


Public Participation And Political Literacy In Regional Head Elections (Pilkada) In Kamal Village, Ogan Ilir Regency

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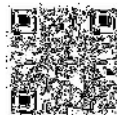
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ABSTRACT

Partisipasi dan literasi politik di tingkat desa masih menjadi tantangan, terutama di wilayah pedesaan dengan akses informasi dan pendidikan politik yang terbatas. Di Desa Kamal, rendahnya pemahaman tahapan pemilu dan lemahnya literasi digital menghambat kualitas partisipasi dalam Pemilihan Kepala Daerah. Meningkatkan partisipasi dan literasi politik masyarakat desa dalam Pilkada. Program menggunakan pendekatan partisipatif kualitatif dengan melibatkan warga, penyelenggara pemilu, dan tokoh masyarakat. Data dikumpulkan melalui wawancara, observasi, dokumentasi, dan diskusi kelompok, lalu dianalisis dengan triangulasi. Program meningkatkan pemahaman warga tentang tahapan Pilkada, hak dan kewajiban pemilih, serta peran lembaga pemilu. Edukasi digital melalui WhatsApp, infografis, dan video pendek mempercepat penyebaran informasi. Partisipasi warga meningkat dalam verifikasi daftar pemilih, diskusi politik, dan kegiatan pemilihan desa. Budaya politik bergeser ke arah partisipatif. Pengabdian masyarakat di Desa Kamal efektif meningkatkan literasi politik dan partisipasi Pilkada melalui kombinasi keterlibatan langsung dan pemanfaatan media digital sederhana.

Political participation and literacy at the village level remain challenges, particularly in rural areas with limited access to information and political education. In Kamal Village, a low understanding of election stages and weak digital literacy hampered the quality of participation in the Regional Head Election. The program utilized a qualitative participatory approach involving residents, election organizers, and community leaders. Data was collected through interviews, observation, documentation, and group discussions, then analyzed using triangulation. The program increased residents' understanding of election stages, voter rights and obligations, and the role of electoral institutions. Digital education through WhatsApp, infographics, and short videos accelerated information dissemination. Resident participation increased in voter list verification, political discussions, and village election activities. The political culture shifted toward participatory participation. Community service in Kamal Village effectively increased political literacy and election participation through a combination of direct involvement and the use of simple digital media.



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INTRODUCTION

Background of the study: Regional Head Elections (Pilkada) represent a fundamental pillar of local democracy in Indonesia, enabling citizens to directly elect governors, regents, and mayors. As emphasized by Sidney Verba, Kay Lehman Schlozman, and Henry E. Brady (1995), political participation encompasses voting, engaging in political discussions, and participating in campaign

activities. Effective participation requires adequate political literacy, defined by Pippa Norris (2011) as the knowledge, understanding, and evaluative capacity to process political information critically.

At the village level, such as Kamal Village in Pemulutan Barat District, Ogan Ilir Regency, political participation often faces structural and socio-cultural barriers. Limited access to information, low civic awareness, and insufficient political education contribute to suboptimal engagement in democratic processes. Similar findings were identified in rural areas of Kubu Raya (Afhiani et al., 2024), where first-time voters demonstrated low political awareness due to information constraints. Research in Solok (Rahayu et al., 2023) also revealed that rural women often perceive politics negatively and lack awareness of their voting rights. In the digital era, political literacy extends beyond conventional civic education. It requires digital competencies to access, evaluate, and interpret political information distributed through online platforms. Studies by Mohammad & Rahmawati (2025) and Yuliandari et al. (2023) confirm that digital literacy significantly influences youth political participation. However, digital infrastructure gaps in rural regions such as parts of Kubu Raya (Afhiani et al., 2025) limit equitable access to political information, thereby reinforcing participation disparities.

Although various initiatives have been implemented such as civic education programs, digital literacy corners, and outreach by the General Elections Commission (KPU), their implementation remains fragmented and insufficiently contextualized to local conditions. Therefore, there is a pressing need to develop an integrated, adaptive, and community-based model that strengthens both political literacy and political participation in rural settings like Kamal Village.

