



DIGITAL INNOVATION FOR PILKADA 2024: UTILIZING CAPCUT TO INCREASE COMMUNITY PARTICIPATION IN KPU KABUPATEN CILACAP

Geifona Yumandalisty and Ronald Haryanto

Faculty of Economics and Business, Jenderal Soedirman University
Email Corresponding Author: geifona.yumandaslisty@mhs.unsoed.ac.id

Abstract

The General Election Commission (KPU) is an institution responsible for organizing general elections in Indonesia. The main purpose of this internship is to understand more about the publication process in the 2024 Regional Election (Pilkada 2024) at the KPU Kabupaten Cilacap. During the internship, the author was involved in various stages of the implementation of Pilkada 2024. In addition, the author also had the opportunity to participate in socialization activities to the community regarding the importance of a fair and transparent Pilkada 2024 by creating publication content, editing infographic flyers and becoming an MC in several meetings and technical guidance activities. The KPU Kabupaten Cilacap has disseminated information through social media, websites, and banners in urban village offices. However, the use of TikTok has not been maximized because no publications have been made and the CapCut application is less utilized as an editing medium in making publication video content. Through this internship, the author develops skills using Canva and CapCut to create more effective and efficient publication materials, especially to attract the public to participate in the Pilkada 2024.

Keywords: publication, information, KPU Kabupaten Cilacap

Abstrak

Komisi Pemilihan Umum (KPU) adalah lembaga yang bertanggung jawab atas penyelenggaraan pemilihan umum di Indonesia. Tujuan utama magang ini adalah untuk memahami lebih dalam tentang proses publikasi pada Pilkada 2024 di KPU Kabupaten Cilacap. Selama magang, penulis terlibat dalam berbagai tahapan pelaksanaan Pilkada 2024. Selain itu, penulis juga berkesempatan untuk berpartisipasi dalam kegiatan sosialisasi kepada masyarakat terkait pentingnya Pilkada 2024 yang adil dan transparan dengan membuat konten publikasi, mengedit *flyer* infografis dan menjadi *MC* dalam beberapa kegiatan rapat dan bimbingan teknis. KPU Kabupaten Cilacap telah menyebarkan informasi melalui media sosial, *website*, dan banner di kantor kelurahan. Namun, penggunaan *TikTok* belum maksimal karena belum ada publikasi yang dilakukan dan aplikasi *CapCut* kurang dimanfaatkan sebagai media editing dalam pembuatan konten video publikasi. Melalui magang ini, penulis mengembangkan keterampilan menggunakan *Canva* dan *CapCut* untuk pembuatan bahan publikasi yang lebih efektif dan efisien, terutama untuk menarik masyarakat agar berpartisipasi dalam Pilkada 2024.

Kata Kunci: publikasi, informasi, KPU Kabupaten Cilacap



A. INTRODUCTION

Indonesia is a democracy where elections are fair, free, secret and provide equal opportunities for all citizens to participate. Elections in Indonesia are a way for people to choose their leaders. The electoral process is overseen by independent institutions such as the General Election Commission (KPU) and the Election Supervisory Agency (Bawaslu) to ensure that elections are fair.

The General Election Commission (KPU) is a state institution responsible for organizing elections and regional elections in Indonesia. As an institution that has an important role in maintaining the integrity and transparency of the democratic process, KPU is not only in charge of regulating and implementing elections, but also in terms of conveying clear and accurate information to the public, namely the publication of information related to the implementation of elections, be it information about the stages of elections, regulations, candidates, to the results of elections that have been held. Appropriate and effective publication can ensure that the public is provided with accurate and transparent information, which in turn strengthens public trust in the electoral process.

Publication is an effort made to disseminate useful information in any form, for example, writing, video, photos and so on, a collection of scientific publications. The publication can be used as a means of advertising or promotion so that people become interested (Astika, 2008).

Meanwhile, according to (Sofjan Assauri) publication is an effort made in order to attract public interest in a product or service so that they are willing to use it through a variety of commercial scientific publications such as pamphlets, books, videos, photos,

posters, television interviews, radio advertisements, and magazine advertisements. Publication activities aim to notify information to the general public. Publication activities require media delivery and message recipients.

