



**Communication Model for Holding the 2020 Simultaneous
Local Leaders Election at Kampung Naga, Neglasari Village,
Salawu District, Tasikmalaya Regency During the Covid-19
Pandemic**

Iis Zilfah Adnan

Padjadjaran university, Bandung, Indonesia
Email: iis17001@unpad.ac.id

Suwandi Sumartias

Padjadjaran university, Bandung, Indonesia
Email: suwandi.sumartias@unpad.ac.id

Agus Rahmat

Padjadjaran university, Bandung, Indonesia
Email: agus.rahmat@unpad.ac.id

Lely Arriane

Email: Lelyarriane@gmail.com

Received: December 11, 2022; reviews: 2; accepted: January 26, 2023

Abstract

This research was motivated by the emergence of the Covid-19 pandemic outbreak, so that the implementation of the regional election was different from the previous period. In 2020, the elections were first held using health protocols due to the Covid-19 pandemic outbreak. The study aims to determine the stages of election, the holding of election, and the communication model used by the organizer of the election in 2020 at Kampung Naga, Neglasari Village, Salawu District, Tasikmalaya Regency viewed from the PDCA theory (Walter Shewhart), which includes Planning, Doing, Checking and taking an action. The research method used descriptive qualitative method in line with a constructivism paradigm. Meanwhile, the data collection techniques used in-depth interviews, holding interview through Whatsapp media and documentation. On this study, the subjects were the organizer of the regional elections of Tasikmalaya Regency who were involved in the implementation of the 2020 general election at Kampung Naga consisting of three people in accordance with purpose sampling rules. The results of this study indicate that the first design has been regulated by PKPU No. 5 of 2020 concerning Election Stages starting from pre-

implementation, implementation and post- implementation must be in accordance with health protocols to prevent the transmission of Covid- 19, the two Pilkada organizers have carried out their duties in accordance with General Election Commission Regulation No. 5 of 2020 by implementing health protocols and the Communication Model for the implementation of the 2020 Simultaneous Regional Head Elections during the Covid-19 pandemic is carried out in stages and structured, namely there are levels or stages from the government which are General Election Commission Regulation (PKPU) and law to General Election Commission of Tasikmalaya KPU.

Keywords

Communication Model, Simultaneous Regional Election, Walter Shewhart Cycle, Covid- 19

Introduction

The Regional Head General Election is a real manifestation of democratic action from the people to elect both regional head and its vice directly in the unitary state of the Republic of Indonesia based on Pancasila and the 1945 Constitution of the Republic of Indonesia (Law No. 22 of 2007). The Regional Head General Election (PILKADA) cannot take place without an Election Organizer. The Election organizer has been regulated by Law Number 15 of 2011 concerning Election Organizer. It is explained that what is meant by Election Organizer is an institution that organize election, one of which is the General Election Commission (KPU) that organized the 2020 Pilkada directly, which gathered a large number of masses at one time and in the same place. This action is something that was prohibited in 2020 because a pandemic outbreak that make people cannot carry out crowds or activities causing a pandemic outbreak in one place and at the same time [1]. The Covid-19 pandemic has brought quite significant changes to the whole world, including the political field, which also demands attention that is no less important, and this certainly affects various aspects, including the implementation of simultaneous regional head election. Problems regarding the stages of the election, how the election is held, and how is the communication model at the election event are the main attention in this article.

In 2020, Indonesia held a democratic celebration. It was the 2020 simultaneous Regional Head Election. Pilkada were held directly by people who have met the requirements to vote and carried out in regions in Indonesia directly or simultaneously. Tasikmalaya is one of the regencies that conducted the 2020 simultaneous regional election by establishing four pairs of candidates for regents. In the election contestation in Indonesia, the government has, of course, formed the General Election Commission as executor, organizer, supervisor and administrator examiner who have their respective duties and authorities. The General Election Commission is obliged to participate in carrying out all Pilkada implementation in a timely manner and, of course, treat voters fairly and equally in accordance with PKPU and the provisions of laws and regulations. Based on observations at the Tasikmalaya KPU in Tasikmalaya Regency, there was a

communication model used by Pilkada organizer when providing various information to the public regarding the 2020 election. The existence of various stages and processes for organizing the Pilkada related to health protocols made the 2020 Pilkada different from what was held before. Therefore, the General Election Commission (KPU) of Tasikmalaya Regency in conducting the election implementation at Kampung Naga was assisted by the PPK (District Election Committee) and PPS (Voting Committee) at Kampung Naga.

