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Yogyakarta city police campaign strategy in realizing peaceful general election in 2024

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Abstract

General elections are an important moment in a country's democratic life. However, along with the development of the current digital era, the challenges in organizing elections are increasingly complex. Therefore, this research aims to find out the campaign strategy carried out by the Yogyakarta City Police in realizing a peaceful 2024 Election using the Ostergaard campaign model. This research uses descriptive qualitative methods through data collection techniques, namely interviews and documentation. The results of this study show that the Yogyakarta Police carry out campaigns directly and through social media to reach all levels of society. The campaign is carried out in several stages. First, a comprehensive situation analysis of a problem is conducted, and the campaign has been designed, such as determining campaign objectives, channels, and targets. Finally, the campaign was evaluated through media monitoring and the success of the Yogyakarta City election process. In this study, researchers found a lack of coordination between divisions in campaign design, which indicates the potential to increase campaign effectiveness if all relevant parties work together synergistically. Therefore, improving the internal coordination mechanism for the next election campaign is necessary.

Keywords

Campaign strategy, General elections, Yogyakarta city police

Introduction

General election is an important institution in the structure of a democratic government [1], not only as a means of electing a leader but also as a reflection of the sovereignty of the people that must be maintained and protected. In Indonesia, elections are held regularly, including elections for the president, legislative members, and regional heads such as governors, regents, and mayors [2]. As the digital era develops, the challenges in organizing elections are more complex. The rapid and easy dissemination of all information through various media platforms can trigger disinformation and polarization among the public. Therefore, organizing elections cannot be separated from the campaign period, where there is a transfer or change in the community's knowledge, awareness, and critical thinking [3].

With this situation, various government agencies, together with The General Election Supervisory Agency (Bawaslu), are trying to minimize the disharmony of the election process by conducting campaigns aimed at providing education through social media and directly to the public. Research [4] shows that the primary determinant of public trust in the police is a sense of community security. In this case, the Yogyakarta City Resort Police has three main functions in maintaining security and order during the election process: preemptive, preventive, and repressive. Thus, the Yogyakarta City Resort Police, through the Public Relations and Community Development units, carry out various effective campaign strategies to realize peaceful elections in 2024 in Yogyakarta City.

Campaigns are planned communication activities that are more moderate, open, and tolerant and that last for a limited time or a specific period. Campaign activities are generally clear and persuasive programs, and their sources can be identified [5]. Campaigns are an important tool for managing public perceptions and influencing public opinion, especially in situations that require handling crucial issues such as the 2024 Election process.

This research uses a campaign model developed by Leon Ostergaard, a well-known German campaign practitioner and theorist, to analyze the effectiveness of the campaign strategy implemented by the Ostergaard campaign model. The Ostergaard model divides the campaign stages into pre-campaign, implementation, and post-campaign. The first stage is pre-campaign or problem identification. At this stage, campaigners must identify perceived factual problems, look for cause-and-effect relationships with existing facts, and analyze them further with references. The second stage is campaign management, starting with design, implementation, and evaluation. At this stage, all campaign programs are focused on influencing the knowledge, attitudes, and skills aspects of the audience for whom the campaign is being implemented. The last stage is the evaluation stage of the reduced problem, which can also be called the post-campaign stage. In this case, the evaluation is focused on the campaign's effectiveness in overcoming or reducing the problems identified at the pre-campaign stage.

This study is motivated by research gaps in previous studies, namely [6], [7], and [8]. Previous research shows that social media and face-to-face campaigns significantly influence people's behavior. However, in implementing the campaign, no one has used two channels, namely through the media and direct face to face campaign. This research expands on previous findings focusing on campaign strategies carried out by government agencies, namely the Yogyakarta City Police Resort, in realizing the 2024 peaceful elections, using the Ostergaard campaign model, which focuses on direct face to face campaigns and through social media more comprehensively and in-depth.

Method

This study uses qualitative research. Qualitative research is conducted in a context that occurs in real life (natural) to investigate and understand phenomena: what happens, why, and how does it happen? This means that qualitative research explores several or single cases in depth [9]. More specifically, this research uses a descriptive qualitative approach to explain the phenomenon in detail with in-depth data collection. Descriptive qualitative approach is used to develop theories based on data obtained in the field and research locations [10]. This method obtains more comprehensive, in-depth, and reliable data to achieve research objectives. The in-depth interview method was used with informants who met the research criteria in the data collection process.

