraud. Through interviews, articles or special programs, Bawaslu can explain their role in elections, monitoring mechanisms and the importance of active community participation. The mass media, with its wide reach, helps convey Bawaslu's message to a wider audience, thereby increasing public understanding of the importance of preventing election violations. Bawaslu utilizes social media such as Facebook, Instagram, and Twitter as well as the official website to disseminate the latest information on campaign rules, election schedules, and procedures for reporting violations. The content presented is in the form of infographics, short videos, and posts that are easily understood by the wider community.

This is in line with research (Mubarok, 2023) explains that Bawaslu has a crucial role in overseeing the implementation of elections and preventing violations through various communication strategies which include socialization, education, coordination, and collaboration with related parties. Through mapping and identification of election violations, as well as synergy with the Constitutional Court, Bawaslu seeks to avoid dualism and legal uncertainty. The findings of this study reveal that Bawaslu's communication strategy has had a positive impact, especially in increasing public awareness of the importance of fair and honest elections. However, challenges such as limited resources and legal uncertainty are still obstacles that need to be overcome to increase the effectiveness of Bawaslu's supervision.

The informative communication techniques applied by Bawaslu North Sumatra in preventing violations of the 2024 Election show conformity with Islamic communication principles. The principle of honesty, or *sidq*, is reflected in the delivery of accurate and clear information regarding election rules and procedures, ensuring that all parties receive valid information without distortion. Transparency, or *fasah*, was realized through the open dissemination of up-to-date information through social media and official websites, allowing the public to access information easily and up-to-date. Fairness, or *is*, was implemented by ensuring that all election participants received equal and fair information, avoiding unfair treatment that could lead to dissatisfaction. Ethics, or *akhlak*, is safeguarded by delivering education about people's rights and obligations in a respectful and ethical manner, and running election awareness campaigns and training with moral values in mind. The principle of participation, or *shura*, is applied by involving the community in decision-making processes and open supervision, strengthening community involvement and building trust in electoral institutions. Overall, the North Sumatra Bawaslu's communication techniques not only supported

the prevention of election violations but also strengthened the integrity and accountability of election implementation in accordance with Islamic communication principles. (Sofa, 2024).

In an Islamic perspective, communication has a very important role in carrying out duties and responsibilities, including in the context of preventing election violations. The principles of informative communication in Islam are based on the teachings of the Qur'an and Hadith, which emphasize the importance of honesty, justice, and responsibility in conveying messages. (Mat Khoiruddin, 2017)

3.2. Principles of Honesty and Fairness

Islam teaches that every Muslim must convey the truth and not cover up facts. In the context of preventing election violations, Bawaslu Sumut, which acts as an election supervisor, must apply this principle by ensuring that the information conveyed to the public is correct and not misleading. In the Qur'an, Allah SWT says:

يَا أَيُّهَا الَّذِينَ آمَنُوا اتَّقُوا اللَّهَ وَقُولُوا قَوْلًا سَدِيدًا

Meaning: O you who believe! Fear Allah and speak the truth. (QS. Al-Ahzab: 70)

This verse emphasizes the importance of telling the truth in everything, including in conveying election-related information. Bawaslu North Sumatra, with informative communication techniques, seeks to disseminate accurate and transparent information, in line with the values of honesty and justice in Islam.

a. Responsibility Principle

In Islam, every individual has a social responsibility to maintain justice and truth in society. Bawaslu Sumut, in its efforts to prevent election violations, has a great responsibility to maintain the integrity of the democratic process. Bawaslu's use of effective communication techniques reflects their responsibility to ensure that the public is properly informed and can understand the importance of fair and honest elections.

b. Principles of Amar Ma'ruf Nahi Munkar

In Islam, the concept of amar ma'ruf nahi munkar (inviting to goodness and preventing from evil) is very relevant in efforts to prevent election violations. (Mat Khoiruddin, 2017) Bawaslu North Sumatra, through various communication techniques, strives to invite the public to participate in clean and fair elections and prevent all forms of violations that can damage the integrity of elections. Rasulullah SAW said:

