

# Communication Networks and Socialization Content for the 2020 Regional Head Election by the General Election Commission in Indonesia on Twitter

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## Abstract

Election stages that usually involve many people, such as campaigning and socializing the 2020 Regional Head Election, must be carried out online or "in-network" to avoid the spread of Covid-19, one of which is social media. The KPU must be able to use social media as a means to socialize the stages of the election that have been and will be held. This study specifically wants to see how the RI KPU uses Twitter as a social media in the 2020 Pilkada. The method used in this study is a qualitative descriptive method. This research uses Qualitative Data Software Analysis (QDSA) and Social Network Analysis (SNA), which function as analysis tools. QDSA uses NVivo 12 Plus, while the SNA used is NodeXL Pro. The study results indicate that the use of Twitter Social Media as a means of socialization is an important part that cannot be separated from the socialization of the 2020 Pilkada. The link between the accounts of the General Election Commission of the Republic of Indonesia and other accounts results in the exchange of messages by mentioning each other. The intensity of the socialization of the implementation stages and the categories of message content conveyed in the KPU account have also been identified. The implementation of social media tactics carried out by the KPU during the 2020 election period can be categorized as institutional and individual. The emergence of communication networks and the impact of social media use on the resulting level of participation are also presented.

**Keywords:** communication network; election commission; election socialization; twitter

## Introduction

Regional Head Election (Pilkada) in 2020 was held in 270 regions with details of 224 districts, 37 cities, and nine provinces with a total number of candidates for regional heads who fought in as many as 687 candidate pairs (Detiknews, 2019; Wardi, 2020). Although it has been completed, the implementation of the 2020 election is not separated from the various pros and cons that appear when heading to the day of its implementation. The pros and cons of implementing the 2020 election stick out sharply when the state must decide whether the implementation of the 2020 election will still be held in 2020 or postponed until 2021. Experts consider that the implementation of the 2020 election can be postponed until 2021, considering that the election agenda in 2020 is only secondary or not strategic if faced with public health safety in the face of the Covid-19 Pandemic (Laeis, 2020). Faced with the public health emergency pandemic Covid-19 (Kompas.com, 2020a), which was also officially declared by the President of the Republic of Indonesia as a National Disaster (Non-Natural Disaster), it became a consideration for the Indonesian KPU for the implementation of elections in 2020 postponed.

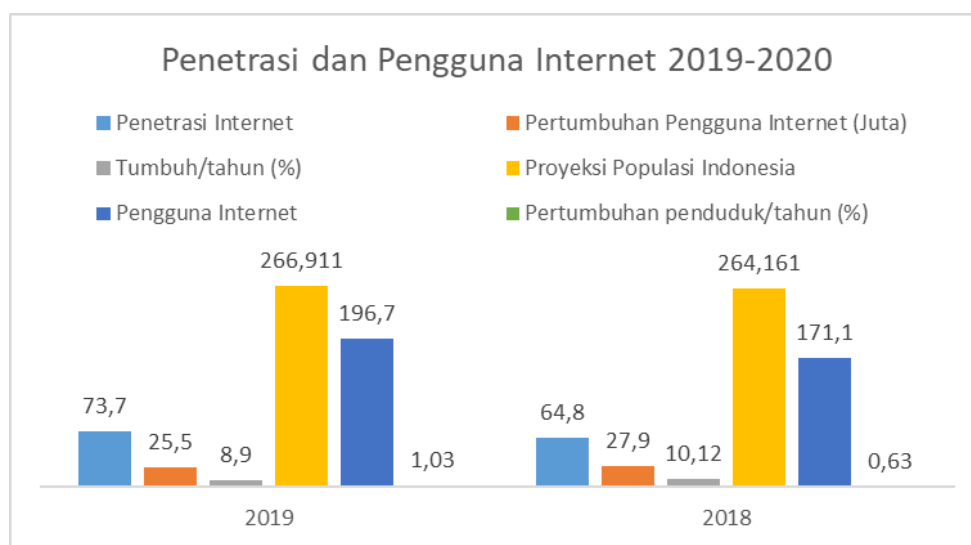
The postponement of the 2020 election is contained in the Election Commission Decree number 179/PL.02=Kpt/01/KPU/11/2020 concerning the Postponement of the Election Stages of Governors and Deputy Governors, Regents and Deputy Regents, and Mayors and Deputy Mayors in 2020 in Efforts to Prevent the Spread of Covid-19 (KPU RI, 2020). Furthermore, in the Working Meeting and Hearing Meeting of Commission II of the House of Representatives together with the Ministry of Home Affairs, The General Election Commission (KPU), the Election Supervisory Agency (Bawaslu), and the Honorary Board of Election Organizers (DKPP) decided that the implementation of the 2020 Election was conducted on December 9, 2020, back from the initial implementation date held on September 23, 2020 (Antara, 2020; Kompas.com, 2020b), this also ended the debate regarding the option of implementing elections in 2021.