Kampung Naga is part of the Tasikmalaya Regency. Kampung Naga is also known for its typical customs. However, the indigenous people of Kampung Naga enthusiastically came to the polling station (TPS 01) starting from 07.00 a.m (Western Indonesian Time). There is only one polling station at Kampung Naga and it was chosen in the parking lot of the Kampung Naga cultural tourism area in Neglasari Village, Salawu District. They came to implement health protocols by wearing masks, before entering polling station, their body temperature was checked. The local leader's election (Pilkada) organizer said the number of registered voters was 384 people. Two hundred people were voters from Kampung Naga indigenous people. They enthusiastically came to TPS to cast their vote. (source : PPS : 2020)

Previous research, Faculty of Communication represented by Sukron Mazid and Kuswali Hadji (2019) had a title Political Communication Model of DPRD (Regional House of representatives) Members in Efforts to Master Community Civic Skills for DPRD Members in Magelang Regency which examines the implementation of the communication model carried out by the DPRD of Magelang Regency in an effort to master citizenship skills or Civic Skills of the people of Magelang Regency through direct and indirect communication, checking or examining the implementation of regional elections.

In this study researchers will implement the 'Plan' model for holding simultaneous local elections, and the 'do' model to carry out simultaneous regional elections and the 'check' and 'act' models; so that it is clear that the renewal of the public communication model in the local elections is explored clearly and decisively.

Referring to the focus of the research that has been described, the research questions are: Firstly: What is the communication model of the Plan for holding simultaneous local elections at Kampung Naga, Neglasari Village, Salawu District, Tasikmalaya Regency during the COVID-19 pandemic? based on the results of the interviews, the planning model, was prepared as a government policy product in the form of The General Election Commission Regulation (PKPU) No. 5 of 2020 concerning Election Stages and Law no. 10 of 2016 concerning Local Leaders Election (Pilkada). Secondly, the researcher would like to research and discuss how the communication model of Do holding simultaneous local elections at Kampung Naga, Neglasari Village, Salawu District, Tasikmalaya Regency during the COVID-19 pandemic. Based on the data and interview results obtained, it can be argued that the do model is that the Tasikmalaya Regency KPU conducts dissemination to Candidate Pairs, conducts socialization to Political Parties and to the public. In addition, the PPK (District Election Committee) and PPS (Voting Committee)

conducts socialization to the community in accordance with PKPU No. 8 of 2017 concerning Dissemination, Voter Education and Community Participation.

Furthermore, the researcher would like to describe and discuss how the communication model of Check the execution of simultaneous local elections at Kampung Naga, Neglasari Village, Salawu District, Tasikmalaya Regency during the COVID-19 pandemic.

The 'check' communication model is carried out by preparing human resources: so that PPK and PPS of Salawu District carried out a Rapid Test for all registered voters who came to the TPS post, conducted Coordination Meetings and Readiness Calls between PPK and PPS Salawu District. After that, they conducted virtual meetings with Pilkada organizers, including the KPU of Tasikmalaya Regency, PPK of Salawu District, Indonesian Military (TNI), Police Officer, Public Health Center (Puskesmas) and the Supervisory Board. They also provided information to people who have not registered at TPS, distributed logistics from PPK of Salawu District to PPS in each village and PPS to prepare TPS.

Finally, they can understand the "communication model of Act (Doing)" holding simultaneous local elections at Kampung Naga, Neglasari Village, Salawu District, Tasikmalaya Regency during the COVID-19 pandemic.