عَنْ أَبِي سَعِيدٍ الْخُدْرِيِّ - رَضِيَ اللَّهُ عَنْهُ - قَالَ: سَمِعْتُ رَسُولَ اللَّهِ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ يَقُولُ: "مَنْ رَأَى مِنْكُمْ مُنْكَرًا فَلْيُغَيِّرْهُ بِيَدِهِ فَإِنْ لَمْ يَسْتَطِعْ فَبِلِسَانِهِ فَإِنْ لَمْ يَسْتَطِعْ فَبِقَلْبِهِ وَذَلِكَ أَضْعَفُ الْإِيمَانِ". رواه مسلم

Meaning: "Whoever among you sees an evil, let him change it with his hand; if he cannot, then with his tongue; if he cannot, then with his heart, and that is the weakest of faith." (HR Muslim)

This hadith shows the importance of active action in preventing evil, which in this context is election violations. The communication techniques used by Bawaslu North Sumatra, such as informative communication and social media, are a form of implementation of the command to change the evil with the tongue (conveying information and education to the public). By integrating Islamic principles in their communication approach, Bawaslu Sumut not only carries out election monitoring tasks with professionalism, but also applies the values of justice, honesty and responsibility advocated in Islam. This is expected to support the creation of elections that are clean, fair, and in accordance with Islamic teachings, where every individual has a role in maintaining justice and truth in society.

3.3. *Obstacles Faced by Bawaslu North Sumatra in Applying Informative Communication Techniques for the Socialization of Prevention of Election Violations 2024*

The application of effective communication techniques is one of the main keys for Bawaslu North Sumatra in socializing the prevention of election violations. In this context, Bawaslu North Sumatra must face various obstacles that can affect the effectiveness of their communication. These barriers include challenges in reaching various levels of society, differences in levels of understanding and access to information, and problems in using appropriate communication media. For example, inequality in access to technology between urban and rural areas can hinder the equitable dissemination of information. As the results of interviews with Mr. Marwan as a Member of Bawaslu Services explained that; (Mr. Marwan, 2024).

"Bawaslu North Sumatra faces several significant obstacles in implementing informative communication techniques for preventing election violations in 2024. One of the main obstacles is the inequality of access to information in various regions. Mr. Marwan mentioned that rural areas often experience difficulties in accessing information delivered through digital or social media, which results in information regarding the prevention of election violations not being evenly distributed. In addition, another challenge faced is the different levels of public understanding of electoral procedures and the impact of violations, which makes prevention messages often difficult to understand or be well received by all. Mr. Marwan also highlighted that although Bawaslu Sumut has attempted to use various communication techniques such as social media and infographics, there are still obstacles in organizing and disseminating timely and relevant content. Moreover, the lack of support from various parties and limited resources in conducting widespread socialization also pose challenges in efforts to prevent election violations in 2024."

In line with what was stated by Isabella Maria as Bawaslu's information service, explaining the obstacles experienced stated that; (Isabella Maria, 2024)

"Bawaslu Sumut faced several important barriers in implementing informative communication techniques for the prevention of election violations in 2024. Isabella Maria identified that one of the main barriers is the limited understanding of the public regarding the importance of preventing election violations. Many people still do not fully understand electoral procedures and the impact of violations, so messages are not always well received or consistently practiced. In addition, technical challenges such as limited internet access in certain areas affect the effectiveness of the digital communication techniques applied. Although Bawaslu North Sumatra has tried to utilize social media and other digital platforms, infrastructure constraints are still a barrier in reaching all communities equally. Other obstacles faced are limited human and financial resources, which make it difficult for Bawaslu to carry out a broad and intensive communication campaign".

Based on the results of the interview above, the researcher concluded that Bawaslu North Sumatra faced various significant obstacles in implementing informative communication techniques to prevent election violations in 2024. One of the main obstacles faced is the inequality of access to information in various regions. Rural areas often experience difficulties in accessing information delivered through digital or social media. This inequality results in uneven information dissemination among the community, so that the message of preventing election violations does not reach all levels of society effectively. In addition, the different levels of public understanding of electoral procedures and the impact of violations also pose a challenge. Many individuals do not fully understand the importance of preventing electoral violations, so messages are often not well understood or received. This limitation reduces the effectiveness of the communication techniques applied by Bawaslu.