With the establishment of the 2020 election on December 9, 2020, it is a first step for the KPU to rearrange the schedule of stages that will run and readjust the overall technical stages to run following the Health Protocol that must be implemented avoid the spread of the Covid-19 Virus. Applicable social restrictions and limited direct interaction activities (Arum, 2020) then impact all stages of the implementation of the 2020 election, the stages or activities of ownership that usually involve many people are now limited and tightened health protocols, even some activities such as campaigns and socialization of the implementation of elections in 2020 must be carried out online or "in-network," making campaign patterns and socialization that are online increasingly popular and

currently one of the effective ways to reach voters (Bello, Inuwa-dutse, & Heckel, 2019; Papakyriakopoulos, Serrano, & Hegelich, 2020).

Data from the Internet Survey Report of the Indonesian Internet Service Providers Association (APJII) showed that the penetration of internet users in 2019-2020 in Indonesia reached 73.7%, an increase compared to internet usage penetration in 2018, which was 64.8% (Irawan, Yusufianto, Agustina, & Dean, 2020). The growth of internet user penetration 2019-2020 can be seen in the following Figure 1:

**Figure 1.** Internet User Penetration 2019-2020.



Source: Internet Survey Report of the Indonesian Internet Service Providers Association (APJII) 2019-2020.

Figure 1 above also shows that 196.7 million Indonesians have used the Internet to support daily activities; the use of the Internet in daily activities in Indonesia shows an increase in the last few years (Nuswantoro, 2015; Yohana, 2018). With the number of internet users reaching 196.7 million, the internet presence has the potential as a good resource in improving the quality of communication between communities and stakeholders, in this case, government/institutions (Cahyaningsih, Wijayadi, & Kautsar, 2019; Meladia, Nadjib, & Akbar, 2018). The high level of internet use also provides opportunities for improving the quality of democracy through the use of ICT and the Internet in elections (Crothers, 2015; Fanida, 2018; Slamet, Hamdan, & Deraman, 2009). The high rate of internet use in Indonesia is in line with the increasing increase in social media users based on Web 2.0 technology which is increasing and unstoppable (Criado, Sandoval-Almazan, & Gil-Garcia, 2013; Delerue, Kaplan, & Haenlein, 2012); social media is considered to provide improvements in the effectiveness of information dissemination (Widayanti, 2015; Yoo, Yang, & Cho, 2016). Every year the growth of social media users continues to increase, social media can have a far-reaching impact on human life (Belkahla Driss, Mellouli, & Trabelsi, 2019). Widayanti (2015) revealed that the role and

function of social media in disseminating information can provide an understanding of information more broadly and can reach users better. The involvement of social media in coloring the course of the 2020 election is inevitable, and social media has become part of the lifestyle of modern society in supporting various activities (Monggilo, 2016).

As one of the digital media groups [25], social media presents as a medium based on the internet network based on its use (Madakam, Ramaswamy, & Tripathi, 2015). Social media can be defined as a group of Internet-based applications built on the ideology and technology of Web 2.0 that can give users flexibility in the creation and exchange of content (Delerue et al., 2012). The rapid growth of the Internet and the birth of social media have had a significant impact on the face of mass media. Now mass media has transformed into various online platforms that give freedom to its users to use following the User's wishes, some these online media platforms such as Facebook, Twitter, Instagram, and YouTube (Towner & Muñoz, 2020). The presence of social media cannot be separated from human activities. Social media trends are shown to make it easier for humans to communicate and find information (Kosasih, 2016). As mentioned above, social media is also defined as an internet-based application that was then built based on the advancement of web technology 2.0 to enable the formation of various creations and exchange of information between fellow internet users around the world (Kaplan & Haenlein, 2010).

Social media is now continuously growing until it can have a strong influence on politics (Batara, Nurmandi, Warsito, & Pribadi, 2018). Social media can naturally provide easy access to information through convenient devices such as phones and tablets, allow users to create content, and provide social connections between social media users (Delerue et al., 2012; Näkki et al., 2011; Song & Lee, 2016). This social connection then allows politicians and state organizers to capture aspirations and build more intense communication with their people to produce a particular agenda setting (Tari & Emamzadeh, 2018). The use of data to improve services to the community is a condition of the formation of intelligent government (Witanto, Lim, & Atiquzzaman, 2018). Social media can provide data in the form of information needed by the government regarding what the public says about what has been done by the government through reviews provided in social media content (Gintova, 2019; Witanto et al., 2018). With good use of social media, the government can bring innovation in terms of the public sector (Belkahla Driss et al., 2019; Criado et al., 2013). The presence of social media can increase the effectiveness of public communication so that it has a direct effect on public satisfaction that is improving (Ho & Cho, 2016). Social media is spreading rapidly and widely at all levels of state organizers because of its potential to realize better and more

community engagement (Mergel, 2013). The use of social media gives its users the freedom to expand their social network (Sessions, 2010; Skoric, Zhu, Goh, & Pang, 2016). With its various functions, the use of social media in general election activities, especially in the stage of socialization, becomes a very strategic thing to maximize the activities carried out. Social media is here to provide an attractive opportunity for state institutions, bureaucrats, politicians, campaigners, and political activists to provide information, thoughts, and policy products through various messages conveyed and provide a space for dialogue with their supporters (Buccoliero, Bellio, Crestini, & Arkoudas, 2020; Song & Lee, 2016).

