

Functions Of The Coordinating Board Of Public Relations In Improving Democracy (BAKOHUMAS) in Labuhanbatu Selatan

Ependi Pasaribu

Komisi Pemilihan Umum Kabupaten Labuhanbatu Selatan

*Corresponding Author

Email: maestrwira0@gmail.com

Abstract

Public relations is an activity that is carried out and planned on an ongoing basis in order to create and maintain mutual understanding. Its main purpose is to provide information to the widest possible public. With this information openness can be new knowledge and new learning for the community. Bakohumas own activities in the South Labuhanbatu KPU are also aimed at providing the widest possible understanding of electoral and political education for the sake of better democracy in South Labuhanbatu Regency.

Keywords: Public Relations, Democracy, Election

INTRODUCTION

The development of information technology requires state institutions to meet the transparency of information that is transparent and open, fast and easily accessible to the public. This condition also applies in the South Labuhanbatu Regency KPU Satker environment, especially information about elections / elections and pre-stage activities that will be carried out by the South Labuhanbatu Regency KPU.

The issuance of the letter of the General Election Commission of the Republic of Indonesia number 244 / HM.02-SD/06/KPU/III / 2021 regarding the formation of the Public Relations Coordinating Board (Bakohumas) dated March 22, 2021, further emphasized the need for a Bakohumas team to be formed at the South Labuhanbatu Regency KPU.

For this reason, the South Labuhanbatu Regency General Election Commission formed the Bakohumas team as stated in the decision of the South Labuhanbatu Regency General Election Commission number 534/HM.02-Kpt/1222/KPU-Kab/III/2021 concerning the Public Relations Coordinating Board of the General Election Commission of South Labuhanbatu Regency dated March 28, 2021.

By taking this into account, it is expected that the formation of the Bakohumas team of the South Labuhanbatu KPU can increase socialization efforts to all layers of society. This effort is aimed at improving and understanding the democracy of political education to the community.

The basis for the formation of the South Labuhanbatu KPU Bakohumas team, among others :

- a. Law of the Republic of Indonesia No. 14 of 2008 on Public Information Disclosure (State Gazette of the Republic of Indonesia of 2008 No. 61 supplement to the State Gazette of the Republic of Indonesia No. 4846);
- b. Law of the Republic of Indonesia No. 43 of 2009 on Archives (State Gazette of the Republic of Indonesia of 2009 No. 152 supplement to the State Gazette of the Republic of Indonesia No. 5071);

- c. Law No. 7 of 2017 concerning general elections (Statute Book Of The Republic of Indonesia of 2011 No. 101, supplement to the Statute Book Of The Republic of Indonesia No. 5246)
- d. Regulation of the General Election Commission of the Republic of Indonesia No. 1 of 2010 on amendments to the regulation of the General Election Commission No. 05 of 2008 on the working procedure of the General Election Commission, Provincial Election Commission, and District/City Election Commission as amended by the regulation of the General Election Commission No. 21 of 2008 and the regulation of the General Election Commission No. 37 of 2008;
- e. General Election Commission Regulation No. 1 of 2015 on management and Public Information servants within the General Election Commission;
- f. General Election Commission Regulation Number 14 of 2020 on the duties, functions, organizational structure and working procedure of the General Secretariat of the General Election Commission, the Secretariat of the Provincial General Election Commission, and the Secretariat of the Regency/City General Election Commission;
- g. General Election Commission Regulation Number 21 of 2020 concerning the Second Amendment to General Election Commission Regulation Number 8 of 2019 concerning the working procedure of the General Election Commission, Provincial General Election Commission, and Regency/City General Election Commission;
- h. Decree of the General Election Commission No. 529 / Kpts / KPU / year 2014 on technical guidelines for the formation and accountability of the implementation team of activities within the KPU, KPU / Kip province, and KPU / Kip Regency/City;
- i. Decision of the General Election Commission of the Republic of Indonesia number 172 / HM.02-KPt/06/KPU-III / 2021 about the Public Relations Agency of the General Election Commission
- j. Decision of the General Election Commission of South Labuhanbatu Regency No. 534 / HM.02-Kpt/1222/KPU-Kab/III/2021 about the Coordinating Board for Public Relations of the General Election Commission of South Labuhanbatu Regency.
- k. Letter of the General Election Commission dated March 22, 2021 number 244/HM.02-SD/06/KPU/III / 2021 regarding the formation of the Public Relations Coordinating Board.