Farah Diba, et.al. (2021) in their research explained that there are several obstacles in applying informative communication techniques for the socialization of the prevention of election violations in terms of psychological, technological and sociological aspects, among others;

a. Psychological Barriers

Psychologically, the main obstacle is the low level of trust that people have in government and electoral institutions. This distrust is often rooted in bad experiences in the past, where people felt that the electoral process was not fair or that fraud occurred. This mistrust can hamper the effectiveness of communication, as messages delivered by Bawaslu may not be well received or perceived as not credible. In addition, psychological resistance to change is also a challenge, where people may find it difficult to accept or change their perceptions and behaviors related to preventing election violations. Smith and Hodge (2020) found that psychological resistance to change, including changes in the way electoral offenses are viewed, is also a significant challenge. People who have become accustomed to old practices or are skeptical of change may have difficulty accepting and implementing new messages. This research emphasizes the importance of communication strategies that are not only informative but also persuasive, in order to overcome psychological barriers and rebuild public trust.

Adams and Taylor (2017) add that uncertainty and confusion about the information being conveyed are also important psychological barriers. Vagueness in communication messages, such as ambiguity about electoral procedures or rules, can cause people to feel confused and reluctant to engage. This confusion often exacerbates mistrust and reduces the effectiveness of communications by electoral bodies. This research emphasizes the need for clarification and clear and consistent delivery of information to address this uncertainty. Overall, previous studies show that overcoming psychological barriers, such as low trust, resistance to change and information uncertainty, requires a sensitive and adaptive communication approach. These studies provide important insights for Bawaslu North Sumatra in designing effective communication strategies for the socialization of the prevention of electoral violations, taking into account the psychological factors that influence the reception of messages by the public.

b. Sociological aspects

Barriers include variations in education levels and access to information media in different communities. Communities in remote areas or with limited access to technology may not receive adequate information or fully understand the messages conveyed by Bawaslu. Differences in cultural and social backgrounds can also affect how communities receive and respond to information. For example, strong cultural norms or local customs may affect the extent to which messages regarding the prevention of electoral violations are received and applied. In addition, the presence of community groups with very different political views can add complexity to messaging, as reaching consensus can be difficult.

Research by Putra and Wati (2020) explains that differences in cultural and social backgrounds affect the reception of information about elections. Putra and Wati found that local cultural norms and community habits can influence the way information is received and understood. In some communities, strong cultural norms can lead to resistance to messages that are perceived to go against local traditions or values. The research also shows that social diversity, including differences in economic and political backgrounds, can add complexity to messaging. Communities with different political views often show resistance to information coming from government agencies, which can hamper communication effectiveness. As the results of research by Diniyanto, A., & Sutrisno, W. (2022) stated that technical challenges are also a major obstacle, especially related to infrastructure. Limited internet access in some areas affects Bawaslu's ability to use social media and digital platforms optimally. This infrastructure problem limits the reach and impact of the digital communication techniques used (Diniyanto, A., & Sutrisno, W., 2022). In an effort to ensure a fair and transparent 2024 General Election, the North Sumatra Bawaslu faced significant obstacles in implementing informative communication techniques for socialization of violation prevention. The effectiveness of Bawaslu's informative communication strategy relies heavily on their ability to overcome the various challenges that arise. These constraints include a lack of cooperation from election participants,

limited human resources, as well as a lack of available budget. In addition, there are also issues related to inconsistent regulations and norms, a suboptimal planning system, and low public participation in election monitoring. Understanding and addressing these constraints is a crucial step to improving the effectiveness of informative communication and ensuring the integrity of future elections. (Setiawan & Handala, 2020). In the context of applying informative communication techniques for the socialization of the prevention of violations in the 2024 elections, the North Sumatra Bawaslu faced various obstacles similar to those found in the West Java Bawaslu. One of the main obstacles is the lack of cooperation from election participants, where some political parties and candidates may not fully support or comply with Bawaslu's socialization efforts, hampering the effectiveness of communication. The limited number of human resources is also a major problem, as the shortage of personnel hampers Bawaslu's ability to disseminate information and carry out thorough socialization. In addition, the lack of a budget for election implementation has a direct impact on Bawaslu's ability to properly carry out informative communication programs.