Several studies have shown that social media activity is closely linked to the upcoming elections (DiGrazia, McKelvey, Bollen, & Rojas, 2013; Kruikemeier, 2014). Social media plays a strategic role in helping and allowing candidates to self-guide themselves, making them strong personalities in contestation by knowing how to use social media as a tool to build their self-branding (Petruca, 2015). With various advantages and uses owned by social media, the Election Commission must maximize the opportunities provided by social media so that social media can be present as a means of socialization of the implementation of effective elections (Adinugroho, Prisanto, Irwansyah, & Ernungtyas, 2019; Perangin-angin & Zainal, 2018). Based on data compiled by Hootsuite Wearesocial in January 2019, the number of social media users in Indonesia exceeded 150 million or around 56% of the total population, while the use of social media from mobile devices (gadgets) reached 130 million users or 48% of the total population in Indonesia (Katadata.co.id, 2019). With the high level of use of social media through gadget communication devices, it is projected that social media can provide a good opportunity in building new communication patterns for stakeholders in various ways (Jansen, Zhang, Sobel, & Chowdury, 2013; Sobaci, 2016); for this reason, the KPU as an election organizer must participate in utilizing social media well as a means in the implementation of socialization of the stages of ownership that have been and will be carried out.

KPU has used social media to conduct socialization activities and provide data on the development of the ongoing election stage based on the spirit of public information openness. In addition to Twitter, KPU has also used other social media such as Facebook and Instagram as social media platforms. However, in this study, the social media platform Twitter was chosen by the author as the primary data source, this is because the level of Twitter social media use in Indonesia occupies the third position as the most frequently used social media by the people of Indonesia, besides that Twitter is known as a social media that not only provides political communication opportunities but can also play a role in time communication, interpersonal communication, and media that can provide

freedom of expression and convey ideas (Emeraldien, Sunarsono, & Alit, 2019). The data presented in a Twitter account can also produce more variation data visualizations that can be generated with the help of the Qualitative Data Software Analysis (QDSA) and Software Social Network Analysis (SNA) applications. This research specifically wants to see how the communication networks formed and what socialization content is produced by the KPU of the Republic of Indonesia in using Twitter social media as a means of socialization during the implementation stages of the 2020 election.

## **Research Methods**

This type of research uses qualitative research methods with a descriptive approach. This qualitatively destructive research is a type of research aimed at understanding what is happening on the ground experienced by the subject of the study employing descriptions in a series of words and languages using a variety of natural methods and interpreted with the perspective of the researcher himself (Gunawan, 2016; Moleong, 2008). Qualitative methods can provide a deep understanding of a complex field that is less attentive to research and investigation to provide a thorough explanation of what is underlying it (Rust & Hughes, 2018; Santangeli, Arkumarev, Rust, & Girardello, 2016). In presenting good research, researchers need to pay attention to aspects of data analysis, with the availability of adequate data analysis can answer the formulation of problems in qualitative research by putting forward the perspective of researchers to the problems studied, where researchers plunge directly into feeling and interpreting phenomena that occur. This research is an act of exploration by explaining how a policy, program, action, and phenomenon can work or vice versa (Mohajan, 2018).

The types of data used in this study are secondary data and primary data. Secondary data is data collected second-hand or from other sources in readings and various data sources. Secondary data can be magazines, newsletters, publications from related organizations or institutions. In addition to it can also be attachments from official bodies such as governments, ministries, study results, thesis, thesis, and so on. Secondary data from this study was obtained from social media data. Social media data is one of the new resources in the openness of public data with a large amount of data so that it can be easily managed by researchers (Brandt, Bandler, & Neumann, 2017; Lassinantti, Ståhlbröst, & Runardotter, 2019; Mehmet, D'Alessandro, Pawsey, & Nayeem, 2018; Witanto et al., 2018).

The social media account that was the source of the data in this study came from the KPU RI Twitter account with the account name @KPU\_ID. The Twitter account was chosen because it is the official account of the KPU Ri Institution which

is shown by directly linked the account to the official website of the KPU RI. In addition, the KPU RI account already has a blue verified badge on its Twitter account, and the blue verified badge indicates that the account is a verified, recognized, and active account.

Furthermore, researchers used Qualitative Data Software Analysis (QDSA) and Software Social Network Analysis (SNA), which serve as an analysis tool. QDSA is used by Nvivo 12 Plus, while the SNA used is NodeXL. Nvivo today is not only an analytical tool for researchers but has also become a reference method in research (Brandão, 2015; García-Horta & Guerra-Ramos, 2009; Loilatu, Irawan, Salahudin, & Sihidi, 2021; Sidik & Mulya, 2011). Software Nvivo 12 Plus and NodeXL can search for text and ideas that are then linked through coding and data search and modeling that can be retrieved while always being able to directly access the original data behind the emerging concepts (Bringer, Brackenridge, & Johnston, 2002). This study using the tools available in Nvivo 12 Plus, including cluster analysis, group analysis, and text search analysis (Bruno, 2019). Nvivo 12 plus has used a variety of modern data analysis approaches and techniques so that the research can conduct new experiments on a phenomenon studied (AlYahmady & Al Abri, 2013; Ozkan, 2004).

