



INCREASING ELECTION TRANSPARENCY THROUGH DIGITALIZATION: IMPLEMENTATION AND OPTIMIZATION OF SIPARMAS AT THE PURBALINGGA KPU

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Abstract

Transparent and accountable elections are important elements in democracy. The General Election Commission (KPU) of Purbalingga Regency developed the Community Participation Information System (SIPARMAS) to increase community involvement in elections. However, the implementation of SIPARMAS faces obstacles such as lack of user understanding, lack of training, and technical constraints in the system. This internship aims to identify problems in using SIPARMAS and implement solutions to improve its effectiveness. The methods used include direct observation, document analysis, and interviews with KPU employees. The results of the analysis show that improving user understanding can be achieved through training and socialization. In addition, technical improvements were made to the application, improving the quality of news content, and optimizing technological infrastructure. The implementation of this solution has a positive impact with increased community involvement, better system stability, and a wider range of information through the integration of SIPARMAS with social media. However, there are still challenges such as low public awareness of SIPARMAS and limited internet infrastructure in some areas. Therefore, continuous efforts in the form of digital campaigns and strengthening technological infrastructure are needed so that SIPARMAS can continue to contribute in supporting more transparent and participatory elections.

Keywords: SIPARMAS, election, public participation, KPU, information technology

Abstrak

Pemilu yang transparan dan akuntabel merupakan elemen penting dalam demokrasi. Komisi Pemilihan Umum (KPU) Kabupaten Purbalingga mengembangkan Sistem Informasi Partisipasi Masyarakat (SIPARMAS) untuk meningkatkan keterlibatan



masyarakat dalam pemilu. Namun, implementasi SIPARMAS menghadapi kendala seperti kurangnya pemahaman pengguna, minimnya pelatihan, serta kendala teknis dalam sistem. Magang ini bertujuan untuk mengidentifikasi permasalahan dalam penggunaan SIPARMAS serta menerapkan solusi guna meningkatkan efektivitasnya. Metode yang digunakan mencakup observasi langsung, analisis dokumen, dan wawancara dengan pegawai KPU. Hasil analisis menunjukkan bahwa peningkatan pemahaman pengguna dapat dicapai melalui pelatihan dan sosialisasi. Selain itu, dilakukan perbaikan teknis aplikasi, peningkatan kualitas konten berita, serta optimalisasi infrastruktur teknologi. Implementasi solusi ini berdampak positif dengan meningkatnya keterlibatan masyarakat, stabilitas sistem yang lebih baik, serta jangkauan informasi yang lebih luas melalui integrasi SIPARMAS dengan media sosial. Namun, masih terdapat tantangan seperti rendahnya kesadaran masyarakat terhadap SIPARMAS serta keterbatasan infrastruktur internet di beberapa daerah. Oleh karena itu, diperlukan upaya berkelanjutan dalam bentuk kampanye digital dan penguatan infrastruktur teknologi agar SIPARMAS dapat terus berkontribusi dalam mendukung pemilu yang lebih transparan dan partisipatif.

Kata Kunci: SIPARMAS, pemilu, partisipasi masyarakat, KPU, teknologi informasi

A. INTRODUCTION

The General Election Commission (KPU) of Purbalingga Regency has an important role in organizing transparent and accountable elections. One of the efforts made to increase community participation in elections is through the Community Participation Information System (SIPARMAS) application. This application aims to support public information disclosure, record election socialization activities, and increase community involvement in the election process. However, in its implementation, there are still several technical and administrative obstacles that hinder the effectiveness of SIPARMAS. Some of the problems found during the internship include a lack of user understanding of the application's features, a lack of training

for the community and related employees, and technical bugs that hinder the application's performance. In addition, limited infrastructure in certain areas is also a challenge in optimizing SIPARMAS.

Based on observations and analysis during the internship, there are several main problems that need to be prioritized to be addressed. First, the lack of user understanding of SIPARMAS, where many communities and employees do not fully understand how the application works and the benefits of this application. Secondly, the lack of training on the use of the application due to limited socialization has caused the utilization of the application to not be optimal. Third, there are bugs and technical problems in the system that

cause application instability and hamper voter data management. Fourth, the quality of news content delivered through the application is often inconsistent and less attractive to the public. Fifth, public awareness of the application is still low due to the lack of campaigns and promotions. Finally, the uneven internet infrastructure is a challenge for people in remote areas in accessing SIPARMAS.