There were constraints related to regulations and norms, such as uncertainty and different interpretations of technical regulations, which affected the consistency and effectiveness of socialization. Bawaslu also has to deal with an under-consolidated planning system and the involvement of state apparatus in practical politics, indicating deficiencies in legal structure and institutional strengthening. The low level of public participation in election oversight also signals a problem in legal culture, where people do not fully participate or understand the importance of their role in election oversight. Overcoming these constraints requires an increase in budget, human resources and communication strategies, as well as reforms in regulations and increased public participation to achieve fairer and more transparent electoral operations. (Firdaus & Anam, 2020). In applying informative communication techniques for the socialization of the prevention of violations of the 2024 Election, Bawaslu North Sumatra faced several main obstacles (Putri & Agustina, 2024):

- **Lack of Cooperation of Election Participants:** One significant obstacle is the lack of cooperation from election participants, such as political parties and candidates. Some participants may not fully follow or support Bawaslu's socialization efforts, which can affect the effectiveness of informative communication. They may participate less in educational programs or even ignore the socialized rules, making it difficult for Bawaslu to ensure that all parties comply with existing regulations.
- **Lack of Human Resources:** The limited number of human resources in Bawaslu is a major obstacle in the implementation of socialization. With a limited number of personnel, Bawaslu faced difficulties in covering the entire vast geographic and demographic area of North Sumatra. This affects Bawaslu's ability to effectively implement informative communication programs and conduct the necessary monitoring and evaluation.
- **Lack of Budget for Election Implementation:** A limited budget is also a significant obstacle in the implementation of socialization. The lack of funds affects various aspects, ranging from the production of socialization materials, organizing educational activities, to the use of communication technology. An insufficient budget can limit the reach and intensity of Bawaslu's communication programs, thereby reducing the impact and effectiveness of socialization to prevent election violations.

These constraints hinder Bawaslu in carrying out its duties optimally. To overcome this problem, there needs to be a more planned strategy, adequate budget allocation, and an increase in the number of trained personnel so that informative communication can run more effectively and reach all parties involved in the implementation of elections.

As with the research conducted by (Firdaus & Anam, 2020) explaining the prevention function carried out by the West Java Bawaslu shows that although these efforts are in accordance with the applicable laws and regulations, their implementation still faces various obstacles. One of the main problems is the uncertainty and varying interpretations of technical regulations issued by organizers at the central level, which hinders the effectiveness of preventing election violations. Factors affecting Bawaslu's success in preventing violations include the improvement of Bawaslu's position and functionality. However, significant challenges include the absence of a specific strategy to prevent

transactional politics, which was reflected in the level of violations during the 2019 elections. In addition, the inadequate quality of human resources and constraints in the planning system signal the need for institutional strengthening. The lack of information on elections and election monitoring, as well as the low technical capability of the public in conducting monitoring, indicate an imbalance between the public's participation in elections and their level of participation in monitoring, which requires further attention.

3.4. *To What Extent Is the Informative Communication Technique Used by Bawaslu North Sumatra Able to Influence Voter Behavior and Prevent Election Violations in 2024*

The informative communication techniques used by the North Sumatra Bawaslu (General Election Supervisory Agency) play an important role in influencing voter behavior and preventing election violations. The following is an explanation of how effective these techniques are in the context of the 2024 general election: (Mr. Saut Boang Manalu, 2024).

a. *Counseling and Socialization*

Bawaslu North Sumatra actively conducts outreach and socialization to improve voters' understanding of their rights and obligations. By holding seminars, workshops and information campaigns, Bawaslu strives to ensure voters know how to properly exercise their voting rights and what to avoid to prevent violations.

b. *Information Campaign through Media*

The use of mass media, including television, radio and social media, is an effective informative communication technique. Bawaslu utilizes the media to disseminate information on election rules, election procedures and the consequences of violations. These media campaigns can reach a wider audience and help educate the public quickly and efficiently.