**Table 1.** Data analysis techniques

| Explore Analysis    | Data Analysis                                | Purpose of Analysis   |
|---------------------|--|---|
| Nvivo 12 Plus       |  |   |
| World Cloud         | Information Type                             | Knowing what socialization information is dominant in the socialization that the KPU has carried out.   |
| Node XL Pro         |  |   |
| Explore Connections | Relationship of tweet account and tweet text | Know the connection or relationship between the word from the account and the word from another account |

Source: [Processed by author](#)

## Results and Discussions

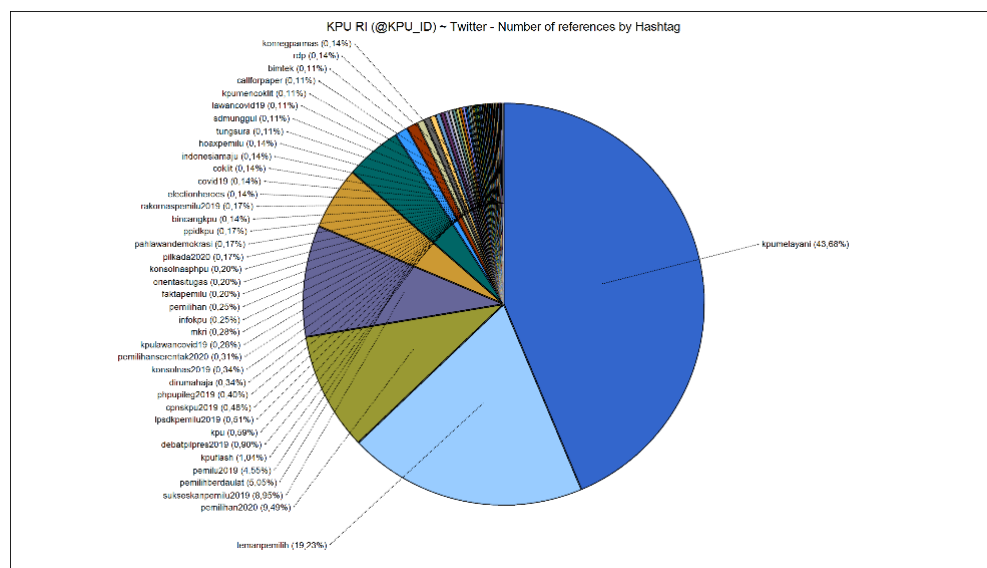
### Twitter Communication Network of the Election Commission of the Republic of Indonesia

The communication network is one element in communication, and a communication network is described as a flow that creates a relationship between two people, several people, or even many people (Goldhaber, 1990). In the Twitter communication network, previous researchers have measured the level of people who influence communication on social media with various analytical methods used, ranging from based on followers in accounts, activity from tweets and retweet accounts, and the content of the theme of tweets generated

(Bode & Dalrymple, 2016; DiGrazia et al., 2013; Hellsten, Jacobs, & Wonneberger, 2019; Lee, Yoon, Smith, Park, & Park, 2017).

In this section, we will try to see the communication network that occurs against the KPU account during the account's tweet activity and retweet the socialization of the 2020 election. Tweet and retweet activity that has been generated in the KPU RI Twitter account is then characterized by several hashtags, hashtags in social media Twitter has a function as an indexing system (Bonilla & Rosa, 2015; Lovejoy, Waters, & Saxton, 2012; Xiong, Cho, & Boatwright, 2019), thus providing convenience for social media users to filter out the communication frenzy that occurs. Hashtags can also classify topics and conversations relevant to Twitter social media users (Rumata, 2017; Xiong et al., 2019). Meladia et al. (2018) also emphasized that the presence of hashtags positively influences Twitter users to be able to find the desired information. Therefore, the hashtag became a benchmark of the communication network observation process generated by KPU accounts in this study.

**Figure 2.** Highest Hashtag Intensity on KPU RI Twitter Account.



| Hashtag              | Persentase |
|----------------------|------------|
| #KPUmelayani         | 43,66%     |
| #TemanPemilih        | 19,23%     |
| #Pemilihan2020       | 9,49%      |
| #SukseskanPemilu2019 | 8,95%      |

Source: Processed by the author using NVivo 12 Plus based on account NCapture results.