To overcome these problems, several solutions are offered so that SIPARMAS can function more optimally. The first solution is to conduct training and socialization for KPU employees and the community, both through workshops and in the form of video tutorials and infographics that can be accessed through social media and the KPU website. Second, improvement and development of the application needs to be carried out by debugging regularly to ensure system stability, as well as developing more user-friendly features that are easily accessible to the wider community. Third, improving the quality of content in the application can be done by compiling news writing standards that are more interesting and informative, and using visualizations such as infographics and short videos to increase the attractiveness of the content. Fourth, information dissemination can be strengthened by integrating SIPARMAS into various social media platforms and conducting digital campaigns to increase public awareness of the importance of participation in elections. Finally, infrastructure optimization needs to be done by coordinating with related parties to improve internet access in areas that are still experiencing connectivity constraints, as well as providing alternative access options in

offline format for people in remote areas.

The outputs generated from this solution implementation plan include several main aspects, namely production, management, and outputs in the form of products/goods, services, and other results. From the production aspect, the output produced is higher quality digital content in the form of more informative and interesting news on the SIPARMAS application. This content can be in the form of infographics, educational videos, and election news that are more relevant to the needs of the community. From the management aspect, it results in increased efficiency in managing election information, including simplification of news preparation procedures, optimization of the public participation recording system, and better integration between SIPARMAS and other KPU systems. In the product/goods aspect, the result is a guideline document for the use of the SIPARMAS application for employees and the public, as well as the development of technological infrastructure to support wider access to this application. From the service aspect, the output is in the form of training and socialization to employees and the public regarding the use of SIPARMAS, both through seminars, workshops, and digital tutorials. In addition, increased technical support for application users is also a form of service resulting from the implementation of this solution.

B. IMPLEMENTATION AND METHODS

The internship was held at the General Election Commission (KPU) from August 12 to December 13, 2024. This internship aims to increase

understanding of the process of organizing elections, develop skills and skills including in the field of administration, and contribute directly to election implementation activities and develop insight into the general election commission.

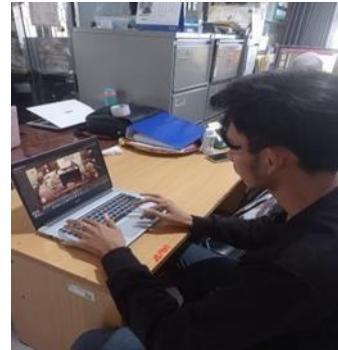
Table 1. Working Operational Hours

Working Days	Working Hours	Break Time
Monday – Friday	07.30 – 17.00 WIB	12.00 – 13.00 WIB

Activities during the internship at the Purbalingga General Election Commission with a duration of 4 months, as follows:

1. Filing documents carried out by the author, namely grouping Decrees (SK), invitation letters, making news of community participation in the SIPARMAS application, and compiling Minutes of Events (BA) according to the number listed, then storing them in a folder.
2. Operating a personal computer (PC) to recap feeds from Instagram and create news on the KPU Purbalingga Public Participation Information System (SIPARMAS) application.
3. Inputting community data registered in SIPOL and sending community response or input forms through the infopemilu.go.id website.
4. Being a prayer reader in the Coordination Meeting on Handling the Implementation of the Code of Ethics, Code of Conduct, Oath / Pledge, and Integrity Pact of Ad.hoc Agency

in the Election of Governor and Deputy Governor of Central Java Regent and Deputy Regent of Purbalingga Year 2024.



Picture 1. Making news on the SIPARMAS Application

C. RESULTS AND DISCUSSION

To overcome various problems identified in the implementation of the Community Participation Information System (SIPARMAS) application at the General Election Commission (KPU) of Purbalingga Regency, several solutions have been implemented that aim to increase the effectiveness and efficiency of the system. One of the main steps is the implementation of training and socialization for KPU employees and the public regarding the use of the application. Digital workshops and seminars were held to increase user understanding of the features available in SIPARMAS. In addition, educational content is also created in the form of video tutorials and infographics that can be accessed through social media and the official KPU website to reach more users.