c. *Provision of Transparent and Accessible Information*

Bawaslu ensures that information about the electoral process, including voter registration, election timetables and complaint mechanisms, is available in a transparent and accessible manner. Bawaslu's official website and social media provide up-to-date information and can be accessed at any time by the public.

d. *Data Usage and Analysis*

By analyzing voter data and previous violations, Bawaslu can design more targeted communication techniques. For example, if the data shows that there are frequent misunderstandings in certain areas, Bawaslu can focus on education campaigns in those areas.

e. *Community Participation in Monitoring*

Inviting the public to get involved in the election monitoring process and report violations is also an informative communication technique. Through training programs and information on how to report violations, Bawaslu empowers the community to become part of the monitoring system.

f. *Evaluation and Feedback*

The communication techniques used by Bawaslu also involve evaluating the effectiveness of the messages delivered. By obtaining feedback from voters and stakeholders, Bawaslu can adjust its communication strategies to more effectively prevent violations and influence voter behavior. Overall, the informative communication techniques implemented by the North Sumatra Bawaslu have great potential to influence voter behavior and prevent election violations. However, their effectiveness is highly dependent on the extent to which the information conveyed is clear, relevant and accessible to all levels of society.

As the results of Sukimin & Juita's research. (2023) explains that the informative communication techniques used by Bawaslu play an important role in influencing voter behavior and preventing violations of the 2024 Election. This informative communication technique includes various strategies such as socialization, education, and delivery of the latest information aimed at increasing

public awareness and understanding of election rules and the importance of honest and fair elections (Sukimin & Juita, 2023).

- **Delivery of Rules and Procedures:** By providing clear and easy-to-understand information on electoral rules, Bawaslu helps voters understand their rights and obligations and the stages of the election. This can reduce confusion and potential violations caused by ignorance.
- **Education and Awareness:** Education programs conducted by Bawaslu aim to raise voter awareness about their rights and the legal consequences of violations. This includes campaigns that explain how to report violations and why it is important to vote fairly. Effective education can reduce violation rates by making voters more responsible and informed.
- **Open Surveillance:** Communication techniques that involve the public in election monitoring and encourage them to report violations can increase active participation and reduce violations. With open forums and two-way communication, Bawaslu can create transparency and build trust with the community.
- **Dissemination of Current Information:** Using digital communication channels to convey up-to-date information about elections helps to ensure that voters get quick and accurate updates on developments and actions taken by Bawaslu. This can help prevent the spread of misinformation and raise awareness of possible violations.
- **Awareness and Training Campaigns:** Awareness campaigns and targeted training for political parties, candidates and election supervisors can strengthen their understanding of the rules and techniques for preventing violations. This training enhances the skills and knowledge required to effectively identify and prevent violations.

Overall, the informative communication techniques implemented by the North Sumatra Bawaslu have great potential to influence voter behavior and prevent violations by increasing public understanding and participation, and creating a more transparent and accountable electoral environment. However, the effectiveness of these techniques depends largely on the quality of their implementation and Bawaslu's ability to overcome any obstacles that may arise.

4. CONCLUSION

The conclusion of this study shows that the informative communication techniques applied by Bawaslu North Sumatra have proven effective in increasing public understanding of the prevention of violations of the 2024 Election. The use of mass media, social media, and direct socialization to local communities has successfully increased public awareness of election rules and regulations. This increased understanding is reflected in a significant decrease in the number of campaign violations and an increase in community participation in reporting violations. In addition, Bawaslu North Sumatra also succeeded in creating higher compliance among political parties through intensive training and workshops. These programs not only increased political parties' knowledge of election rules, but also strengthened their commitment to comply with existing regulations. Thus, the level of compliance and integrity in the implementation of elections has increased significantly. The communication techniques applied by Bawaslu North Sumatra reflect the principles of honesty, transparency and responsibility that are in line with Islamic teachings. This approach ensured that the entire electoral process was fairer and more democratic. With these results, it can be concluded that the implementation of these communication techniques is very effective in facilitating public understanding and strengthening compliance with election rules, making the 2024 elections more qualified and with integrity.

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