

Strategy Encouraging Participation of New Voters in The 2024 Surabaya City Regional Elections

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ABSTRACT

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This research focuses on analyzing the strategy of the General Election Commission (KPU) of Surabaya City in encouraging the participation of novice voters in the Regional Head Election (Pilkada). This research uses a qualitative method with a descriptive approach through data collection techniques in the form of semi-structured interviews, observation, and documentation. The results of this study use SWOT analysis which consists of strengths, weaknesses, opportunities, and threats. The results showed: (1) Strength factors owned by the General Election Commission (KPU) of Surabaya City, namely having qualified human resources, the existence of the KPU Goes To School socialization program to encourage the participation of novice voters; (2) Weakness factors, namely the lack of socialization coverage to all schools, the limited space of the Surabaya City KPU due to the code of ethics; (3) Opportunity factors, namely the use of social media to continue to increase awareness of novice voters in the form of electronic media, collaborating with stakeholders to conduct voter education socialization; (4) Threat factors, namely the empty box election so that there are people who hold demonstrations against empty box nominations, negative perspectives from novice voters about empty box nominations, low voter participation in the 2024 Surabaya City Pilkada.

INTRODUCTION

Indonesia is one of the countries that implements a democratic system of government, where sovereignty and supreme power lie in the hands of the people. Democracy is considered the most ideal form of government to govern a country to date. Etymologically, in Greek, the term democracy comes from the word "Demos", which means "people," and "Kratos", which means power or government. Therefore, democracy can be interpreted as a government led by the people (Prayitno & Prayugo, 2023). In a country that adheres to a democratic system, general elections (Pemilu) are one of the main pillars that support the accumulation of the will of the people. Through elections, people have the opportunity to voice their aspirations and elect their representatives, so that the decision-making process can reflect the collective will of citizens (Mulyadi et al., 2024).

The success of the election is determined by the level of public participation in exercising their voting rights. Public participation is very valuable in elections, considering that the public has the right to determine their choice in the election which cannot be represented by anyone (Zubakhrum & Tjenreng, 2020). According to Law Number 7 of 2017 paragraphs (1 and 2), "Voters who have the right to vote are Indonesian citizens who have been registered by the election organizers in the voter list and on the 2nd day of voting are 17 (seventeen) years of age or older, are married, or have been married.". The granting of voting rights in the general election also involves people who have reached the age of 17 or who are commonly referred to as new voters (Amantha & Ferdian, 2021).

First-time voters are Indonesian citizens who are 17 years of age or older on election day and are eligible to exercise their

right to vote in accordance with the provisions of the election law. They are the first voters in the democratic process, so they have an important role in determining the direction of leadership and state policies. As part of a new generation of voters, they are expected to be able to exercise their voting rights wisely, based on a good understanding of the vision, mission, and work programs of the elected candidates (Prakosa, 2022).

In Indonesia, the 2024 Regional Head Election (Pilkada) is the biggest challenge for Pilkada organizers because there are 37 regions in Indonesia that only have a single candidate pair in the 2024 Pilkada. The phenomenon of empty boxes in regional head elections (pilkada) describes a situation where no candidate is considered to meet the expectations of the majority of the community or when the pilkada continues even without significant competition. Although the legal rules in Indonesia allow the existence of empty boxes as an alternative option, this phenomenon raises various questions about the extent to which it is in accordance with democratic principles (Andrian et al., 2024).

The city of Surabaya which is the location of this research, that in the 2024 Pilkada in the city of Surabaya there is only a single candidate pair Eri Cahyadi Armuji who has run the contest at the level of Mayor and Deputy Mayor of Surabaya. Although the 2024 Surabaya City Pilkada only presents one candidate pair, namely Eri Cahyadi-Armuji. The Surabaya City Pilkada has new challenges that have occurred during the implementation of the Pilkada in the city of Surabaya. The existence of this Empty Box election is the main focus of the Surabaya City KPU which is flooded with many challenges that must be overcome to increase public interest so that the

total percentage of voters in the city of Surabaya can reach the predetermined target.

The Permanent Voter List (DPT) for the 2024 Surabaya City Pilkada also shows the number of voters from Generation Z, namely 507,493 voters. The number of voters from Generation Z who have been recorded on the 2024 Pilkada DPT is expected to boost the votes and participation of new voters. The Permanent Voter List (DPT) for the 2024 Surabaya City Pilkada also shows the number of voters from Generation Z, which also consists of new voters, namely 507,493 voters. The number of voters from Generation Z who have been recorded on the 2024 Pilkada DPT is expected to boost the votes and participation of new voters (Wartoyo & Ginting, 2024).

