findings or reports. In addition, Bawaslu also has other obligations, namely not discriminating in carrying out its duties and authorities. Bawaslu is also responsible for providing advice and supervision to election supervisors who report to them. In addition, Bawaslu also plays a role in receiving and supervising reports related to alleged violations of laws and regulations related to elections (Fathul, 2021). The main purpose of elections is to form a representative and accountable government in the public interest. By actively participating in elections, people can express their wishes and influence public policy. However, organizing elections is not easy. Many factors must be considered, such as fair and honest governance and the need for political information so that people can make the right decisions when voting.

The previous research entitled Communication Strategy of the Election Supervisory Agency in Socializing the Prevention of General Election Violations. The results showed that Bawaslu has several communication strategies in preventing election violations. One of the strategies found is socialization and education to the public about the importance of fair, honest and democratic elections. Bawaslu uses various media, such as mass media, social media, and direct meetings with the community, to convey important information and messages related to elections. In addition, Bawaslu also coordinates with various parties, including stakeholders, institutions, and related agencies, to build synergy in maintaining election integrity. This collaboration aims to increase the effectiveness of supervision and prosecution of election violations. Bawaslu also mapped and identified election violations that occurred in its working area, so that it could take appropriate preventive measures (Mubarok, 2023).

Another study entitled The Role and Function of the Election Supervisory Agency (BAWASLU) of Pesawaran Regency in Conducting Election Supervision Based on Law No. 07 of 2017 in Pesawaran Regency (2019 Simultaneous General Election Research Study) this study examines the role and function of Bawaslu Pesawaran Regency in overseeing the 2019 Election, especially the active role and direct participation of Bawaslu in every election process, prevention of election violations and prosecution of election violations (Fathul, 2021).

Another study entitled Communication Strategy of Bawaslu Tangerang City in Efforts to Enforce Violations of the 2019 Presidential Election Campaign discusses the communication strategy of the Tangerang City Election Supervisory Agency which aims to trace campaign violations in the 2019 Presidential General Election in Karawaci District, Tangerang City and analyze whether the strategy used is appropriate or evaluate the use of communication strategies (Wati & Delima, 2022).

The model that is often widely used to inform communication in development programs is the P-Process (Tweneboa-Kedua, Arthur, 2008). The following is a brief explanation of the P-Process model which consists of five steps, namely: 1) Analysis consists of situation analysis and communication/audience analysis, including participants, behavior analysis and communication channels; 2) Strategy Design, including communication objectives, channel choice, planning implementation; 3) Development and Testing, including message development and pilot testing; 4) Implementation and Monitoring, including capacity building; 5) Evaluation and Re-Planning.

This research identifies problems to ensure elections are fair, transparent, and free from various forms of manipulation or violations. What is needed to overcome these problems is a collaborative effort between Bawaslu Karimun Regency with the local government, election organizers, and the community. Increased transparency of information, increased proactive communication with election participants and the wider community, and better protection of voter witnesses are important factors that need to be considered. Therefore, it is important for Bawaslu to develop strategies through socialization, training and providing clear information to political parties regarding the electoral dispute resolution process.

**Result and Discussion**

As a result of the discussion in this study, researchers applied the theory of communication strategy with the P-Process model by John
Hopkins. The communication planning model includes 5 steps as follows:

1) Bawaslu Karimun Regency cooperates with the media to counter hoaxes, provide accurate information, and oversee elections to be transparent and conducive. They use specific methods such as the supervision corner program and the SI-WASLU application to involve the community in supervision. PPID rooms are also provided to provide access to information about elections, increase transparency, and public participation. All of this aims to strengthen integrity and democracy in the electoral process.

2) Bawaslu's communication strategy design involves planning, implementing and monitoring, with a focus on corporate identity, effective communication and cooperation with stakeholders. Collaboration with the KPU, political parties, communities and the police is important to ensure a common understanding of the election objectives. Each party has its roles and responsibilities, keeping the process smooth, transparent, and fair, and avoiding sectoral issues to maintain the integrity of the election. With open communication and strong collaboration, it is expected that the election will run well and the results will be trustworthy for the community.

