



**THE EFFECTIVENESS OF SOCIAL MEDIA IN DELIVERING
INFORMATION ABOUT THE 2024 REGIONAL ELECTION SERIES IN
CILACAP REGENCY**

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Abstract

This internship activity aims to analyze the effectiveness of social media in delivering information related to the 2024 Regional Head Election (Pilkada) series in Cilacap Regency. Given the rapid development of information technology, social media has become one of the main means used by the government, political parties, and the public to distribute Pilkada information to the public. This internship is a direct work practice that involves the author in managing the institution's social media. The work practice carried out by the author is by taking care of the Cilacap Regency KPU's social media, especially Instagram by becoming an admin, innovative and interactive content creator for the audience. The results of the work practices carried out and analysis through Instagram insights, show that Instagram social media has a very significant role in increasing public awareness of the schedule, stages, and the importance of participation in Pilkada. However, there are challenges in terms of information verification and the spread of hoax news that can affect public perception as well as relatively monotonous posts. Therefore, a joint effort from various parties is needed to optimize the use of social media as an effective and reliable means of information as well as a variety of interesting content so that the delivery of information is wider and improved. In conclusion, social media has proven effective in conveying Pilkada information, but requires better management to attract audience interest and avoid the spread of misinformation.

Keywords: Pilkada, Effectiveness, Social Media, Information Technology



Abstrak

Kegiatan magang ini bertujuan untuk menganalisis efektivitas media sosial dalam penyampaian informasi terkait rangkaian Pemilihan Kepala Daerah (Pilkada) Tahun 2024 di Kabupaten Cilacap. Mengingat pesatnya perkembangan teknologi informasi, media sosial menjadi salah satu sarana utama yang digunakan oleh pemerintah, partai politik, dan masyarakat untuk mendistribusikan informasi Pilkada kepada publik. Kegiatan magang ini merupakan praktik kerja langsung yang melibatkan penulis dalam pengelolaan sosial media lembaga. Praktik kerja yang dilakukan oleh penulis yaitu dengan merawat sosial media KPU Kabupaten Cilacap khususnya Instagram dengan menjadi seorang admin, konten creator yang inovatif dan interaktif terhadap audiens. Hasil dari praktik kerja yang dilakukan dan analisis melalui insight Instagram, menunjukkan bahwa media sosial Instagram memiliki peran yang sangat signifikan dalam meningkatkan kesadaran masyarakat mengenai jadwal, tahapan, serta pentingnya partisipasi dalam Pilkada. Meskipun demikian, terdapat tantangan dalam hal verifikasi informasi dan penyebaran berita hoaks yang dapat memengaruhi persepsi publik serta postingan yang relatif monoton. Oleh karena itu, diperlukan upaya bersama dari berbagai pihak untuk mengoptimalkan penggunaan media sosial sebagai sarana informasi yang efektif dan dapat dipercaya serta variasi konten yang menarik agar penyampaian informasi semakin luas dan meningkat. Kesimpulannya, media sosial terbukti efektif dalam menyampaikan informasi Pilkada, namun membutuhkan pengelolaan yang lebih baik untuk menarik minat audiens dan menghindari penyebaran informasi yang keliru.

Kata Kunci: Pilkada, Efektivitas, Media Sosial, Teknologi Informasi

A. INTRODUCTION

Regional Head Election (Pilkada) is one of the important democratic processes in determining regional leaders who will lead a region for a certain period. Pilkada not only involves political parties and prospective leaders, but also the community as voters who have the right to determine the direction of regional development through the election process. Along with the development of information technology, social media has become a very important means of communication in disseminating information to the public quickly and widely. Social media, one of which is Instagram, provides space for people to get information about the Pilkada process more interactively and directly.

In Cilacap Regency, the use of social media in conveying information about the 2024 Pilkada has a significant role in increasing community participation. With the increasing number of social media users, especially among young voters, social media can be an effective channel in educating the public about the Pilkada stages, competing candidates, and the importance of voting. However, on the other hand, the use of social media is also inseparable from challenges, such as boring or monotonous social media content that results in low public interest in social media institutions, and the spread of inaccurate information or hoaxes that can disrupt the democratic process.

This work practice activity aims to explore how effective social media is in conveying information about the 2024 Pilkada series in Cilacap Regency. The activities in this work practice are optimizing the use of social media to produce innovative content so

as to increase audience interest in the Cilacap Regency KPU's social media accounts and provide relevant and accurate information to the public. In addition, this work practice activity also identifies the challenges faced in using social media, such as content management and information verification, as well as the impact on public understanding of Pilkada.

B. IMPLEMENTATION AND METHODS

The internship was held at the General Election Office (KPU) of Cilacap Regency which is located at Jalan M.T. Haryono Relocation No.75, Cidapur, Donan, Central Cilacap District, Cilacap Regency, Central Java. The internship started on August 5, 2024 until December 6, 2024.