Literature review: The theoretical foundation of this study integrates political participation and political literacy frameworks.

1. Political Participation

Theory According to Sidney Verba, Kay Lehman Schlozman, and Henry E. Brady (1995), participation is influenced by:

- a. Resources (education, time, political knowledge)
- b. Psychological engagement (political interest, political efficacy)
- c. Recruitment or mobilization by political actors

Earlier perspectives from Lester Milbrath and Madeline Goel (1977) emphasize social status and communication exposure as determinants of engagement.

2. Political Literacy

Theory Pippa Norris (2011) conceptualizes political literacy as citizens' competence to critically evaluate political processes and actors. Michael X. Delli Carpini and Scott Keeter (1996) argue that political knowledge enhances democratic confidence and participation.

3. Psychological Dimension

Political efficacy theory from Albert Bandura (1997) explains how self-efficacy influences political action.

Empirical studies indicate that digital literacy significantly shapes modern political engagement. However, rural infrastructure disparities and socio-cultural dynamics moderate these effects. Existing literature tends to examine participation or digital literacy separately, with limited integration of both variables within localized rural contexts.

Gap analysis: Despite extensive studies on political participation and digital literacy, several gaps remain:

1. Contextual Gap - Limited research specifically examines rural villages such as Kamal Village in Ogan Ilir Regency.
2. Conceptual Gap - Studies often analyze political participation or digital literacy independently rather than integrating them into a comprehensive framework.
3. Model Development Gap - There is insufficient development of integrated, contextual intervention models tailored to rural socio-demographic and technological conditions.
4. Implementation Gap - Existing political education initiatives lack sustainability and adaptive digital integration.

This study addresses these gaps by designing a hybrid and community-based model integrating conventional and digital political education strategies.

Rationale of the study: This study is justified on theoretical, empirical, and practical grounds:

1. Theoretical Rationale: To extend Verba et al.'s participation model by incorporating digital political literacy as a contextual resource variable in rural settings.
2. Empirical Rationale: To provide localized evidence from Kamal Village, enriching literature on rural democratic participation.
3. Practical Rationale: To formulate an integrated strategy that can guide policymakers, local election organizers, and community leaders in strengthening democratic quality at the grassroots level.

METHOD

Research Design: This study employed a qualitative case study design focusing on Kamal Village, Pemulutan Barat District, Ogan Ilir Regency. The case study approach allows in-depth exploration of social phenomena within their real-life context (Creswell, 2013).

Participant: Participants included; Community members (first-time voters, women, youth, farmers), Election organizers at the village and district levels, Local political actors and community leaders, Participants were selected using purposive sampling to ensure information-rich cases.

Population and the methods of sampling Instrumentation (sample of questions, scoring method, and psychometric properties (validity and reliability)): The population consisted of eligible voters in Kamal Village. **Sampling technique:** Purposive sampling, based on; Voting status, Age category, Gender, Involvement in political activities. This approach ensures representation of diverse socio-demographic backgrounds.

Instrument: Primary instrument, Semi-structured interview guide. Since this is qualitative research, scoring systems were not applied. Credibility ensured through; Source triangulation, method triangulation, member checking, peer debriefing. Validity and reliability follow Lincoln & Guba's (1985) trustworthiness criteria; Credibility, transferability, dependability, confirmability. Instrument, interview guide, observation checklist, documentation review format, field notes

Procedures and if relevant, the time frame: Preliminary observation and research permission, development of interview protocol, data collection (interviews, observation, documentation), data transcription and coding, data analysis and triangulation, model formulation. Analysis plan (describe statistical tests and the comparisons made; ordinary statistical methods should be used without comment; advanced or unusual methods may require a literature citation):

Scope and/or limitations of the methodology you used: Data analysis followed Miles, Huberman, & Saldaña (2014) interactive model: Data Reduction Coding and categorization, data Display Thematic matrices, Conclusion Drawing & Verification. Thematic analysis was conducted to identify patterns linking political literacy and participation. Triangulation ensured analytical rigor.