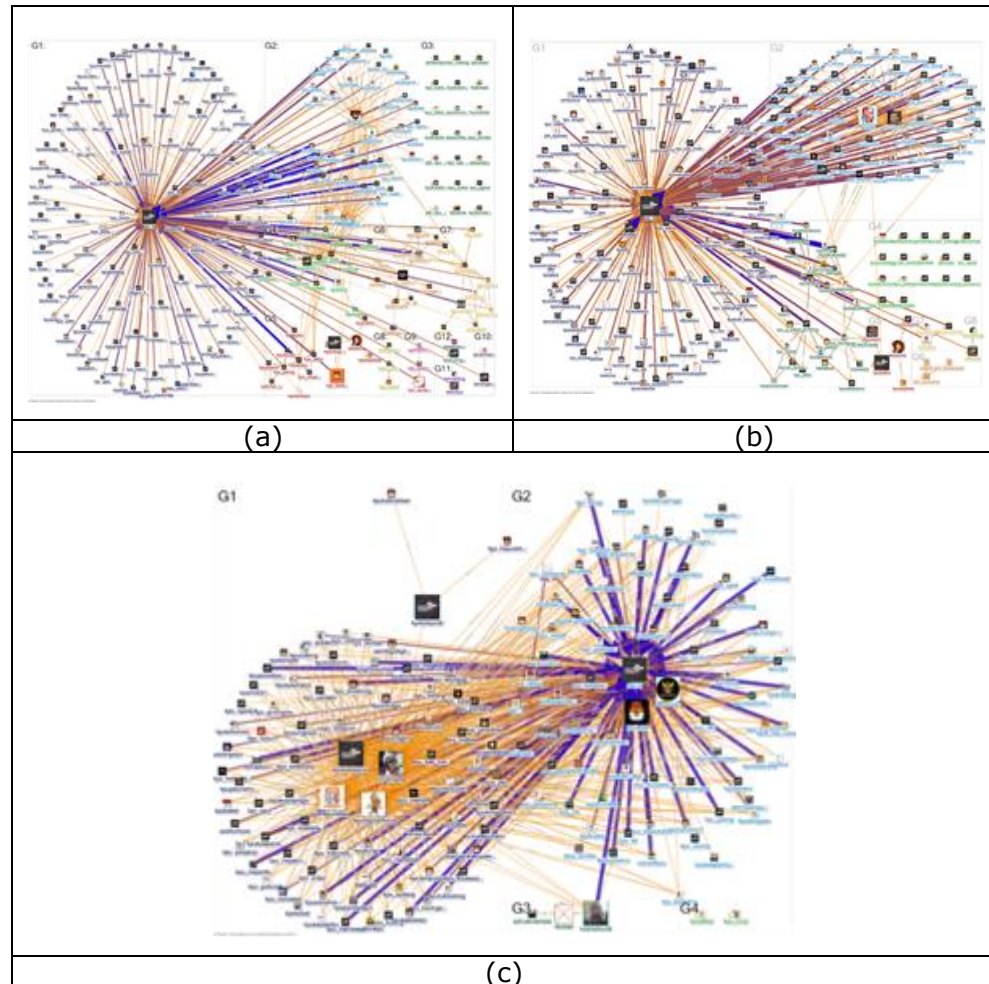
Several hashtags appear in the KPU RI account, from Figure 2 above showing the highest hashtag is #KPUmelayani which is the tagline of the KPU RI with a percentage of 43.68%. On several occasions, the hashtag #KPUmelayani delivered as the work ethic of the Election Commission at all levels (KPU Kabupaten Minahasa, 2017). Furthermore, the second hashtag with the highest intensity is the hashtag #TemanPemilih with a percentage reaching 19.23%, and then in third place, there is a



hashtag #Pemilihan2020 with a percentage of 9.49%.

From the findings of this hashtag, researchers made further observations of the networks that appeared in the dissemination of socialization information by the KPU by using Software Social Network Analysis (SNA) NodeXL Pro. NodeXL Pro can provide network visualization to enable more massive network analysis and open up various opportunities to analyze communication networks formed on social media (Purnama, 2015). Keywords used in data search are adapted to hashtags that often appear in previous KPU accounts, namely #KPUmelayani, #TemanPemilih, and #Pemilihan2020.

**Figure 3.**  
Communication  
Network of hashtags:  
(a) #KPUmelayani  
(b) #TemanPemilih  
(c) and  
#Pemilihan2020.



Source: Processed by the author using NodeXL based on hashtag keyword searches.

The communication network in the 3-part image (a) above results from the keyword hashtag #KPUmelayani. This is the hashtag with the highest intensity of use in KPU accounts that are the source of research. Data is mined with a limit of 1000 tweets resulting in intense communication network visualizations of the various accounts using hashtags #KPUmelayani. Two hundred fifty-six accounts appear in the communication network using hashtags #KPUmelayani above. This hashtag's entire communication network (Edges) reached 1332 times with several communication labels, namely

tweets, retweets, and mentions in retweets. Based on careful observation of emerging communication networks, it was found that some accounts have an excellent communication influence in the use of hashtags #KPUmelayani. This is indicated by the increasing number of profile pictures of accounts in the network that appear in the 3-part (a) image. The first account that shows the most significant profile picture with the highest centrality in the spread of hashtag information #KPUmelayani is shown by the KPU RI account with the point betweenness centrality reaching 50,128,339, and the KPU RI account acts as the most active account using hashtag #KPUmelayani in its tweet. It becomes the account most often reposted by other accounts in disseminating information with the use of such hashtags. In addition to the KPU RI account, the picture also shows that there are five district/city level KPU accounts in the top ten that has the highest intensity in the communication network using hashtags #KPUmelayani, namely the Bondowoso Regency KPU, Probolinggo City KPU, Parepare City KPU, Indramayu Regency KPU, and Bima City KPU.

The communication network from Hashtag #KPUmelayani then also showed 12 communication groups generated. Each group had its communication network against other accounts. The higher the tendency between accounts in interacting is shown from the color differences resulting from the lines connecting between accounts. Blue indicates a high intensity of interaction, while orange indicates a not high intensity of interaction. In addition, the number of accounts and groups that appeared during the use of hashtags #KPUmelayani showed that the use of hashtags #KPUmelayani has been widespread and massively generated by Twitter users so that the distribution of information becomes higher. Not much different from the hashtag #KPUmelayani, the image part (b) shows the intensity of the communication network in the second hashtag, #TemanPemilih. Data mining with the same limit of 1000 tweets through NodeXL Pro, the results of visualization of data findings then showed 247 accounts use hashtags #TemanPemilih in their tweet and retweet activities. The entire communication network (Edges) in this hashtag reached 1263 times with several communication labels, namely tweets, retweets, and mentions in retweets. Hashtag #TemanPemilih also generates communication networks by involving KPU ID accounts as the highest account in the intensity of their use and becomes the centrality of communication network activities. In addition, several other accounts have a strong influence on the use of hashtags #TemanPemilih. This can be seen from the increasing size of the account profile photo that appears in the 3-part (b) image above.