Research Method

The research method used is a qualitative research method in line with verbal analysis, with the communication model object carried out by the Pilkada organizer. The research subject is holding the 2020 general election during the, Covid-19 pandemic, it is an institution that organize elections, one of which is the KPU and assisted by PPK (District Election Committee) and PPS (Voting Committee) at Kampung Naga, Neglasari Village, Salawu District, Tasikmalaya Regency.

The technique of determining informants and resource persons in this study, the researcher used purposive sampling method. This technique includes people who have been selected through the selection stage on the basis of certain criteria made by researchers based on research objectives [3]. These certain considerations, for example, such as the person chosen is considered to know best about what is desired, or as a person who is already an expert, so that it will make it easier for researchers to explore the object or social situation to be studied [4]. In this study, the determination of the informant was determined by the following criteria.

1. Looking for data on the number of polling stations participating in the simultaneous local elections at Kampung Naga.
2. Looking for political observers or experts who are within the scope of the researcher (with criteria).
3. Undergoing informant selection by paying attention on the following criteria:
4. Participating in simultaneous local elections during the Covid-19 pandemic
5. People following the development of simultaneous local elections during the Covid-19 pandemic.

6. People who took part in the simultaneous local election process during the Covid-19 pandemic.
7. Someone who observes or pays attention to the world of politics in Indonesia for more than 3 years.

The followings are the research informants:

Table 1. Informant Criteria

No.	Informant's Name	Position
1.	Hadiat	PPK (District Election Committee)
2.	Tatang S. Saputra	PPS (Voting Committee)
3.	Nika Merianda	Voter at Kampung Naga Village

(Source: Research Modification Data: 2021)

In addition to involving informants, this study involved two resource persons. The resource person is a person who is considered an expert and experienced at observing and supervising the holding of General Elections at Kampung Naga, Neglasari Village, Salawu District, Tasikmalaya Regency. In this study, resource persons are determined by the following criteria:

1. Individual who took part in the simultaneous local elections during the Covid-19 pandemic.
2. Individual involved in simultaneous local elections in Kampung Naga.
3. Individual who have observed or paid attention to the world of politics in Indonesia for more than 3 years.
4. Individual who is welcomed to be interviewed and asked for opinions both online and offline.

The followings are the resource persons on this research:

Table 2. The List of Source Triangulation

No.	Name	Triangulation of Sources (Position)
1.	Isti'anah	The KPU of Tasikmalaya Regency Commissioner (The Head of Dissemination, Voter Education, Public Participation and Human Sources Divisions)
2.	Deni Mardiana	The Political Observer (Representative of Justice and Welfare Party- PKS Garut)

(Source: Research Modification Data 2021)

On this study, data collection techniques used interviews via Whatsapp media and documentation. In conducting interviews, researchers used 27 questions based on the theory used. Data analysis techniques in this study using data reduction, data presentation, and drawing conclusions. The technique of checking the validity of the data in this study uses the criteria of trust, dependability, and certainty.

Research and Discussion

Based on the various data and facts that the researchers found regarding

the communication model for holding regional elections during the Covid-19 pandemic, it can be concluded that to find out the communication model used by the 2020 Pilkada organizers at Kampung Naga, Neglasari Village, Salawu District, Tasikmalaya Regency, it can be seen from PDCA theory (Walter Shewhart), which includes Plan (Design), Doing (Doing), Check (Checking) and Act (Implementing). This is proven by the existence of a new communication model that was discovered during the research. In Plan, the design has been regulated by PKPU No. 5 of 2020 concerning Election Stages starting from pre-implementation, implementation and post-implementation must comply with health protocols to prevent transmission of Covid-19.