3) Election supervision from the Bawaslu level to the village level is an important foundation in maintaining integrity and transparency. Solid cooperation between Bawaslu, Panwascam, the police and other relevant parties is key to successful supervision. The role of Babinsa and Bhabinkamtibmas at the village level is crucial in detecting and addressing local problems. Despite obstacles such as lack of transportation, the synergy between parties ensured that election monitoring was efficient and thorough.

4) The implementation and monitoring of the communication strategy of Bawaslu Karimun Regency is crucial in maintaining integrity and transparency in general elections. Effective communication strategies build public awareness and strengthen trust in Bawaslu. By monitoring community responses, Bawaslu can adjust their strategy to make it more relevant and effective. This is key to strengthening relationships with the community and maintaining integrity in the conduct of elections.

5) Evaluation and re-planning of communication strategies are important steps to assess performance and identify areas of improvement. By developing new strategies or adjusting existing ones, Bawaslu can improve the quality and responsiveness to social dynamics and emerging challenges. This ensures continuous improvement in Bawaslu’s communication and performance in maintaining integrity and transparency in elections.

Design Communication Strategy of Bawaslu Karimun Regency

Strategy is basically a long-term plan that is prepared to lead to the achievement of certain goals and objectives (Nabila & Santoso, 2021). Strategy is to adapt to the context of the time and situation at that time, which may involve risk mapping, developing a measurable action plan, and improving coordination between agencies to achieve the set goals. From the above definitions, it can be concluded that the strategy here is a plan or steps contained in concrete efforts made by the organization’s managers and administrators to make changes towards the better, especially in order to realize the vision and mission of an organization.

Implementation of the Communication Strategy of Bawaslu Karimun Regency

Implementation according to (Salira, 2021) The definition of strategy implementation is the stage of realizing and implementing strategies that have been made in the form of actions through a series of procedures, programs and budgets. The implementation of the communication strategy of Bawaslu Karimun Regency aims to increase public awareness in election monitoring. Through a comprehensive communication plan, such as counseling, social media, and collaboration with local stakeholders, Bawaslu conveys important messages about the community's role in maintaining election
influence and are influenced by the achievement of certain goals of the organization. Communication with stakeholders, especially the government and related institutions, is important for Bawaslu Karimun Regency in maintaining the integrity and transparency of elections. Cross-sectoral collaboration, emphasis on prevention and prosecution, and Bawaslu's role as “election police” show a commitment to carrying out their duties professionally for clean and fair elections.

### Table 1. presence of violations (number of violations)

<table>
<thead>
<tr>
<th>For the district:</th>
<th>3 reports</th>
<th>(2 alleged election crimes, 1 alleged violation of the code of ethics) were all not registered because they did not meet the formal and material requirements.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 finding</td>
<td>(alleged violation of Election Crimes) was registered but terminated because it was not an alleged election offense.</td>
<td></td>
</tr>
</tbody>
</table>

**Figure 1. Stakeholders from Bawaslu, Polres Tanjung Balai Karimun**
Conclusion

This research focuses on the communication strategy of the Karimun Regency Bawaslu which includes five steps: 1) analysis includes communication and situation analysis, namely cooperation with the media to fight hoaxes, provide accurate information, and oversee elections transparently. 2) Communication strategy design includes planning, implementation, and monitoring, focusing on corporate identity, effective communication, and cooperation with stakeholders. 3) Election supervision from the Bawaslu level to the village level is critical to maintaining integrity and transparency. 4) Implementation and monitoring of communication strategies are critical to maintaining integrity and transparency in elections. 5) Evaluation and re-planning of the communication strategy is an important step to assess performance and identify areas for improvement.

The communication strategy of Bawaslu Karimun Regency aims to increase public awareness in election monitoring through a comprehensive plan, including outreach, social media, and collaboration with local stakeholders. The strategy is designed to strengthen relationships with the community and maintain election integrity. The study emphasizes the importance of tailoring the strategy to the context of time and situation, to ensure continuous improvement in Bawaslu’s communication and performance.

References