RESULTS AND DISCUSSION

Results

The findings of this study show that the implementation of the General Elections Commission Regulation (PKPU) Number 2 of 2024 in Pemulutan Barat District, Ogan Ilir Regency, has generally proceeded well, although several obstacles remain in the areas of communication, resources, implementer disposition, and bureaucratic structure (KPU RI, 2024). In terms of communication, the Ogan Ilir KPU disseminated information through technical guidance, coordination meetings, and digital communication channels. However, discrepancies in the interpretation of several technical provisions particularly regarding voter data updating and campaign regulations were still found among PPS members. Public outreach also proved insufficient, as many residents did not fully understand their rights and obligations in the election process.

Table 1. Number of Kamal Village Residents

Lecture	RT	Amount
Village I	Rt. 001	247
	Rt. 002	195
Village II	Rt. 003	242
	Rt. 004	122

Regarding resources, the election organizers at the district and village levels possessed adequate experience from previous elections, yet logistical constraints, limited internet access, and delays in honorarium distribution hindered optimal implementation. The disposition of implementers showed that although PPK and PPS members generally demonstrated strong commitment to carrying out their duties, social proximity to local elites and candidates sometimes weakened their assertiveness in addressing potential violations. In terms of bureaucratic structure, standard operating procedures and technical guidelines were available and served as formal references, but frequent and sudden revisions created confusion among field officers. Coordination among election organizers was relatively effective, although coordination with village governments remained problematic, especially concerning the timely provision of population data.

Discussion

The findings indicate that the four indicators of Edward III's implementation theory communication, resources, disposition, and bureaucratic structure interact to shape the effectiveness of PKPU 2/2024 implementation in Pemulutan Barat (Edward III, 1980). With respect to communication, inconsistent information delivery led to varied interpretations among implementers, slowing several stages of the election process. This aligns with Edward III's argument that clear, consistent, and accurate communication is essential for successful policy implementation (Meter & Horn, 1975).



Picture. 1 Implementation of Community Service with Kamal Village Residents

Resource-related challenges also affected implementation effectiveness. Although human resources demonstrated adequate competence, shortcomings in logistical support and operational facilities disrupted administrative and reporting processes. Edward III emphasizes that both human and material resources are crucial for policy execution, and deficiencies in either may impede outcomes. Meanwhile, the disposition of implementers emerged as a critical factor. While implementers showed a high degree of commitment, social pressures and personal ties with community leaders made it difficult for them to enforce regulations strictly. This supports Edward III's claim that implementers' integrity and commitment significantly influence the realization of policy objectives (Edwards, 1980). Finally, the bureaucratic structure though clearly established lacked flexibility. Frequent revisions to technical guidelines and less-than-optimal inter-agency coordination demonstrated that the bureaucratic arrangement was not fully adaptive to field dynamics (Sugiyono, 2019). Overall, the discussion reveals that implementation of PKPU 2/2024 has been adequate but not fully effective due to technical, structural, and socio-cultural challenges.

Moreover, these findings are consistent with recent Indonesian studies that show how policy implementation is often constrained by structural, administrative, and resource-related limitations. Research on decentralization highlights that fragmented authority and uneven institutional capacity across regions frequently hinder the consistent execution of public policies at the local level (Aulia & Andhini, 2024). Similarly, empirical evidence from regional government settings demonstrates that operational bottlenecks—such as limited resources, slow administrative procedures, and weak inter-agency coordination—significantly disrupt the delivery of public services and the implementation of regulatory tasks (Ramadhan, 2024). Other studies emphasize that bureaucratic rigidity remains a major obstacle, and that more agile, adaptive governance structures are necessary to respond effectively to field-level dynamics (Suryani & Diniawaty, 2024). Additionally, reforms focusing on streamlining bureaucratic positions and strengthening functional roles have been shown to enhance human resource capacity and improve administrative effectiveness within government institutions (Hanjani & Muslim,

2024). Taken together, these findings reinforce the argument that technical, structural, and institutional challenges continue to shape policy implementation outcomes, including in the administration of PKPU 2/2024.