In *Do* step, Pilkada organizers have carried out their duties in accordance with PKPU No. 5 of 2020. PPK (District Election Committee) and PPS (Voting Committee) prepared the community offline and online. Meanwhile, those preparing for Political Parties and Candidate Pairs are mostly from the General Election Commission of Tasikmalaya Regency. In *Check* model, Pilkada organizers prepared themselves by means of Rapid Tests and Coordination Meetings and arrange the logistics that must be in place at the time of the election. In *Act* step, holding the 2020 Simultaneous Pilkada at TPS 1 Kampung Naga was inseparable from the health protocol. As for following up on the results of the socialization seen from increased community participation. In this act activity, the development of human resources is organized and the preparation of various logistical supports for the implementation of regional elections, including holding ballot papers. Voice box. Ink.

Voting booths, seals, tools for marking choices. Forms, ballot box number stickers and various other needs, approximately 15 items for the logistical needs. Furthermore, the implementation of model act activities in the regional election implementation process was carried out through the following stages: Voters brought their ID and notification letter or document "C6." Voters washed their hands and checked their body temperature when they came to the TPS. Voters gave C6 and ID in exchange for ballots. Then, voters were given plastic gloves and welcomed to the voting booth. Voters exercise their right to vote and place their ballots in the ballot box. Voters were dripped with ink by officers. Voters took ID cards. Voters washed their hands again before returning home.

Based on the explanation that has been explained, the theory used in this study is the PDCA theory. PDCA theory is a theory proposed by Walter Shewhart and is a derivative of Strategic Management Theory Source: Walter Shewhart (1920). PDCA stands for Plan, Do, Check, Act. This theory uncovers methods for continuous improvement.

This theory also applies the concept of quality control with strategic management. The PDCA theory is also commonly known as the "Shewhart cycle" because it was first proposed by Walter Shewhart and in 1950 at Western Electric, this theory was popularized by W. Edwards Deming. The PDCA cycle is also often called the "Deming cycle". Methods that focus on repetitive activities to solve a

problem in quality control can address problems appropriately and effectively.

To support the explanation of the election stages starting from pre-implementation, implementation and post-implementation must comply with health protocols to prevent transmission of Covid-19. can be described in the following flowchart.