This is the main focus of the Surabaya City KPU in increasing and re-encouraging public awareness of the use of their voting rights. Therefore, the Surabaya City KPU has made efforts to increase and encourage the participation of new voters through the socialization of Voter Education. Socialization targeting new voters carried out by the Surabaya City KPU to the wider community. This socialization can function as a medium for political education to broaden public understanding regarding the implementation of the 2024 Pilkada. Not only that, the Surabaya City KPU is trying to build creative socialization innovations, namely through murals, caricatures, short videos, and photography. These socialization programs are attended by all levels of society in pouring out their work and becoming an effort to increase the participation of new voters in the 2024 Surabaya City Pilkada. The innovation efforts built by the Surabaya City KPU are focused on building community participation in the City of Surabaya. In addition, the Surabaya City KPU is also intensifying voter socialization targeting New Voters, this socialization has been carried out in several locations with the main achievement of increasing and encouraging the participation of new voters in facing the 2024 Surabaya City Empty Box Pilkada.

Targeting Beginner Voters, the Surabaya City KPU hopes that through the socialization activities carried out by the Surabaya City KPU. The involvement of young voters in the 2024 Pilkada tomorrow will be high and reach the predetermined participation target. Of course, with the strategy carried out by the Surabaya City KPU in encouraging the participation of beginner voters, there are also challenges faced, namely the existence of empty candidate pairs.

The socialization of the regional elections can be used as a medium for voter education to encourage quality voter participation (Kurniawansyah et al., 2025). The implementation of the regional elections in the city of Surabaya took place on November 27, 2024 with the same mechanism, namely implementing elections with a single candidate pair. The total participation of the people of the city of Surabaya in exercising their voting rights in the 2024 Surabaya City Regional Election was 56.18% of the total voters who took place in 31 sub-districts in the city of Surabaya.

Judging from the total data on community participation throughout East Java Province, the city of Surabaya is ranked last in terms of total voter participation in the 2024 Pilkada. By knowing these problems from the results of the total participation of the city of Surabaya in the 2024 Pilkada, one of them is by using analysis techniques *Strength, Weakness, Opportunity, Threats* (SWOT) from (Rangkuti, 2015) in (Aini et al., 2022). As the name implies, SWOT analysis is defined as a strategic planning technique that is useful for assessing

strengths and weaknesses. Strengths and weaknesses of the organization, both external and internal (Rohaimi & Ratna Kusuma, 2022). This study aims to analyze the strategy of the Surabaya City General Election Commission (KPU) in building the participation of new voters through voter education and socialization amidst the dynamics of empty tubes/empty boxes in the 2024 Surabaya City Pilkada.

RESEARCH METHODS

This research uses a qualitative research method with a descriptive approach, because it aims to analyze and describe the strategy of the General Election Commission (KPU) of Surabaya City in encouraging the participation of novice voters in the 2024 Regional Head Election (Pilkada). This research focuses on the strategies carried out by the General Election Commission (KPU) of Surabaya City in encouraging the participation of novice voters in the 2024 Regional Head Election (Pilkada). The focus of this research is described in SWOT analysis according to (Rangkuti, 2015) in (Aini et al., 2022) with 4 indicators, namely strengths, weaknesses, opportunities, and *threats*.

The data sources of this research consist of primary and secondary data. Primary data was obtained from data analysis and information in the Surabaya City KPU information section. While secondary data is obtained from documents, books, reports that are relevant to the strategy of encouraging novice voters in the regional elections. Meanwhile, the data analysis technique used in this study is qualitative data analysis developed by (Miles B, Huberman, 2014) namely data collection, data condensation, data presentation, and drawing conclusions.

This study uses *purposive sampling* in determining the selected informants. According to (Kusumastuti adhi, 2019) *Purposive Sampling* is the most common sampling strategy. Furthermore, the data that has been collected is presented in the form of brief descriptions, tables, photos, and supporting images to strengthen understanding of the research findings. The data analysis process ends with the stage of drawing conclusions based on the results of field findings, and is continued with the data verification process to ensure its validity.