The author had the opportunity to do an MBKM internship at the General Election Commission (KPU) Kabupaten Cilacap. The reason the author carried out an internship at the KPU Kabupaten Cilacap was because he wanted to see the extent and procedures of the Pilkada 2024 and to contribute directly to the stages of the Pilkada 2024, this was an opportunity for the author to seek good experience because the elections (pilkada) were only held every 5 years. In addition, the author also wants to see the effectiveness of the socialization and publication process at the KPU Kabupaten Cilacap to increase community participation.

KPU Kabupaten Cilacap as an institution responsible for disseminating information related to the implementation of the Pilkada 2024 has a duty to ensure that all information can be conveyed to the public at large. The process of disseminating information must be done by making transparent and accurate publication materials.

In this context, the publication activities at the KPU Kabupaten Cilacap that the author is engaged in are editing infographic flyers on the Canva application and publication video content on the CapCut application in the form of social media communication, especially TikTok. However, TikTok social media at the KPU Kabupaten Cilacap is still not active and no publications have been made. This will delay the dissemination of information, especially on TikTok social media for people who use TikTok. The CapCut application also has a significant role in publications in Pilkada 2024, especially

in supporting communication strategies, promotions and digital campaigns. The author implements the editing feature in the CapCut application to create creative and interesting content so that it can increase TikTok social media engagement, especially to accelerate the distribution of campaign messages through videos that are easily shared. On the other hand, the level of community participation in the implementation of the Pilkada 2024 is still low, this is due to the lack of maximum socialization from the KPU Kabupaten Cilacap due to limited time for direct socialization.

The problems that have been described illustrate that the activities of the KPU Kabupaten Cilacap related to the lack of utilization of the CapCut application as an editing media and the use of TikTok social media as a digital socialization media will cause a lack of effectiveness because direct socialization will require more time and the KPU Kabupaten Cilacap has limited time for direct socialization. In addition, the lack of publicity on the implementation of the duties and responsibilities of the KPU Kabupaten Cilacap can also have an impact on the image of the institution, where the lack of publicity can give the impression that the duties and responsibilities of the KPU Kabupaten Cilacap have not been properly implemented.

This article will review how the KPU Kabupaten Cilacap utilizes TikTok social media and the CapCut application in the publication of information on the implementation of the Pilkada 2024 and its impact on increasing community participation.

B. IMPLEMENTATION AND METHODS

The author carries out MBKM Internship activities at the General Election Commission (KPU) Kabupaten

Cilacap which is located at M.T. Haryono Relocation Street Number 75, Cidapur, Donan, Kecamatan Cilacap Tengah, Kabupaten Cilacap, Jawa Tengah. The internship started on August 5, 2024 until December 6, 2024. Here the author is placed in the Participation, Public Relations and Human Resources Section. The working hours of the KPU Kabupaten Cilacap are as follows:

Table 1. Working Time of KPU Kabupaten Cilacap

Working Day	Working Hours	Break Time
Monday - Thursday	7.30 AM – 4.00 PM	12.00 PM – 1.00 PM
Friday	7.30 AM – 4.30 PM	11.30 AM – 1.00 PM
Saturday - Sunday	Off	Off

The method of activity carried out is direct work practice. The activities carried out by the author during the MBKM internship at the KPU Kabupaten Cilacap include the following:



Picture 1. Infographic Flyer Worksheet

1. Editing infographic flyers and video content for the publication of information related to the stages of the Pilkada 2024. In making flyers, the application used is Canva and for publication content in the form of videos using the CapCut application.
2. Serving as MC in several coordination meetings and technical guidance activities as well as