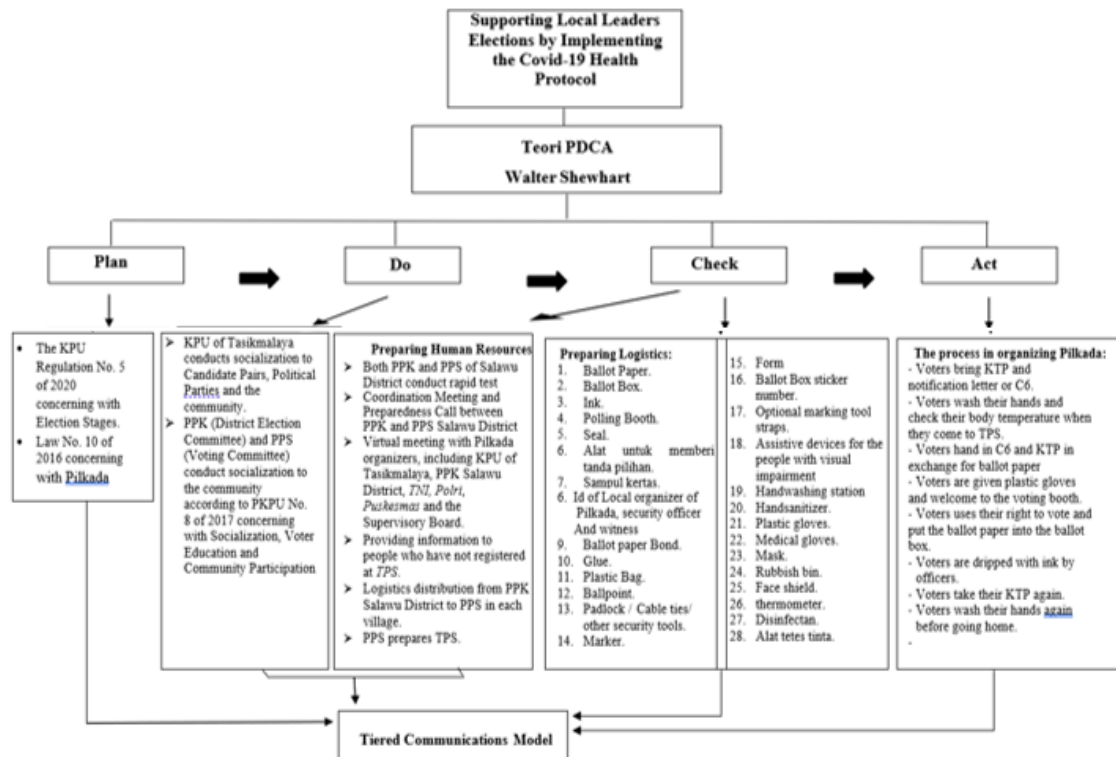


Chart 6. Communication Model for Organizing Simultaneous Local Leaders Election During Covid-19 Pandemic
 (Source: The research Modification Data 2021)

This study concluded that by doing interview process to both informants and resource persons, the researchers found that, in general, the communication process conducted by the General Election Commission of Tasikmalaya Regency and the regional election organizers went well. By using the PDCA theory (Walter Shewhart), we can find the communication model used by Pilkada organizers. In human communication, the source is one person, while the decoder and target are another and the signal is language [5]. In this case, the encoder is the KPU of the Republic of Indonesia and the decoder is the Tasikmalaya Regency KPU via PKPU No. 5 of 2005. The KPU of Tasikmalaya Regency then passed it on to PPK and PPS and then spread to the community.

This study concludes that the answer related to the communication model used by the General Election Commission (KPU) of Tasikmalaya Regency is a transactional communication model because it assumes that communication is continuously sending and receiving messages. In this model, for example, negotiations between 'sender' and 'recipient' regarding the 'meaning' of a communication instance [6]. Ad hoc bodies, which mean temporary bodies only

during the Local Leaders Election (Pilkada) and the KPU of Tasikmalaya Regency, have similarities in their experience of holding the 2020 Pilkada. This research also concludes answers or responses related to the new communication model that researchers found carried out by the implementation of the 2020 Simultaneous Pilkada during the Covid-19 pandemic that was executed in stages and structured based on stages stipulated by the government which are The General Election Commission Regulation (PKPU) and the applicable Law to the KPU Tasikmalaya Regency.

Conclusion

This research has described the communication model used by election organizer in holding Simultaneous Pilkada during the Covid-19 pandemic. This study reveals the communication model used by the organizers of the 2020 Pilkada at Kampung Naga, Neglasari Village, Salawu District, Tasikmalaya Regency seen from the PDCA (Walter Shewhart) theory, which includes Plan, Do, Check and Act. The results of the study show that the first draft has been regulated by PKPU No. 5 of 2020 concerning Election Stages starting from pre-implementation, implementation and post-implementation must comply with the health protocol to prevent the transmission of Covid-19, the second is that Pilkada organizers have carried out their duties in accordance with PKPU No. 5 of 2020 by implementing health protocols and the third is the Communication Model for holding the 2020 Simultaneous Regional Elections during the Covid-19 pandemic.

Considering Discussion and Communication Model for Holding Simultaneous Local Elections During the Covid-19 Pandemic. The researcher has directly examined the analysis of data search with PPK (District Election Committee), PPS (Voting Committee) and voters in Kampung Naga. Each informant had a different experience of holding the Pilkada. However, one thing is true, that the Pilkada cannot be postponed for a long time.

The three informants and the two informants stated that the implementation of the 2020 Pilkada had been regulated by PKPU. So, even though there is a pandemic outbreak, it does not mean that the implementation is not carried out. Based on various data and facts that researchers found regarding the communication model for holding simultaneous local elections during the Covid-19 pandemic at Kampung Naga, Neglasari Village, Salawu District, Tasikmalaya Regency, the following conclusions can be drawn.