Results and Discussion

Pre campaign

In managing a campaign, fact-finding is necessary. Fact-finding is a data or fact-collection tool that is carried out to recognize and identify problems an institution faces [11]. Thus, to identify the problems being faced, the Yogyakarta City Resort Police conducted a comprehensive situation analysis to find out the problems that were happening in the community during the 2024 election process. Situation analysis is an in-depth process to understand the condition or state of a problem at a particular time and place. In this case, the Yogyakarta City Resort Police conducted a comprehensive review of the perceptions and actions of the police regarding the needs of the community in the 2024 Election. In addition, the Yogyakarta City Police also explored various information directly with the community to find out the problems or unrest experienced by the community in the process of organizing the 2024 Election.

By conducting a situation analysis, the Yogyakarta City Police found factual problems felt by the community, namely friction between supporters of candidate pairs and the circulation of hoax information on behalf of official parties. This is because many people still lack education and understanding regarding the latest information. It can trigger many easily provoked people and cause a situation that is not conducive during the 2024 Election. Thus, the Yogyakarta City Resort Police will take preventive steps by conducting campaigns directly and through the media to increase public awareness and create a peaceful and conducive environment during the 2024 Election process. The campaign is carried out using various channels so that the messages conveyed can reach all levels of society. In addition, the messages conveyed are informative and educative to increase public knowledge and understanding of the 2024 Election.

In this case, the Yogyakarta City Resort Police carried out the pre-campaign stage through the campaign planning stages, according to Gregory [12]. The stages include analyzing the problem, setting goals, determining objectives, and determining campaign messages.

Campaign management

The campaign management stage is carried out after passing the problem identification stage; this stage focuses on the problems that have been previously identified and designed and developed into a campaign that will be carried out to influence aspects of audience attitudes or behavior. According to [12], the campaign management stage consists of campaign planning and implementation, which includes designing, implementing, and evaluating an activity program in a rational, realistic, efficient, and effective manner. At this stage, the Yogyakarta City Resort Police managed the campaign, starting with designing, implementing, and evaluating the campaign.

First, the Yogyakarta City Police Resort designed the campaign program by grouping the target audiences, namely active social media users and the general public. Active social media users are one of the most significant audiences in today's digital era, with extensive access to various social media platforms such as Instagram, TikTok, Twitter, Facebook, etc. In addition to active social media users, the general public is an important target in this campaign program. According to [12], campaign channels can be divided into direct or non-mediated and mediated channels. In this case, the Yogyakarta City Police Resort implements a campaign program using direct and mediated channels to reach all levels of society to realize Peaceful Elections 2024. The campaign program aims to increase public awareness of the importance of order and security during the 2024 Election and build a positive image of the Yogyakarta City Resort Police in realizing a Peaceful Election in 2024.

Second, implementing the campaign program that has been designed. The Yogyakarta City Police Resort, through the Community Development Unit, carried out cooling system patrols or *sambang* patrols at all levels of society. Through this campaign, the Community Development Unit conducts intense communication with the communities visited. The police can meet face-to-face and receive responses, questions, or concerns from the community directly. This allows the police to provide real-time answers, making the information conveyed more apparent. It can also reduce the risk of misunderstanding between the police and the community when conducting one-way communication. Through this activity, The Community Development units also build good relations between the police and the community, which can increase mutual trust and cooperation in supporting the 2024 peaceful elections. Face-to-face socialization can increase dynamic communication so that the community is more involved in governance and better understands the 2024 election process [13]. Implementation of the cooling system so be seen on Figure 1.

In addition, the Yogyakarta City Resort Police through the Public Relations Division conducted a campaign through social media. Social media acts as an important agent in political socialization for the younger generation [14]. In this case, the Public Relations Division actively disseminates the latest information about police activities, security appeals, and education to the public through the website www.polresjogja.com, Instagram @polresjogja, and other social media. With this approach, it is expected to

reach a wider audience and deliver information quickly and directly. In addition, the Yogyakarta Police Resort seeks to build better interaction with the community by inviting participation in discussions, receiving feedback, and reporting suspicious events related to the 2024 elections. The influence of social media on society is mainly rooted in its social dimension: this includes interaction and active engagement from users [15]. Looking at the results of research [16], which suggests that the more people engage with social media platforms, the more likely they are to communicate the campaign to others.

Figure 1. Implementation of the cooling system: Kadipaten Village (left side) and Sosromenduran Village (right side)

Thus, the publication of informative and educative content through social media is one of the important tools for the Yogyakarta City Resort Police in strengthening relations with the community and can increase broader community participation to realize Peaceful Elections 2024. Publication of informative and educational content can be seen on Figure 2.