- protocol during morning roll call and memorial day ceremonies. Meetings and technical guidance activities carried out often take place at the Dafam Cilacap Hotel, Aston Inn Cilacap Hotel, Sindoro Cilacap Hotel, Wisma Sari Lapas Batu Nusakambangan and the KPU Kabupaten Cilacap Hall. The activities were attended by the PJ Bupati Cilacap, Forkopimda, Bawaslu Cilacap, Partai Politik, Lanal, Kapolresta Cilacap, Kodim 0703, Bakesbangpol, PPK and PPS in Kabupaten Cilacap and other related parties.
3. Perform secretarial activities related to making outgoing letters, folding several letters, as well as numbering envelopes and stamping the secretariat on envelopes. The author has the opportunity to make outgoing letters regarding invitations and notifications that will be sent to external parties. After that, it is submitted to the sub-section head and secretary to be checked and initialed. If it has been approved, the letter will be printed and given an agenda number, then ask for a signature from the Chairman of the KPU Kabupaten Cilacap and stamped by the KPU. Next, the letter is scanned and stored in the digital archive. Then the letter is folded and put into an envelope that has been stamped by the secretariat.
 4. Manually categorizing and archiving the Adhoc Agency's LPJ archives by type, sub-district and village. In addition, the author also checked and digitally recapitulated the completeness of the Adhoc Agency's Operational LPJ per village in sub-districts in Kabupaten Cilacap from July to September 2024.
 5. Serving as a committee in several stages of the Pilkada 2024.
 6. Archiving incoming letters on the DOKU application on the UIU website (Urip Iku Urup). The author receives incoming letters, then scans them using the ScandAll PRO application and saves them in the "Surat Masuk 2024" folder on the computer. After that, the scanned file of the incoming letter is uploaded to the DOKU application by filling in the agenda number, subject, letter number, sender, date of the letter and date the letter was received. Digital storage of incoming letters is grouped by letter date. Then the letter is dispositioned which the author will convey to the Chairman of the KPU Kabupaten Cilacap, the secretary, and the head of the subdivision determined by the secretary and disseminated to the KPU Kabupaten Cilacap secretariat.
 7. Followed the monitoring of SITAB application technical guidance in the sub-districts. The author participated in monitoring in 3 sub-districts, namely Kampung Laut, Binangun and Maos. Here the author is tasked with providing guidance by directly assisting and interacting with PPK and PPS in understanding the menus contained in the SITAB application.
 8. Changing the password for the Kabupaten Cilacap PPK and PPS SITAB application accounts. The author was tasked with changing the password for SITAB accounts per village in sub-districts in Kabupaten Cilacap. This was done to make it easier for PPK and PPS to log in, because by logging in using the previous password, many PPK and PPS had difficulty logging in because they were constrained by the wrong password or the wrong captcha code, this would cause delays in uploading the adhoc agency budget RAB in the SITAB

application.

9. Inputting logistics data for the Pilkada 2024 in the SILOG application. The author is in charge of inputting the number of cable ties and voting booths totaling 1,222 data.

C. RESULTS AND DISCUSSION

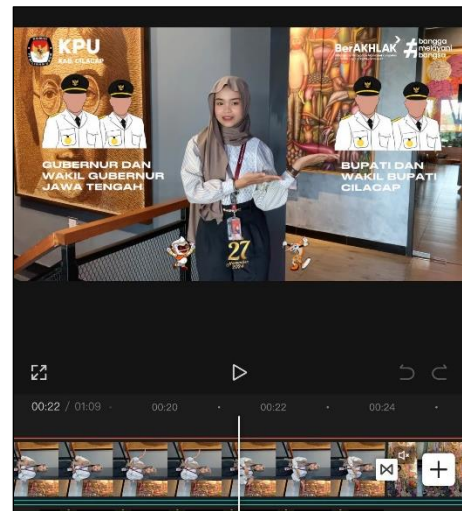
Using the CapCut application as a tool to increase voter awareness in the context of the Pilkada 2024 can be an effective strategy in conducting socialization by uploading to TikTok social media in particular. Given that this application is used in creating interesting, creative, and accessible video content so that it can attract attention and increase public participation. This step is implemented in the process of creating publication video content through the practice of information technology applications. This information technology application practice step is integrated as a form of digital socialization in increasing community participation in the Pilkada 2024 effectively and efficiently because the video content can be accessed anytime and anywhere.

The practice of information technology applications as a series of activities in the process of publishing information on the stages of the Pilkada 2024 to increase public interest in the democratic process. The implementation of this digital socialization creates a continuous cycle that continues to build strong communication with the community. This strategy is formulated to increase public awareness regarding the importance of participating in the Pilkada 2024 by casting a valid vote according to their respective consciences and not abstaining.

1. Innovation in Digital Socialization and Creative Video Production

Innovation in the socialization

of the Pilkada 2024 digitally using video editing features in the innovative CapCut application can help socialize the implementation of the Pilkada 2024 stages by creating more creative content, such as utilizing overlay features, voiceover, animation on text and images, video transitions and others. This innovation can make socialization videos more interesting and can increase public participation and increase opportunities for virality and engagement.