In this study, the *credibility* or trustworthiness test of the data was carried out through triangulation techniques. According to (Warsono et al., 2022) Data credibility testing is a data validity technique for qualitative research results including extended observation, increased persistence during research and triangulation which includes triangulation of sources, techniques, and time. This approach is used to identify and unify differences in information from various perspectives, resulting in conclusions that are accurate, reliable, and relevant to the research objectives.

RESULTS AND DISCUSSION

This research is important to be conducted and can help the General Election Commission (KPU) of Surabaya City in formulating the right development strategy. This research uses SWOT analysis according to (Rangkuti, 2015) which is an effort carried out systematically to identify and analyze various internal and external factors that have an influence. The purpose of this process is to formulate an effective strategy by maximizing the strengths *and* opportunities *owned*, and simultaneously minimizing the weaknesses *and* threats *faced*. This approach aims to produce an adaptive, targeted, and sustainable strategy in facing the dynamics of the environment that continues to develop.

1. Strength

The Surabaya City KPU has a number of main strengths that support its performance in organizing the Pilkada. First, the organizational structure of the Surabaya KPU runs collectively collegially, which means that every decision is taken together by all commissioners without the dominance of certain individuals. Cross-division collaboration, such as Finance, Legal, Technical Division

The implementation, as well as Socialization and Human Resources, took place synergistically and effectively. The Surabaya KPU has competent and trained human resources, consisting of five core commissioners, secretariat staff, government employees with work agreements (PPPK), and interns. All of these personnel received intensive technical training before the Pilkada stages began, including training on voter data and technical implementation of voting. The existence of ad hoc bodies such as PPK, PPS, KPPS, and Pantarlih in every sub-district and village in Surabaya is also an important strength. The large number of personnel, such as 7,907 Pantarlih, allows the KPU to reach the community directly and evenly.



Figure 1. KPU Goes To School Activities

The KPU Surabaya socialization program is innovative and community-based. Through programs such as "KPU Goes to School". This program aims to provide education on the importance of citizens who are 17 years old to be able to exercise their right to vote in the 2024 Pilkada.

The KPU educates new voters in an interactive and fun way, including through watching films and discussions about democracy. With the "KPU Goes to School" program, the Surabaya KPU is committed to continuing to bring election education closer to the community, especially to new voters, in order to realize elections that are of higher quality and have integrity. This refers to the results of research conducted by (Moento et al., 2024) entitled "Strategy Of The General Election Commission In Increasing The Participation Of Early Voters In Konawe District 2024" In his research he stated that "KPU Goes To School" program is an initiative program that aims to introduce and explain the importance of participation in general elections to the younger generation who will exercise their voting rights for the first time.

Through this program, the Surabaya City General Election Commission (KPU) has the opportunity to meet directly with students who will enter voting age. This activity is used as a strategic forum to convey information and build effective communication regarding democracy issues, the importance of participation in elections, and basic values in democratic life. This step is expected to be able to foster political

awareness and strengthen democratic literacy among the younger generation from an early age.

In addition to targeting young voters, the KPU is also actively disseminating information to Islamic boarding school communities and elderly groups. The Surabaya City KPU has supporting facilities and infrastructure, such as an office building with a meeting hall, mobile service cars, and the use of social media as a public communication channel. This infrastructure strengthens the effectiveness of information dissemination and makes it easier for the public to access KPU services. All activities and institutional structures of the Surabaya KPU are carried out in accordance with national regulations, including KPU Regulation Number 8 and 9 of 2022. This compliance reflects accountability and legality in the implementation of institutional duties and functions. Thus, the main strength of the Surabaya City KPU lies in solid internal collaboration, trained human resources, a wide network of ad hoc bodies, innovative socialization strategies, adequate facility support, and alignment with national regulations. All of these elements are a strong foundation in supporting the implementation of the 2024 Pilkada that is effective, inclusive, and has integrity.

2. Weakness

Although the General Election Commission (KPU) of Surabaya City has made various efforts in organizing voter education socialization, there are still a number of weaknesses that need attention. One of the weaknesses faced is the limited reach of socialization to several areas in Surabaya City that are considered difficult to access, both geographically and socially.