Implications: This study carries important implications for election administrators, local government, and the community. For the Ogan Ilir KPU, the findings highlight the need to strengthen communication systems across organizational levels to prevent inconsistent interpretations among implementers. Improvements in logistical management and budget disbursement mechanisms are also needed to ensure timely delivery of materials and payments. For PPK and PPS members, the study underscores the importance of enhancing technical competence and professional integrity, particularly in addressing political pressure and local social dynamics (Rahman, 2020). For the community, the findings suggest that more intensive and inclusive outreach is required to improve voter understanding and participation. From a broader policy perspective, this study offers insights for designing more adaptive and responsive election regulations, especially at the local level.

Your study's findings on the need to strengthen internal communication, improve logistical management and budget disbursement, enhance the technical training of election officers, protect the integrity of election administrators, and promote more inclusive voter outreach are strongly supported by recent literature. Surveys and reports show increasing threats and political pressure against election officials, highlighting the need for protective policies and administrative support (Brennan Center, 2024). International guidelines emphasize the importance of electoral management design and information communication in maintaining public trust (International IDEA, 2023), while practitioner organizations underscore the critical role of cybersecurity guidelines, officer recruitment and training, and logistical best practices in ensuring operational accuracy (IFES, 2022; EAC, 2025). Empirical studies on voter education and community-based programs in Indonesia further demonstrate that structured outreach interventions improve public understanding and voter participation, and analyses of logistical distribution in local election contexts also affirm the necessity of integrating human resource capacity with robust logistical management systems to reduce operational disruptions (Suttman-Lea, 2023; Husain, 2023; Haji et al., 2024; Journal Versa, 2025).

Research contribution: This research provides several contributions. Theoretically, it reinforces the relevance of Edward III's implementation framework in understanding the dynamics of local election administration in rural Indonesian contexts. It also introduces social proximity and local political relations as influential factors affecting implementer disposition an aspect not widely explored in previous studies (Smith, 2017). Empirically, this research presents an in-depth depiction of real challenges faced during the implementation of PKPU 2/2024, including issues of communication, coordination, logistical readiness, and implementer attitudes. Practically, the study serves as a valuable reference for the KPU and local election stakeholders in improving governance, reinforcing integrity, and enhancing implementation strategies for future elections.

Limitations: Several limitations should be acknowledged. First, this research focuses solely on Pemulutan Barat District, limiting the generalizability of the findings to other areas in Ogan Ilir Regency. Second, the research was conducted within a specific timeframe, thus not covering all stages of the election process. Third, some informants were reluctant to disclose information openly due to the sensitivity of political issues and social relationships within the community. Fourth, the qualitative nature of the study means that the results depend heavily on the depth and openness of informants' accounts (Creswell, 2014).

Suggestions: Based on the findings and limitations, several recommendations are proposed. The Ogan Ilir KPU should develop more stable and predictable technical guidelines to minimize confusion among implementers, and ensure earlier distribution of logistics and timely payment of honoraria. PPK and PPS members are encouraged to strengthen their discipline, integrity, and assertiveness in enforcing regulations despite social pressures. Village governments should provide more timely population data and actively support community outreach efforts. For future researchers, it is recommended to expand the study to multiple districts, apply mixed methods for richer data, and examine in greater depth the role of local culture and social relationships in influencing policy implementation at the grassroots level (Yin, 2018).

CONCLUSION

A community service program in Kamal Village, Ogan Ilir, successfully increased political literacy and citizen participation. Through outreach, village seminars, focus group discussions (FGDs), and technology-based training, the community experienced a shift in political culture from parochial to subject and participant, in accordance with Almond & Verba's Civic Culture theory. Residents now better understand the stages of regional elections (Pilkada), the role of electoral institutions, and are able to assess local issues, visions and missions, and candidates' track records more rationally. These findings align with Afriani (2021), who stated that political education increases village electoral awareness.

Resident political involvement also increased, including volunteering for elections and ensuring the accuracy of the final voter list (DPT), demonstrating a strengthening of civic culture as outlined by Norris (2011). The use of simple technology WhatsApp, infographics, and educational videos accelerated the dissemination of political information and supported the effectiveness of outreach, as found by Prasetyo & Nurhayati (2020). Overall, this program was effective in strengthening political literacy, citizen participation, and participatory political culture at the local level.

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