The resulting color also marks the relationship between each account in the communication network if the color of the orange connecting line means that the level of connectedness through interaction between accounts is not too high. However, if the

connecting line colors have shown blue, the interaction between accounts is high. In addition, some accounts were also found to have no connection between network line interactions with other accounts. This indicates that the account spreads information independently without being associated with another account; it also uses hashtags #TemanPemilih in its tweet activities. These standalone accounts are marked in green on the account name label in the image. The third highest hashtag used by KPU accounts in characterizing tweet and retweet posts in the 2020 election is the hashtag #Pemilihan2020. This #Pemilihan2020 hashtag became the most characterized hashtag, specifically social media activities related to the regional head elections in 2020. With the discovery of this hashtag in all kinds of posts on social media, it can be easily identified will tend to fill the content of tweet posts and retweets aimed at the issues of the 2020 election.

Figure 3 section (c) above shows the communication network of information that emerged from hashtags #Pemilihan2020. The data was mined with the same tweet limit as the previous two hashtags of 1000 tweets. 164 Twitter accounts use hashtags #Pemilihan2020 in their tweets and retweets. This hashtag's entire communication network (Edges) reached 1058 times with several communication labels, namely tweets, retweets, and mentions in retweets. Several accounts have a significant influence on this hashtag. KPU RI account again became the first and highest account in the use of hashtags #Pemilihan2020. Meanwhile, in the image, other accounts with an image size larger than others can be found, showing that the account has a significant level of use of hashtags and becomes a reference from other accounts to exchange information. Goldhaber (1990) explained that in the elements of communication, there is a small set of flows that create interconnected connections between exchanges and messages in each person. A communication network can occur between two people, several people, or many people. These communication networks can then show the people involved in the ongoing communication. Social network analysis (SNA) will provide researchers with an understanding of the relationships between individuals or groups (Ramadhani, Alamsyah, & Wicaksono, 2019). The relationship between the three hashtags above shows that Twitter social media is a communication network for fellow users to share content (Suryadharma & Susanto, 2017).

In social networks, depictions of individuals and people involved can be displayed with nodes or points. In contrast, the resulting relationships between nodes that appear are referred to as edges or links (Susanto, Lina, & Chrismanto, 2012). The hashtag usage network above has shown several important actors actively involved in the communication network created. The grouping of actors and the closeness of actors have been clearly described in the 3-part picture

(a,b,c). The more actors involved in the use of this hashtag, it can be concluded that the more widespread socialization of the 2020 election is run through social media. The high networking of activity using hashtags #KPUmelayani, #TemanPemilih, and #Pemilihan2020 above has also reflected the culture of participation in social media users. Social media is realized as a means to create interaction in providing social support and relationships (Ciszek, 2013; Xiong et al., 2019). The interaction that is built is an interaction themed around the holding of elections in 2020. In addition, the function of social media is described by DiGrazia et al. (2013) as one of the indicators in decision making, by understanding the communication network that occurs can provide an overview to decision-makers or stakeholders in projecting and formulating policies to be carried out.

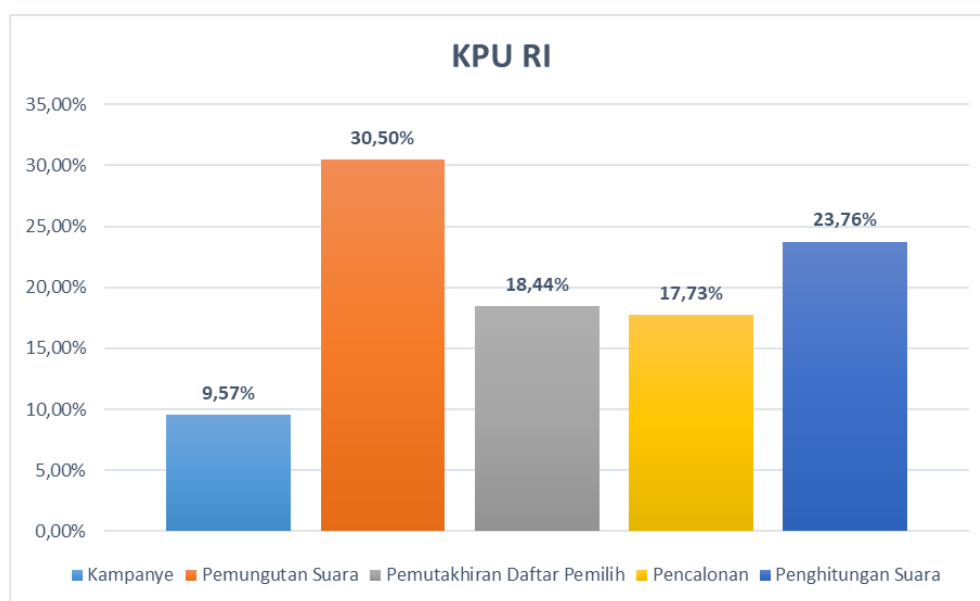
### **Analysis of Twitter Socialization Content of the Election Commission of the Republic of Indonesia**