The method of activity carried out is work practice. Some of the activities carried out by the author during work practice include:

1. Becoming an Instagram Admin and Content Creator

The author was given the trust to hold and manage the official Instagram account of KPU Cilacap Regency. As an admin, the author has the responsibility to develop the account so that it becomes an active and interactive account for the audience. The author also creates content material that is uploaded on the account, for example in technical guidance activities, socialization, coordination meetings, logistics distribution and so on, the author will always be involved in content creation, the content that the author usually creates is videos for insta stories and reels as well as photos of activities and captions or copywriting uploaded on the

Instagram feed. Especially at the stages of elections that are open and big events, the author as an admin is also tasked with live streaming on Instagram, this is one of the efforts to increase public interest in the Cilacap Regency KPU's social media

2. Becoming a Reporter

The author was assigned to be a reporter at one of the stages of the election, namely the Acceptance of Candidate Pairs for Regent and Deputy Regent of Cilacap Year 2024 at the KPU of Cilacap Regency office. The activity was broadcast live on the official YouTube account of the KPU of Cilacap Regency, so a reporter was needed to report the ongoing activities to the public.

3. Becoming a Socialization Agent

The author became a socialization agent in front of all the people of Cilacap Regency who attended and witnessed the carnival and decorated car carnival which was attended by all agency offices in Cilacap Regency. The author can convey information well about Pilkada 2024 and invite all Cilacap people to avoid things that should not be done during the election stages.

4. Becoming Master of Ceremony

The author occasionally becomes a Master of Ceremony (MC) at activities that take place at the KPU of Cilacap Regency, one of which is at the Training of Trainers for Technical Guidance on Voting and Vote Recapitulation attended by District Election Commite (PPK) and Village Election Commite (PPS) throughout Cilacap Regency.

C. RESULTS AND DISCUSSION

The implementation of the Merdeka Belajar Kampus Merdeka (MBKM) internship at the Cilacap Regency General Election Commission (KPU) Office is overall good and the application of work practices carried out is also in accordance with the theory that the author learned in lectures.

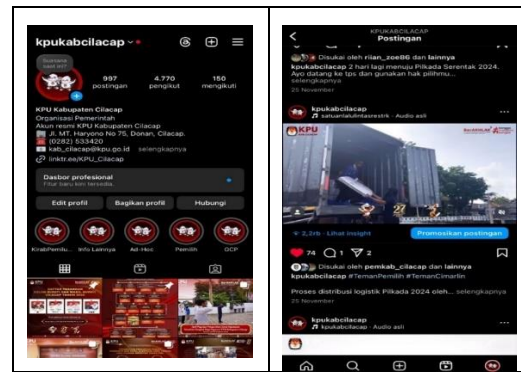
The author's work practice during the internship covers all subsections in the KPU of Cilacap Regency, but there is a preference for the Participation, Public Relations, and Human Resources subsections. In this sub-section, the author is trusted to be an admin of the official Instagram account of the KPU of Cilacap Regency and the author has the responsibility to develop and plan social media content strategies including determining content posting schedules, writing attractive captions and copywriting for posts, and responding to comments and messages from the audience.

Based on the insights that can be seen from the KPU of Cilacap Regency Instagram account, the social media account is less active and has not utilized all the features in it, even though if the features contained on Instagram are used appropriately, it will encourage the effectiveness of delivering information to the public.

When the author became an admin, the author tried to develop the account so that within four months the Instagram audience or commonly referred to as followers increased significantly. This can happen because the author tries to upload more contemporary content and live streaming when there are important

activities related to the Pilkada stages so that it attracts people to see it. The author also often collaborates with other agencies concerned with information dissemination, including the local Ministry of Communication and Information or Kominfo Cilacap Regency and the Cilacap Regency Government. The collaboration method is to always mention the official accounts of Kominfo and Cilacap Regency Government on every post uploaded on the KPU's official account, after which the post will be reposted by Kominfo and Regency Government accounts so that the reach of viewers increases and the absorption of information increases. The author and other internship friends also created a Tiktok account and managed it for the Cilacap Regency KPU in the hope that the reach of viewers would be wider.

As is well known by the wider community that the General Election Commission Institution is a neutral institution, this means that the KPU does not take sides with one of the candidates for the Regent and Deputy Regent pairs who register. To avoid hoax news or allegations that are not true by the community, every post that will be uploaded to the KPU's social media will be examined first by the Board of Commissioners to check whether there are elements of partisanship or things that trigger misunderstanding, but sometimes due to the busy board of commissioners, the process of approval content takes a long time which will then have an impact on the delay in posting content.



Picture 1. KPU's Official Instagram Social Media

D. CLOSING

Summary

Digital information delivery through the social media of the KPU of Cilacap Regency has been effective, this is evidenced by the enthusiasm of the community as measured by the number of live streaming viewers and responses to posts on the KPU's social media accounts. Simply by monitoring the KPU's social media accounts, the public can access information in real time and reliably

KPU's success in terms of information digitization cannot be separated from several supporting factors from internal and external - institutions, from internal examples of support from KPU's own leadership, adequate media, and the existence of talents or props in content creation, while external supporting factors are the involvement of other agencies Kominfo and so on who always collaborate for wider dissemination of information about the stages of the election, it really helps the KPU to disseminate information quickly.

There are also obstacles in managing KPU's social media, including the busy Board of Commissioners so that they are often late in uploading content, lack of professional human resources in managing social media, only utilizing staff and students who

take part in the internship program.

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Suggestions

Suggestions that can be given are by Recruiting Social Media Specialists, the Cilacap Regency General Election Commission Office should recruit an employee who is an expert in the field of social media, this can increase the agency's existence in the community from various circles. Social Media Specialists will know more about tricks or ways to develop social media for the better.

The second suggestion that can be given is to conduct training for existing staff so that they can use all the features of social media features to optimize information dissemination.

Furthermore, the third suggestion is to always make sure before uploading a post that the elements in the post do not trigger misunderstandings for the community.

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