This has an impact on the low level of political literacy of some people, which then gives rise to an apathetic attitude towards the election process and system. Referring to the results of the interviews that have been conducted, it was found that there are still many people from various age groups, from the young generation to the elderly, who have a wrong understanding of voting day. They tend to consider the day as an ordinary holiday that is identical to recreational activities, when in fact the national holiday is determined to provide an opportunity for all citizens to exercise their right to vote in the 2024 Pilkada. This phenomenon reflects the lack of effectiveness in the implementation of voter education by the KPU, especially in building collective awareness of the importance of participation in elections in the Surabaya City community.

In implementing face-to-face socialization targeting various levels of society, including new voters, the Surabaya City General Election Commission (KPU) found limitations in terms of activity allocations determined based on socialization slots or quotas. The slots are adjusted to the availability of the budget that has been set for the implementation of the 2024 Regional Head Elections (Pilkada). This budget adjustment is one of the main weaknesses faced by the Surabaya City KPU in optimizing the reach of socialization. As a result, socialization activities cannot be carried out evenly across all regions and segments of society. It is clear that one of the weaknesses and obstacles faced by the Surabaya City General Election Commission (KPU) lies in the aspect of institutional relations with stakeholders, especially political parties. In carrying out the institutional coordination and communication functions, the General Election Commission (KPU) The city of Surabaya is bound by internal regulations in the form of a code of ethics for election organizers.

This code of ethics contains basic principles that must be upheld by every election organizer, such as integrity, independence, and neutrality.

The existence of this code of ethics does not merely function as a normative guideline, but also as a strict internal monitoring mechanism. This has a direct impact on the scope of the Surabaya City General Election Commission (KPU) in building relations with external parties, including political parties which are one of the main actors in the election contest. In this context, the Surabaya City General Election Commission (KPU) is expected to maintain a professional attitude by maintaining the right distance, in order to avoid the emergence of a perception of bias that can disrupt public trust in the election organizing institution.\

3. Opportunity

General Election Commission (KPU) Surabaya has implemented various forms of face-to-face socialization as one way to encourage public participation in the election, especially among first-time voters or young voters. In addition to these conventional methods, the Surabaya City KPU also utilizes other opportunities through a more innovative and adaptive approach to the characteristics of the younger generation. The Surabaya City KPU has significant potential in creating a creative, educational, and participatory socialization strategy.

One implementation of this approach is the holding of a mural competition with the theme "Dare to Choose for Surabaya". The purpose of this competition is also to provide socialization to the public to be able to cast their votes on election day and to convey an implicit message that this competition is very effective as a medium for distributing works in conveying messages to the public, especially to new voters who have just cast their votes in the 2024 Regional Head Election.



Figure 2. Results of the Mural Competition on Jalan Kenjeran

This activity is not only a medium of artistic expression for the younger generation, but is also used as a means to convey democratic values and the importance of early political awareness. Through this kind of activity, The KPU is trying to create a socialization experience that is not one-way, but interactive and relevant to the communication style and interests of young voters.

In addition, the Surabaya City General Election Commission (KPU) is proactively building collaboration with various stakeholders in an effort to support the implementation of the 2024 Surabaya City Regional Head Election (Pilkada). The Surabaya City General Election Commission (KPU) is

proactively collaborating with various stakeholders to support the smooth running of the 2024 Regional Head Election (Pilkada) stages.



Figure 3. Socialization with Cooperation between Stakeholders

This collaboration is carried out as part of a strategy to optimize the implementation of voter education socialization, especially targeting new voters. In this context, the Surabaya City KPU is utilizing cross-sector collaboration opportunities to expand reach and increase the effectiveness of delivering information related to the importance of participation in elections. Through synergy with stakeholders, it is hoped that socialization activities will not only be informative, but also participatory and relevant to the characteristics of the target audience, namely young voters. This initiative is a strategic step to encourage the active involvement of the younger generation in exercising their voting rights in the 2024 Surabaya City Pilkada.

This refers to the results of research conducted by (Moento et al., 2024) entitled "Analysis Of Kpu Strategies To Encourage Political Participation Of Early Voters In The 2024 General Election In Sungai Garong Village Kecamatan Kayan Hilir District Sintang". In his research he stated that cooperation with other parties is very helpful in the process of socialization and introducing to novice voters about what general elections are.