RESEARCH METHODS

This study is a normative and Empirical Legal Research. Normative juridical research with conceptual approach (conceptual approach) and legal approach, is a legal research conducted by researching library materials or secondary data. Normative legal research is based on secondary legal materials as study materials to find principles, doctrines and sources of law in a philosophical, sociological and juridical sense about the function of bakohumas in improving democracy. Empirical Legal Research examines the function of bakohumas in improving democracy in South Labuhanbatu Regency.

RESULT AND DISCUSSION

South Labuhanbatu KPU Bakohumas team

South Labuhanbatu KPU bakohumas team composition :

Table 1.

No	Name	Department	Positions in activities
1	Ependi Pasaribu	KPU chairman Labuhanbatu Selatan	Builder
2	Eben Ezer Lumbantoruan	KPU members Labuhanbatu Selatan	Builder
3	Novrizal Harahap	KPU members Labuhanbatu Selatan	Builder
4	Saipul Bahri Dalimunthe	KPU members Labuhanbatu Selatan	Builder
5	Iwan Dana	KPU members Labuhanbatu Selatan	Builder
6	Naharruddin	KPU Secretary Labuhanbatu Selatan	chairman
7	Raja Ahmad Faisal Harahap	Head of technical and Parmas KPU Labuhanbatu Selatan	Chief Executive Officer
8	Ariadi Fitra	Head of Finance, General and logistics	members
9	M. Delfi Putra Halim	Head of data and planning	members
10	Afrida Hanum Hasibuan	Kasubag Hukum	members
11	Novi Ardian	Technical Staff	members
12	Sally Frelin Meliala	Technical Staff	members
13	Imam Rasyid	Technical Staff	members

Description Of Bakohumas Activities

Information submitted to the public/public is an activity carried out by the KPU Kabupaten Labuhanbatu Selatan along with information forwarded from the KPU RI, provincial KPU and other Regency/City KPU through offline and online. Expectations from the use of online media, a lot of information is conveyed well to the public.

The Media used is not only the official media of KPU Labuhanbatu Selatan such as FANSPAGE FB, Instagram, Twitter and others, but also with other stakeholders. In order to increase cooperation with stakeholders and other stakeholders, KPU Labuhanbatu Selatan also formed Group WA to facilitate the delivery of electoral information.

Table.2

No	Media Type	Amount Of Information
1	Facebook	120

2	Twitter	28
3	Instagram	90
4	Notice Board	10

Recapitulation of Information submission on social media owned by the South Labuhanbatu KPU for the period January-March 2023. In addition to delivering the information submitted, the South Labuhanbatu KPU carries out one of the functions of implementing public relations activities, following the implementation of Public Relations carried out by the South Labuhanbatu KPU for the January-March 2023 period as follows :
The coverage of internal activities in the first quarter of the January-March 2023 period is as follows :

Table.3

No	Activities	Total
1	Implementation of the letter of KPU RI 604 on the call for the implementation of the morning Apple	
	Morning Apple	12
2	Weekly Regular Meetings	11
3	FGD	1
4	The establishment of Ad Hoc body (PPK) in South Labuhanbatu Regency	1
5	CAT Written Exam candidates for voting committee in South Labuhanbatu Regency	3
6	Interview selection of voting committee candidates in South Labuhanbatu Regency	3
7	Visit of South Labuhanbatu Police Chief to South Labuhanbatu KPU	1
8	Technical guidance on the preparation of voter lists and the introduction of E Coklit applications	6
9	Technical guidance on the implementation of factual verification of support for candidates for the House of regional representatives (DPD)	2
10	Apple alert and inauguration Pantarlih se District South Labuhanbatu,	1

11	Watch together 1 year to the day of voting and the release of the election procession	
12	Get rid of the PPS	3
13	The signing of the Memorandum of Understanding between KPU Labuhanbatu Selatan and Kejaksaan Negeri Labuhanbatu Selatan	1

The coverage of external activities in the first quarter of the January-March 2023 period is as follows :

Table 4.