Picture 2. Publication Video Result

2. Digital Socialization Strategy

Digital socialization in the implementation of the Pilkada 2024 stages can be through social media, especially TikTok. TikTok is a very suitable platform for promoting interesting and viral video content due to its wide and diverse audience reach by amplifying video messages using trends and hashtags. Using the CapCut application as an editing medium allows the creation of videos with various effects and filters making the content more attractive to voters, especially young voters who are very active on social media. Through the use of the CapCut app, socialization can take advantage of

the TikTok algorithm to reach a wider audience.

The author creates a publication content video at the KPU Kabupaten Cilacap by visually explaining the stages of the Pilkada 2024 with interesting animations and transitions, using appropriate background music to attract the attention of the public, especially young voters. Using infographics in the video to provide data about candidate pairs and information on the Pilkada 2024 by displaying important facts or relevant statistics in a way that is easy to understand. For example, displaying candidate programs using dynamic tables or diagrams and different slides.

3. The Influence of Social Media on Voter Perceptions

TikTok has grown to become one of the most dominant social media platforms, especially among the younger generation. With its creative and shareable short video format, TikTok offers a tremendous opportunity to increase public participation in the Pilkada 2024. Many young voters do not fully understand how to properly exercise their right to vote. Through short and engaging educational videos, utilizing the CapCut application as a medium for editing by explaining election procedures, the importance of voting wisely, or how to vote legally and published to TikTok social media can attract attention and increase public motivation to participate in elections. This is consistent with the number of valid voters in the 2024 Cilacap Regent and Vice Regent elections, which has increased from 2017.

Table 2. List of Valid Vote Acquisition in the 2017 Cilacap Regent and Vice Regent Election

Seq No	Candidate Pairs	Vote Acquisition
1	Taufiq Nurhidayat Hj. Faiqoh Subky, SH., M.Pd.	249081
2	H. Tatto Suwanto Pamuji Syamsul Auliya Rachman, S.STP., M.Si.	515.059
3	H. Fran Lukman, S.Sos., MM. Bambang Sutanto	150.367
Total		914.507

Source: Keputusan Komisi Pemilihan Umum Kabupaten Cilacap Nomor 08/Kpts/KPU.Ka b - 012.329382/2017 Tentang Penetapan Rekapitulasi Hasil Perhitungan Perolehan Suara dan Hasil Pemilihan Bupati Dan Wakil Bupati Cilacap Tahun 2017.

Table 3. List of Valid Vote Acquisition in the 2024 Cilacap Regent and Vice Regent Election

Seq No	Candidate Pairs	Vote Acquisition
1	Setyo Budi Wibowo Fahrur Rozi	71.300
2	Dr. H. Imam Tobroni, S. Ag., M.M. Ir. Mochamad Sonhaji Imron	127.152
3	Dr. Syamsul Auliya Rachman, S.STP., M.Si. Ammy Amalia Fatma Surya, S.H., M.	414.533
4	Awaluddin Muuri, A.P., M.M. Vicky Veranita Yudhasoka, S.IP.	333.258
Total		946.243

Source: Keputusan Komisi Pemilihan Umum Kabupaten Cilacap Nomor 1304 Tahun 2024 Tentang Penetapan Hasil Pemilihan Bupati Dan Wakil Bupati Kabupaten Cilacap Tahun 2024.

4. Ethics in Digital Content Creation

Digital ethics in the socialization of the Pilkada 2024 stages of the use of the CapCut application to edit and create video content on TikTok must be applied. This is to avoid the spread of hoaxes, misinformation, or misleading content. Videos created must comply with the election campaign code of ethics that are fair, not misleading,

and in accordance with existing regulations. Transparent and accurate socialization in creating video content with CapCut is essential to ensure that the information conveyed is accurate and accountable. This is linked to efforts to build voter trust and maintain campaign integrity.

Ensure that all data presented in the video is verified and the source is reliable. Make sure that the content of the publication video is not offensive, does not provoke hatred or stigmatize a particular candidate pair. Use inclusive language and visuals, respect all parties and avoid socialization that has the potential to divide the community. Avoid using images or videos that violate the privacy of candidate pairs without permission, especially if it is related to personal issues or activities that are not relevant to the political campaign. Do not use images of people without their consent, whether in content created with CapCut and uploaded to TikTok social media or videos taken directly.