In addition, the General Election Commission (KPU) as the election organizing body is required to be able to respond to developments in information technology carefully and innovatively. One effective strategy that can be applied is to maximize the use of digital platforms as a medium for communication, education, and effective public services. At the regional level, the Surabaya City KPU uses various social media platforms such as Instagram, Facebook, and the official website as a means of conveying information to the public. These platforms are used to disseminate various stages of the election, socialization activities, and invitations for the public to be actively involved in the 2024 Regional Head Election (Pilkada). However, based on observations, there is some information on the Surabaya City KPU social media page that has not been updated regularly, which can affect the effectiveness of public communication. However, the use of social media remains a strategic opportunity, especially in reaching new voters who tend to be active and familiar with the use of digital technology in their daily lives.

4. Threats

The Surabaya City General Election Commission (KPU) faces quite complex challenges in the implementation of the 2024 Surabaya Mayoral and Deputy Mayoral Elections, one

of which is related to single candidacy or what is often referred to as the "empty box". In the election, there was only one candidate pair, namely Eri Cahyadi and Armuji, who are the incumbent pair *who* are running again for a second term. This single candidacy phenomenon has created its own dynamics in society, including the emergence of various forms of rejection from some residents who feel that the absence of alternative candidates is a form of regression in the democratic process.



Figure 4. Group Demonstration Action Rejecting the Nomination of the Empty Box

The action of rejecting the nomination of the empty box in the regional head election took place on September 17, 2024, which was marked by a direct demonstration in front of the Surabaya City General Election Commission (KPU) office. The demonstrators said that voting for the empty box was not just a symbolic form of protest, but rather a firm political statement against the lack of alternative candidate leaders available to the community. They considered that the choice of the empty box reflected the aspirations of Surabaya residents who longed for a healthier, more competitive, and more open democratic process. Thus, choosing the empty box was considered a form of resistance against the consolidation of power by certain groups who were considered to prioritize narrow political interests over the interests of the wider community.

Responses related to the nomination of the empty box were also felt by new voters. New voters showed that the existence of the empty box was not only a political issue, but also influenced their perception and motivation in exercising their right to vote. The phenomenon of the nomination of the empty box in the 2024 Surabaya City Pilkada created its own dynamics among new voters that the nomination of the empty box became a fairly lively discussion in various media, even triggering a demonstration in front of the Surabaya City General Election Commission (KPU) office. It can be seen that the nomination of the empty box has two sides of influence on new voters. On the one hand, this issue has succeeded in attracting attention and increasing their political awareness, as evidenced by their activeness in following news and discussions in the social environment. However, on the other hand, the existence of the empty box also creates a sense of apathy and skepticism towards the political process, especially in terms of fairness and balanced competition. This is a challenge for election organizers to maintain the credibility of local democracy, especially in dealing with the younger generation who are forming their initial perceptions of the political process.

Based on findings in the field, Not a few people, including new voters, consider that voting is no longer relevant because a single candidate is considered certain to win. This view is one of the threats to the quality of people's political participation, because the decline in motivation to use the right to vote can have an impact on the legitimacy of the democratic process itself. Therefore, the misunderstanding of the single candidacy system needs to be responded to immediately with massive and targeted political education so that people, especially the younger generation, realize the importance of their involvement in every general election process.

Public participation in the 2024 Surabaya City Regional Head Election (Pilkada) showed a figure of 56.18%. When viewed based on the level of participation in each sub-district, Semampir Sub-district was recorded as the area with the lowest level of participation among all sub-districts in Surabaya City. However, overall the level of voter participation in the 2024 Pilkada increased compared to the previous Pilkada. In the 2020 Surabaya City Pilkada, voter participation was recorded at 52.4%, so there was an increase of 3.78% in the 2024 Pilkada. This increase indicates an improvement in community involvement in the local democratic process, although the percentage is still considered low when compared to the national participation target set by the General Election Commission (KPU).

Table 2. *SWOT Matrix Strategy General Election Commission (KPU) of Surabaya City*

Strength	Weakness
<ol style="list-style-type: none"> 1. Structure and Human Resources of the City General Election Commission (KPU) Surabaya is clear 2. Utilization of human resources by forming an <i>ad hoc body</i> 3. <i>KPU Goes To Program Schools</i> in encouraging the participation of new voters through the socialization of voter education 4. Adequate facilities and infrastructure in carrying out the process of socialization of voter education 	<ol style="list-style-type: none"> 1. Lack of reach of socialization to all schools in Surabaya 2. Ability to collaborate between employees and <i>adhoc bodies</i> 3. Limitations in budget slot division points for implementing voter education socialization 4. Limited space for the City KPU to move Surabaya because of the code ethics
Opportunity	Threats
<ol style="list-style-type: none"> 1. Utilization of social media in reaching and explaining information through digital platforms 2. Procurement of new and innovative programs such as holding mural competitions' 3. Collaborate with stakeholders in providing socialization Voter education for voters beginner 	<ol style="list-style-type: none"> 1. There is a single candidate pair in the 2024 Surabaya City Pilkada 2. There was a symbolic action of rejecting the nomination of the empty box 3. Low voter turnout in the 2024 regional elections