No	Activities	Total
1	National Seminar “Posisi Pemilih Pemula Untuk Penguatan Demokrasi Labuhanbatu Selatan”	1
2	Apple alert supervision 1 year to the 2024 election and Soft Launching of participatory surveillance Digital community "your fingers watch the election"	1

Role And Function Of Bakohumas

Bakohumas has the task of carrying out coordination, integration, synergy and synchronization which then performs its functions as follows :

- a. Planning and implementation of public relations activities as needed; The plan of KPU Labuhanbatu Selatan public relations activities is in accordance with the direction by the KPU to cover activities and education to the community, especially in the field of election and politics. This function is intended to be able to provide more structured information by forming a team of bakohumas KPU Labuhanbatu Selatan. In addition to forming a public relations team, there needs to be an increase in the competence of the Public Relations team that not only makes news, but news or information submitted can attract people to read it.
- b. Information Management which includes data collection, data processing and dissemination of Strategic and cross-sectoral information between governments and stakeholders and / or vice versa;
- c. Positive image and strengthening community legitimacy; and
- d. Implementation of public relations activities evaluation. Evaluation of public relations activities carried out quarterly and reported to the commission in stages through the commission of North Sumatra province.

One important role is the management of information that can then be understood by the community in learning election and policing. The goal is expected to improve the

understanding of the community so as to improve the quality of the kepmiluan especially South Labuhanbatu district.

Not only the news through the media, the form of socialization to provide understanding is felt to be done more. Although in the 2024 election there are many new voters due to the demographic bonus, there are still people in the area who are not politically literate and need political education. Forms of socialization are not only in the room activities, but can be implemented with several approaches such as discussion and simulation.

Challenges arise, in addition to the understanding and mindset of the people in South Labuhanbatu Regency, Human Resources in the secretariat of the South Labuhanbatu KPU are also lacking in terms of Public Relations. This is due to the lack of debriefing and financing of new public relations corn lifetime promoted by the commission. Not to mention the stages that run and overlap, which should be an opportunity as a source of information for the community, but in practice it becomes a double-edged sword that makes having to sacrifice public relations activities does not work well.

This is due to the lack of human resources, especially in the technical subsection which is responsible for public relations in KPU Regency cities throughout indonesia.

CONCLUSION

Based on the results of research can be concluded that :

- a. Public relations activities need to be done in order to provide information and understanding to the public, especially about the election. In terms of carrying out the duties and functions of public relations to provide trust and legitimacy and understanding to the public is not only the task of the Bakohumas team, melainkan each element to be able to help disseminate information and understanding to the public.
- b. Lack of human resources is one of the problems that must be solved together not only by districts/cities but every stakeholder who has the same ideals for better public relations. In addition to human resources, another problem is the public relations budget that has not been budgeted for the maximization of public relations activities themselves.

REFERENCES

Soekanto Soerjono dan Sri Mamudji, 2006, *Penelitian Hukum Normatif Suatu Tinjauan Singkat*, Jakarta, Raja Grafindo Persada.

SK Ketua KPU Labuhanbatu Selatan Nomor 534/HM.02-Kpt/1222/KPU-Kab/III/2021 Tentang Badan Koordinasi Kehumasan Komisi Pemilihan Umum Kabupaten Labuhanbatu Selatan k

Permen Kominfo Nomor 35 Tahun 2014 Tentang Badan Kehumasan Masyarakat