From a technical point of view, the improvement and development of the application is carried out gradually through system improvement and software optimization. This aims to overcome glitches and technical

obstacles that hinder the stability of the application. Feature development is also carried out so that the application interface is more user-friendly so that it can be accessed more easily by the wider community. In addition, improving the quality of news content in the SIPARMAS application is one of the top priorities. The preparation of news that is more informative, interesting, and in accordance with the needs of voters is carried out to ensure that the information provided through SIPARMAS is more relevant and useful.

To increase public awareness regarding the use of SIPARMAS, digital campaigns and publications are carried out through various social media platforms. The KPU of Purbalingga Regency integrates SIPARMAS with social media such as Instagram, Facebook, and Twitter so that more people know the benefits and how to use this application. In addition, coordination with related parties is carried out to overcome the limitations of internet infrastructure in several areas that are still experiencing connectivity problems. One of the alternatives offered is the provision of offline access for several application features to ensure that services remain accessible to people in areas with limited internet connections.

The implementation of the implemented solutions produces various outputs that can be used as indicators of program success. These outputs are divided into several main aspects, namely production, management, and products/goods and services. From the production aspect, the success of the program is shown through the increasing amount of quality digital content in the SIPARMAS application. The news

presented became more informative and interesting, supported by infographics and educational videos that helped the public understand the election process and their role in political participation.

From the management aspect, this program has succeeded in increasing efficiency in the management of election information. The simplification of the news preparation procedure in SIPARMAS allows KPU employees to more easily manage and update the information presented to the public. In addition, the system for recording public participation has become more structured and accurate, supporting efforts to increase transparency in elections. The integration of SIPARMAS with other KPU systems is also one of the important achievements in increasing the effectiveness of the application.

In terms of products/goods, the success of the program can be measured through the availability of application guidance documents made for KPU employees and the general public. This guide helps users understand the features in the app more clearly, thereby increasing the utilization of SIPARMAS. In addition, the development of technology infrastructure that supports application accessibility is also an important output, including improving application compatibility with various devices and optimizing system performance.

From the aspect of services, this program has successfully held a series of training and socialization to KPU employees and the public regarding the use of SIPARMAS. Workshops, seminars, and the creation of digital tutorials are part of efforts to increase



user capacity in utilizing this application more effectively. In addition, the improvement of technical support for users is one of the main results of the implementation of this solution, where KPU employees responsible for the application are given special training to handle various technical obstacles that may arise.

In the implementation of this program, there are several factors that are the drivers of success and several challenges that hinder the implementation of the solution. The main driving factor is the full support of the KPU of Purbalingga Regency in improving the quality of information services to the community. The commitment of KPU employees and active involvement in application management are key factors in the success of this program. In addition, the cooperation with various parties, including the voter community and academics, also helps in ensuring the sustainability of the program and providing constructive input related to the development of SIPARMAS.

On the other hand, there are several inhibiting factors that need to be overcome to increase the effectiveness of the program. One of them is the low awareness and involvement of the community in using SIPARMAS. Even though socialization has been carried out, further efforts are still needed to increase the use of the application by the wider community. In addition, technical obstacles in internet infrastructure in some regions are still a challenge that needs further attention. Budget limitations and skilled human resources in managing the application are also obstacles in ensuring the continuity and optimization of SIPARMAS in a sustainable manner.

D. CONCLUSION

Based on the results of the implementation of the solution, it can be concluded that the implementation of SIPARMAS improvement and optimization has a positive impact in supporting transparency and increasing public participation in elections. The success of this program is shown through improving the quality of news content in the application, simplifying administrative procedures, and increasing employee and public understanding of the use of the application. However, there are still several obstacles that need to be overcome, such as low public awareness of SIPARMAS and limited infrastructure in some regions.

As a recommendation, further efforts are needed to increase socialization and digital campaigns to expand the reach of SIPARMAS use. In addition, strengthening technology infrastructure and increasing the capacity of human resources in managing applications are important steps to ensure the sustainability of this program. Cooperation between the KPU and government agencies, communities, and internet service providers can also be a solution in overcoming infrastructure constraints that are still faced in several regions. With a sustainable strategy, SIPARMAS can continue to develop into a more effective platform in supporting more transparent and participatory elections.

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