Formulating Alternative Strategies

1. SO Strategy (Strength-Opportunity)

SO strategy obtained from the results of the strengths and opportunities of the KPU organization (Praduta, 2024). The right alternative steps are:

- a) Expanding innovative socialization programs such as *KPU Goes to School* and mural competitions with the support of trained human resources and adequate facilities.
- b) Increasing the use of social media in an integrated manner with divisional synergy and intensive training.
- c) Encourage cross-sector collaboration with stakeholders based on a collegial collective approach.
- d) Summarizing and reworking the method of socialization to young voters. Such as providing socialization with a sense of pleasure without any political pressure.

2. ST Strategy (Strength-Threats)

ST strategy is obtained from the results of strength and threat analysis. This strategy utilizes internal strengths to overcome threats originating from outside (Praduta, 2024). The strategies are as follows.

- a) Increasing the socialization of voter education, especially among new voters amidst the nomination of empty boxes in the 2024 Regional Elections.
- b) Providing intelligence through joint discussions with the community, especially those who reject the nomination of empty boxes.
- c) Conducting periodic evaluations and encouraging system improvements from evaluation results in order to increase community participation in the city of Surabaya.
- d) Leveraging human resources and infrastructure to raise awareness of the importance of
- e) exercise the right to vote, even in an empty box.
- f) Building an inclusive democratic narrative through social media and participatory programs.

3. WO (Weakness-Opportunity) Strategy

This strategy aims to overcome internal deficiencies and take advantage of opportunities arising from external factors. (Praduta, 2024).

- a) Optimization for Increasing Participation of First-Time Voters. Allocating and utilizing budget strategically by organizing various activities that have the potential to encourage active participation of first-time voters.
- b) Create various innovative activities that can encourage awareness of first-time voters. These activities can include election education through seminars, public discussions, creative digital campaigns, and training of democracy volunteers involving young people. With the right approach and relevance to the interests and communication styles of the younger generation, it is hoped that the level of awareness and participation of first-time voters in the election can increase significantly.
- c) Overcoming the limited reach of socialization areas through digital platforms and cross-sector collaboration.

- d) Targeting apathetic groups with a creative and digital-friendly approach.

4. WT Strategy (Weakness-Threats)

Strategy at this stage, The strategy successfully maintains the organization's expectations, while reducing internal weaknesses and preventing potential external threats (Praduta, 2024) The strategy is as follows.

- a) Increasing the role of the community and new voters in the implementation of a series of KPU activities. Increased participation from various parties is needed, especially the general public and government officials. Active community involvement can be realized through participation in socialization activities, voter education, and supervision of the election process.
- b) Improving the stability of information to the public, especially to new voters.
- c) Adjust budget allocation at low participation vulnerability points.
- d) Developing digital educational content that is responsive to the issues of empty boxes and political apathy.

CONCLUSION

Based on the results of research and analysis of the performance of the General Election Commission (KPU) of Surabaya City in organizing the 2024 Regional Head Election (Pilkada), it was found from the research results that the KPU of Surabaya City has strengths in an organizational structure that is collegial collective, supported by synergy between divisions and competent and trained human resources. The existence of ad hoc bodies such as PPK, PPS, KPPS, and Pantarlih also supports the division of tasks and the implementation of socialization evenly throughout the region. In addition, innovative and community-based socialization activities, as well as compliance with national regulations, strengthen the legitimacy and effectiveness of institutions.

On the other hand, KPU has the opportunity to develop a more creative, participatory, and adaptive socialization strategy through the use of digital media and cooperation with various stakeholders. The emergence of negative perspectives from novice voters related to the empty box candidacy. In addition, the voter turnout rate of only 56.18% is still below the national target. Therefore, efforts are needed to increase massive and sustainable political education to strengthen public awareness and participation in the democratic process.

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