Social media today has become one of the indispensable needs in human activities every day (Kosasih, 2016). The use of social media as a means of socialization of the 2020 election is also an inseparable thing; the health emergency situation that occurs in Indonesia with various mitigation measures that have been carried out requires all socialization activities that were previously carried out offline and must now be carried out online. The consideration underlying the use of social media as a means of online socialization by the Election Commission is to minimize the occurrence of Covid-19 transmission when the 2020 election stage runs (Cahyatina, 2020; Puspitasari, 2020). From the reduction of data generated through manual coding that has been done by researchers, which is then carefully processed in the Nvivo 12 plus explore crosstab feature shows the level of intensity of tweets and retweets of KPU RI accounts and Provincial KPU accounts in socializing the stages of organizing elections in 2020. The period of tweet and retweet account data processed by each account is equated according to the start of the 2020 election from October 2019 to March 2021, and the results can be seen in the graph below.

KPU RI has run socialization activities of the 2020 election through tweet messages and retweets accounts with the number of tweets and retweets of the implementation stages as many as 418 times. This shows that socialization efforts carried out by KPU RI through Twitter social media have been carried out. Member of KPU Socialization Division I Dewa Kade Wiarsa Raka Sandi said that social media in socialization in pandemic times should be optimized to publish the stages of elections and elections that are running (KPU Kota Batu, 2020). Apart from the intensity generated based on the category of Socialization of the 2020 Election Implementation Stage above, the message content of what is conveyed in tweets and retweets of the stages of organizing the 2020 Election is also an important thing to

observe. Researchers categorize the contents of the socialization message of the implementation stages carried out following the agenda of the stages contained in the schedule of the stages of the implementation of the 2020 Election, which has been regulated through the Election Commission (PKPU) Regulation No. 15 of 2020 concerning the Stages, Programs, and Schedules of the Implementation of governors and deputy governors, regents, and deputy regents, and mayors and deputy mayors in 2020 (PKPU No. 15 of 2020). Based on the agenda of the stages in PKPU No. 15 of 2020, the Content of Socialization Message is divided into five categories, namely 1) Candidacy; 2) Voter List Update; 3) Campaigns; 4) Voting; and 5) Vote Counting.

**Figure 4.** Category Contents of Socialization Messages by KPU RI Account.



Source: The coding results are based on the Category of Socialization Message Content by the RI KPU Account using NVivo 12 Plus.

Coding data tweets and retweets conducted from October 2019 to March 2021 and generating the intensity of the amount of Socialization Stages also in detail categorize the contents of socialization messages divided into five categories as described in the previous paragraph. Figure 4 above shows the contents of messages that appear during the KPU RI account, socializing the stages of implementation. In the KPU RI account, the message contents that appeared are dominated by tweets related to the Voting stage, which reached 30.50% (86 times). The Voting category tweet provides information to the public through diction of the word invitation to vote and describes the activities carried out on the day of the vote. Furthermore, in addition to the content of the voting category message, the content category of the Vote Counting message became the second category most often delivered by KPU RI accounts in socialization activities they run through Twitter social media, the content category of vote counting messages reached 23.76% (67 times). The category of content of the Vote Counting message is not only related to the post-election day,

namely the recapitulation process of election results but also based on pre / before from the day of the 2020 election, which concerns all kinds of preparations from the counting process that will be carried out when the election process has been completed using the Application of The Vote Counting Results Recapitulation System (Sirekap).

The categories of the content of the Voter List Update message (18.44%), Candidacy (17.73%), and Campaign (9.57%) became the following three categories of message content found in the KPU RI account through tweets and retweets of socialization of the 2020 election. Updating the voter list through various program update activities implemented by KPU RI becomes the focus rather than the contents of messages related to the Category of Voter List Updates found 52 times in the account. Simultaneous Click Movement (GKS) and Simultaneous Coklit Movement (GCS) are two intense activities socialized in the contents of voter list update messages, and socialization related to the stage of recapitulation voter lists becomes the contents of socialized messages. The category of nomination message content is conveyed by the KPU RI account in the socialization of the implementation stages as many as 50 times. In this category, the KPU RI provides information related to the nomination stages of regional heads during the 2020 election. Tweet information containing the opening date of the nomination of either individual or independent lines and political party lines is openly conveyed by the KPU RI in the resulting tweet. In addition, the development of the verification process of prospective spouses and candidate determination information becomes the theme of socialization materials that are also always delivered by the KPU RI in the category of nominating message content.

Furthermore, the category of the contents of the last message that appears in the KPU RI account is the Campaign category, as well as the categories mentioned above of campaign message content categories providing information to the public regarding the course of the election campaign stage in 2020, in the KPU RI account category of campaign message content found 27 times. The state of national health emergency requires the implementation of the 2020 election campaign to run differently compared to the implementation of the campaign in the previous general election. The implementation of campaigns in public spaces is limited to avoid the spread of the Covid-19 virus. In addition, candidates are directed to conduct online campaigns through social media devices or online meeting applications. The category of content of the 2020 Election socialization message by the KPU RI account shows the tendency to the content of the message regarding the Voting category and the Vote Counting category. The high message of socialization of the Voting category is based on the KPU's desire to maintain and increase the level of voter participation in the

2020 election. The decline in participation rate becomes a severe threat to the implementation of elections amid the Covid-19 Pandemic. Therefore, invitations to use suffrage and socialization related to health protocols applied at polling stations (TPS) become elements contained in the socialization provided by the Indonesian KPU in the category of voting message content.