- 1) The draft has been regulated by PKPU No. 5 of 2020 concerning Election Stages starting from pre-implementation, implementation and post-implementation must comply with health protocols to prevent transmission of Covid-19.
- 2) Pilkada organizers have carried out their duties in accordance with PKPU No. 5 of 2020. PPK (District Election Committee) and PPS (Voting Committee) prepare online and online for the public. Meanwhile, those preparing for Political Parties and Candidate Pairs are mostly from the Tasikmalaya

Regency KPU.

- 3) Pilkada organizers prepare themselves by means of a Rapid Test and Coordination Meeting and arrange the logistics that must be in place at the time of the election.
- 4) The holding of the 2020 Simultaneous Regional Elections at TPS 1 Kampung Naga is inseparable from the health protocol. As for following up on the results of the outreach seen from increased community participation.
- 5) The Communication Model for holding the 2020 Simultaneous Regional Elections during the Covid-19 pandemic was carried out in a tiered and structured manner, namely that there were levels or stages from the government which were PKPU and the Law to the Tasikmalaya Regency KPU.

The researcher would like provide the following suggestions: Theoretical Suggestion: The researcher hopes that the next researchers can examine more deeply the communication model for holding simultaneous local elections during the Covid-19 pandemic in the next five years if there is still a pandemic outbreak, so that they can see whether there are differences or remain same. For prospective researchers who will come, especially research on the communication model for holding simultaneous regional elections during the Covid-19 pandemic, it is better to look for more references to books, journals, and research that have the same theme to make it easier and increase knowledge that can be used as a basis for learning before doing research. The researcher also suggests that future researchers use the Social Change theory in their research to see from the perspective of society in responding to social changes that occur as a result of effects from the Covid-19 Virus regarding the Simultaneous Pilkada where the research will provide innovation from the results that researchers obtain.

Practical Suggestion: The KPU of Tasikmalaya Regency is recommended to keep its credibility and professionalism as the General Election Commissioner. To PPK and PPS, it is strongly expected to have further improvements in carrying out their roles, increase the quality of knowledge and the latest innovations in order to provide information on the implementation of Pilkada comprehensively.

References

- U. Majid, A. Wasim, S. Bakshi, and J. Truong, "Knowledge, (mis-)conceptions, risk perception, and behavior change during pandemics: A scoping review of 149 studies," *Public Underst. Sci.*, vol. 29, no. 8, pp. 777–799, 2020, doi: 10.1177/0963662520963365.
- A. Realyvásquez-Vargas, K. C. Arredondo-Soto, T. Carrillo-Gutiérrez, and G. Ravelo, "Applying the Plan-Do-Check-Act (PDCA) cycle to reduce the defects in the manufacturing industry. A case study," *Appl. Sci.*, vol. 8, no. 11, 2018, doi: 10.3390/app8112181.
- S. Campbell *et al.*, "Purposive sampling: complex or simple? Research case examples," *J. Res. Nurs.*, vol. 25, no. 8, pp. 652–661, 2020, doi: 10.1177/1744987120927206.

- M. Serra, S. Psarra, and J. O'Brien, "Social and physical characterization of urban contexts: Techniques and methods for quantification, classification and purposive sampling," *Urban Plan.*, vol. 3, no. 1, pp. 58–74, 2018, doi: 10.17645/up.v3i1.1269.
- J. C. Chou, C. C. Yeh, H. Y. Lee, and L. S. Lee, "Multi-target voice conversion without parallel data by adversarially learning disentangled audio representations," *Proc. Annu. Conf. Int. Speech Commun. Assoc. INTERSPEECH*, vol. 2018-September, pp. 501–505, 2018, doi: 10.21437/Interspeech.2018-1830.
- P. Kastberg, "Modelling the reciprocal dynamics of dialogical communication: On the communication-philosophical undercurrent of radical constructivism and second-order cybernetics," *Sign Syst. Stud.*, vol. 48, no. 1, pp. 32–55, 2020, doi: 10.12697/SSS.2020.48.1.03.