Figure 2. Publication of informative and educational content: narrative appeals (left side) and educational content (right side)

Third, the Yogyakarta City Resort Police monitor the implementation of the campaign program so that it can be run according to the campaign objectives. Monitoring the implementation of the campaign is a process evaluation carried out while the campaign is still being implemented. In this case, the Yogyakarta City Resort Police, through the Community Development units and the Public Relations Division, always make progress reports on the implementation of the campaign program and conduct media monitoring

At the campaign management stage, the Yogyakarta City Police Resort has implemented a campaign program that is relevant in the current era through various channels, namely direct face to face and through the media. Campaigns carried out face-

to-face are persuasive activities, so there is an element of persuasion to convince the public of the information that has been conveyed by the organizers [17]. Meanwhile, holding a campaign through social media plays an important role in strengthening the democratic atmosphere in Indonesia by encouraging active community participation during the campaign [18]. This has been well implemented by the Yogyakarta City Police Resort to reach all levels of society, both the general public and social media users. To support the success of an implemented campaign, coordination between divisions or fields in the Yogyakarta City Police Resort is essential. In this case, the Public Relations Division and the Community Development units should be able to design campaigns simultaneously so that information conveyed directly and through the media can correlate.

Evaluation

The final stage of the Yogyakarta City Police Resort in campaign activities is the evaluation stage. The evaluation process is carried out to measure the achievement of an ongoing or previously implemented campaign program. In his book, [12] suggests that various methods can be used to monitor program implementation, including staff meetings that serve to discuss progress, operational appointments that ensure every activity goes according to plan, progress reports to provide an overview of the progress achieved in ongoing activities, and interviews that aim to collect data and facts that campaign program organizers often overlook.

At this stage, Yogyakarta City Police evaluates and makes progress remakes through writings published through the Yogyakarta City Police website. The Public Relations Division evaluates evaluations after publishing informative and educative content through social media. Media monitoring is one of the important aspects of monitoring internal and external activities related to content and its contents online, in print, or on social media to find out how the public can well receive the ideas or ideas that campaign program organizers have conveyed. In this case, the Public Relations Division monitors the news related to the Yogyakarta Police Department every day, whether there is negative news or things that are not related to the facts about the Yogyakarta Police Department itself. In addition, the Public Relations Division also monitors insight or engagement from every post uploaded through social media pages.

Meanwhile, the Community Development units made a progress report in the form of a written report published through the Yogyakarta City Police website as evaluation material for the activities carried out. The progress report is made through a curation process from various stages with the Public Relations Division, which will publish it publicly. Thus, the Yogyakarta City Police Resort, in delivering information to the public, is very concerned about the message to be conveyed in terms of writing words, language, and the type of information to be presented.

According to the theory put forward by [19] evaluation is divided into two stages, namely process evaluation and outcome evaluation. In this case, the Yogyakarta City

Resort Police evaluated the campaign program's achievement per this theory. At the process evaluation stage, the Yogyakarta City Resort Police evaluated the campaign design process to ensure that the campaign implemented was by the initial objectives. In this case, the campaign program designed must contain various aspects such as the campaign target, the channel used, and the message to be conveyed through the campaign. Meanwhile, at the outcome evaluation stage, the Yogyakarta City Resort Police measured the results achieved from the campaign in the short and long term. In the short-term results, the people of Yogyakarta City showed an increase in public understanding of peaceful elections, as evidenced by the willingness of the community to report potential conflicts or provocative actions to the police. In the long-term results, the elections in Yogyakarta City took place peacefully with minimal conflict.

Conclusion

The results of the research show that Yogyakarta Police has successfully conducted a campaign to realize a peaceful 2024 election. The campaign is based on Ostergaard's campaign model theory and has been carried out through several stages. In the pre-campaign stage, a situation analysis was conducted to identify community problems aimed at understanding community needs and designing preventive measures. In the campaign management stage, the campaign was conducted through direct channels and social media. The campaign includes various programs designed to raise public awareness of the importance of maintaining order and harmony during the 2024 General Election. The final stage is evaluation. In the evaluation stage, media monitoring was conducted, and progress reports were published through the Yogyakarta City Police website to measure the effectiveness of the campaign that had been implemented. This aims to ensure that the public receives the information delivered well and can use it as evaluation material to improve the campaign strategy that will be implemented in the future.

Especially from the success of this study in revealing the campaign strategies carried out by the Yogyakarta city resort police to realize the 2024 peaceful elections, there is still room for further development. Therefore, it is recommended that the Yogyakarta city resort police coordinate between divisions and fields in the campaign design process so that the messages conveyed can correlate with each other and there is no misunderstanding. Besides that, when there is hoax news, the jogja police social media account should publish contents to inform that the news is a hoax. Thus, the public can learn whether the news is accurate or a hoax.

Acknowledgement

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