KPU Kabupaten Cilacap applies ethics in making socialization video content by not using the topic of personal issues of one of the candidate pairs at a time when the personal issues of one of the candidate pairs are hot. KPU Kabupaten Cilacap still presents video content fairly in accordance with applicable regulations.

The author has completed the MBKM internship at the KPU Kabupaten Cilacap with many benefits and experiences. The author gains knowledge and develops skills as a publisher, starting from creating publication materials, such as editing infographic flyers and publication video content to the uploading process on

social media, especially TikTok. Often the author also participates as a talent for the content. The author gained new experiences and knowledge that was not previously obtained when attending lectures in class.

The publication process carried out by the KPU Kabupaten Cilacap is very important to ensure public participation, transparency and smoothness of all stages of the Pilkada 2024. The KPU Kabupaten Cilacap has disseminated information transparently through social media, websites and banners posted at the village office. Thus, the information conveyed will quickly spread throughout the Kabupaten Cilacap area. The author is in charge of making infographic flyers related to information on the implementation of the Pilkada 2024. The flyer was created on the Canva application. In addition, the author also created publication video content edited on the CapCut application. Before the author carried out an internship at the KPU Kabupaten Cilacap, the flyer design on social media did not attract public attention and had not run optimally. After the author had the opportunity to intern at the KPU Kabupaten Cilacap, the flyer design on social media could run again and began to have public appeal, besides making interesting publication video content using the features in the CapCut application can also increase public participation. This can be shown by the increase in TikTok social media followers of the KPU Kabupaten Cilacap and the increase in public participation related to the number of valid voters in the Cilacap Regency Regent and Vice Regent elections in 2024 which has increased from 2017.

With that in mind, there are several evaluations that occurred when the author carried out internship activities at the KPU Kabupaten Cilacap, including:

1. The use of TikTok social media at the KPU Kabupaten Cilacap has not been maximally utilized as a publication of information because it has not been active and no publications have been made. In the process of creating publication video content, it also does not utilize the CapCut application as an editing medium that allows it to create more creative content.
2. The lack of direct socialization by the KPU Kabupaten Cilacap has a greater impact because it can directly reach people who may not be active on social media or are not familiar with digital technology.

D. CLOSING

CONCLUSIONS

The MBKM Internship Program has an important role in creating a learning experience for the author and has a positive impact on expanding the author's potential career opportunities by building a professional network by interacting with practitioners who are experts in their fields. In addition to adding relationships within the KPU Kabupaten Cilacap, the author also adds relationships in the external environment because the KPU Kabupaten Cilacap often holds activities outside the office, such as meetings and monitoring to sub-districts.

Through direct interaction, the author hones skills in using Canva and CapCut applications to create publication materials that will later serve as information that can attract public participation related to the implementation of the Pilkada 2024. This experience provides a deep understanding of online socialization strategies to be more effective and efficient considering the lack of maximum socialization from the KPU

Kabupaten Cilacap due to limited time for direct socialization. The utilization of social media through the TikTok application can make it easier for the Cilacap community to find information related to the Pilkada 2024 stages, especially the Cilacap Regent Election and stage activities that are being carried out in the form of videos. Which publication material in the form of video can utilize the CapCut application to edit by creating creative and interesting content in the CapCut application editing feature. So that it can attract and invite the public to take part in participating in the excitement of the Pilkada 2024 by voting according to their respective consciences and not abstaining. This is in accordance with the number of valid voters in the 2024 Cilacap Regent and Vice Regent elections which has increased from 2017.

SUGESTIONS

Based on the results of the analysis and evaluation that the author observed during the internship implementation period, it can be concluded that the KPU Kabupaten Cilacap has several obstacles. There are several recommendations and suggestions that can be applied, including:

1. Make more use of TikTok social media to socialize KPU activities. Because TikTok can be a means to show the process and activities of the Pilkada 2024 stages online to the public, it is expected to increase participation and transparency to the public. The author recommends that the KPU Kabupaten Cilacap create relevant and interesting content for voters by using the CapCut application as an editing medium and popular trends and music on TikTok to motivate them to participate by exercising their voting rights according to their respective



- consciences and not abstaining.
2. KPU Kabupaten Cilacap should involve more parties in the socialization process, such as local communications and community leaders who can become a communication bridge between KPU Kabupaten Cilacap and voters, especially in hard-to-reach areas. This inclusive and proactive approach will increase community participation and understanding in the Pilkada 2024.

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