Furthermore, the high number of socializations of the Vote Counting category is due to the implementation of the 2020 Election KPU Again launched one of the election applications based on information technology connected to the Internet to support the implementation of general elections to be more advanced and modern. The application is Sirekap (System recapitulation of vote counting results). Sirekap's presence is aimed at reducing miscalculation and recapitulation of votes in the election. With the presence of this new application, it is necessary to disseminate information to the public related to the function and usefulness of Sirekap so that the community can obtain a good understanding of the application. For this reason, the KPU RI account intensely provides information related to various things related to the vote-counting process, starting from the preparatory stages carried out to go to the counting process later, until the counting process takes place by certainly focusing the usefulness of the Sirekap application during the recapitulation period of the vote count takes place.

The category of contents of the implementation stage message generated by the KPU RI account above shows that the Election Commission as the election organizer, has actively provided information related to the agenda of the current election stage. Although with the intensity of tweets of different socialization categories, some are intense and some are not intense in socializing the stages of implementation on social media Twitter, but in the future, socialization through Twitter must constantly be improved, this is because social media activities can have a close influence and relationship with the results of the election and the level of participation that will be generated (DiGrazia et al., 2013; Kruike-meier, 2014). If referring to the classification of socialization tactics Maanen & Schein (1979), the implementation of socialization tactics carried out by the KPU RI during the 2020 election period can also be categorized from what has been found in the contents of socialization messages that the KPU RI account has produced. In context, content, and social aspects of the implementation of socialization tactics carried out by the KPU more to socialization groups that are institutionalized (in institutions), this is because the socialization carried out by the KPU is based on regulations that have been applicable in the PKPU Election 2020 so that it is not possible to improvise or randomize in the content presented during socialization. In other words, elements of socialization tactics in the institutionalized surrounding Collective, Formal, Sequential,

Fixed, Serial, and Investiture have been run by KPU RI accounts.

Although running with institutionalized socialization tactics, the implementation of socialization run by KPU RI accounts also has informal elements, especially in the delivery of context from the information provided. Socialization tactics like this tend to be preferred by novice voters because of their unofficial nature and ability to keep up with the times. Usually, socialization information generated with a wide variety of exciting content will positively impact social media users (Kruikemeier, Boerman, & Bol, 2019). Through engaging information media such as images and videos accompanied by diction-diction of the word millennial in the information presented, novice voters will more readily accept it so that the author believes that collaboration between two groups of socialization tactics that are carried out in an internationalized and individualized manner can produce a better style of socialization in the future.

## **Conclusion**

The use of Social Media Twitter as a means of socialization becomes an important part that cannot be separated from the socialization efforts of the 2020 election. The Covid-19 pandemic that causes limited social space of the community also advances Social Media as one part of the solution to conduct meetings online. KPU RI accounts have widely carried out KPU account activity in socialization efforts. The communication network in the KPU RI account generated shows the user activity of hashtags #KPUmelayani, #TemanPemilih, and #Pemilihan2020. The use of hashtags is related to various communication network groups, dominating hashtags, and relationships generated between nodes that reflect the culture of participation that occurs in social media users. Social media is realized as one of the means to create interaction in providing social support and relationships with each other. In this case, the interaction that is built is an interaction themed on holding elections in 2020. The message conveyed in the KPU RI account in this study has also been identified. The KPU RI Account is more intense in producing socialization of the stages of organizing the 2020 Election by 418 times. In addition to the intensity of socialization of the implementation stage, the category of contents of KPU account messages can also be identified. This category is divided into five categories following PKPU No. 05 of 2020, namely 1) Candidacy; 2) Voter List Update; 3) Campaigns; 4) Voting, and 5) Vote Counting. KPU RI account tends towards the category of content of information messages to Voting and Vote Counting. The high message of socialization of the Voting category is based on the KPU's desire to maintain and increase the level of voter participation in the 2020 election.

Furthermore, the high number of socializations of the Vote



Counting category is due to the implementation of the 2020 Election. KPU RI again launched one of the election applications based on information technology connected to the Internet to support the implementation of general elections to be more advanced and modern. The application is Sirekap (System recapitulation of vote counting results). The implementation of socialization tactics carried out by the KPU during the 2020 election period can also be categorized as institutionalized (in institutions), this is because the socialization carried out by the KPU is based on regulations that have been applicable in the 2020 PKPU Election so that there is no possibility of randomization in the content presented during socialization. Nevertheless, although walking with institutionalized socialization tactics, the implementation of socialization run by KPU accounts is also found to have informal elements in it, especially in terms of the delivery of context from information provided through engaging image media accompanied using dictions of the word millennial in the information, so that novice voters more readily accept it. Collaboration between two groups of socialization tactics that are carried out in an internationalized and individualized manner can result in a better socialization style in the future

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