

SUPERVISION STRATEGY OF THE INDONESIAN BROADCASTING COMMISSION OF THE BANGKA BELITUNG ISLANDS IN PREVENTING BROADCAST VIOLATIONS OF ELECTIONS AND REGIONAL HEAD ELECTIONS 2024

***M. Adha Al Kodri¹, Patricia Widya Sari², Abdul Rahman Ashidiq³**
^{1,2,3}Criminology Study Program, University of Muhammadiyah Bangka Belitung,
Pangkalpinang, Indonesia

Correspondence: ^{1}m.adha.alkodri@unmuhbabel.ac.id

Abstract

The Indonesian Broadcasting Commission of the Bangka Belitung Islands has the authority to supervise broadcasts conducted by broadcasters. The great influence of mass communication shows the importance of broadcasting institutions, including in the implementation of Election and Regional Head Elections. Their presence can provide political knowledge and education to the public. This role is part of mass communication. The magnitude of this role requires supervision of the broadcaster so that it is not used as a tool for political interests that can harm the public. Therefore, this research aims to analyze the supervision strategy carried out by the Indonesian Broadcasting Commission of the Bangka Belitung Islands in preventing broadcast violations of the Election and Regional Elections in 2024. The approach used is descriptive qualitative, namely by conducting observations and interviews, up to data presentation, and conclusions. The results show that the supervision strategy carried out in preventing broadcast violations of the Election and Regional Election in 2024 by conducting coordination meetings with broadcasting institutions, conducting broadcasting behavior guidelines and broadcast program standards schools (involving the community, and students), to the formation of a task force with the Election Supervisory Agency and the Provincial Election Commission.

Keywords: Supervision, Broadcasting Organization, Election, Regional Head Election

INTRODUCTION

Broadcasting is a process to deliver broadcast programs that begins with the preparation of materials or concepts, continues to the production or shooting process, prepares broadcast materials, and broadcasts the prepared information to the audience. Law No. 32 of 2002, article 1 paragraph (1) on broadcasting explains that broadcast is a message or series of messages in the form of sound, picture, or sound and picture or in the form of graphics, characters, whether interactive or not, which can be received through a broadcast receiving device (Indonesian Broadcasting Commission, 2023: 7).

This implies that broadcasting as a mass communication activity has a function as a medium of information, education, healthy entertainment, control, and also serves as a social glue for society. Meanwhile, in order to create quality broadcasts for the public, broadcasting code of conduct and broadcast program standards are established. These are guidelines on the limits of broadcast programs, which are set based on religious values, norms in society, code of ethics, broadcasting professional standards, suggestions from the broadcasting community, and applicable laws and regulations.

On the other hand, the development of modernization has a big impact on the development of broadcasting. This can be seen from the ease with which people can access various news or information, not only through broadcast media (radio and television), but also through new media, namely social media. In the midst of intense competition, broadcasting capital owners are competing to present various programs that can attract public interest. These programs are presented with the aim of entertaining the public as well as oriented to make a profit. Therefore, it is not surprising that many programs nowadays neglect the educational side for their listeners or viewers. Like the nature of information media, mass media and broadcasting institutions not only contain useful values as a means of transformation, but also often become information media that spread new values that are not expected by society. As well as containing elements of ethnicity, religion, rasce, intergroup, denouncing, and even not infrequently spreading hoax news. The survey results of the Indonesian Telemanika Society (2019, in Rahmadhany, et al., 2021: 30-31) stated that of the 1,116 respondents who received hoaxes more than once per day, 14.7%, then 34.6% received hoaxes every day, and 23.5% received hoaxes once a week, then as many as 18.2% received hoaxes once a month. These hoaxes are not only spread through online media, but also mainstream media are also contaminated and sometimes also publish hoax news. The percentage of media that spread hoaxes includes radio (1.20%), print media (5%), and television (8.70%).

In this context, it ultimately requires control and serious attention from the government, in this case the Indonesian Broadcasting Commission. Through its role as a broadcasting regulator, the Indonesian Broadcasting Commission is required

to be able to realize a fair, dignified, and always maintain neutrality broadcasting system by prioritizing quality broadcasting systems that contain educational and unifying sides of the nation. Considering the vast territory of Indonesia and the development of broadcasting in the regions, Indonesia Broadcasting Commission is assisted by Regional Indonesia Broadcasting Commission. This is so that the supervision and development of broadcasting system structure can be carried out thoroughly throughout Indonesia, including in Bangka Belitung Islands Province.

The existence of the Indonesian Broadcasting Commission of Bangka Belitung Islands is certainly expected to be able to provide guarantees for the people in this region to obtain proper information, build a healthy broadcasting competition climate, accommodate, examine, and follow up complaints, objections, and public criticism and appreciation of broadcasting operations. Especially in welcoming the five-year democratic party, be it Election or Regional Head Election, the Indonesian Broadcasting Commission of Bangka Belitung Islands must be able to provide guarantees to the public so that the information provided is of high quality and every broadcast is not in favor of certain political groups.

Just as the year 2024 will be a historical record for the Indonesian people. General and Regional Head Elections for the first time will be held simultaneously throughout Indonesia. Through elections, people will elect the President/Vice President, the House of Representatives of the Republic of Indonesia, the Regional Representative Council, the Provincial Regional Representative Council and the Regency/City Regional Representative Council. Meanwhile, simultaneous regional elections will be held in 37 provinces (Governor/Deputy Governor elections) and elections will also be held in 514 regencies/cities (Regent/Mayor elections).

This condition certainly shows the rapid development of democracy in Indonesia. Elections are one of the most vital elements, because one of the parameters to measure whether a country is democratic or not is how the elections are carried out by the country. Democracy is a form of government by the people. Elections are one of the important benchmarks to assess the success of democracy in a country. The better the organization of elections, the better the implementation of democracy in a country (Taufiq and Arifin, 2021: 57). Therefore, a democratic political system is a system that is truly or almost absolutely responsible to all its citizens (Dahl, in Prayitno and Prayugo, 2023: 64).

This requires that the implementation of simultaneous General and Regional Head Elections in 2024 should not be carried out only as a political formality. More than that, this five-year democratic party must really be carried out democratically, directly, generally, freely, secretly, honestly and fairly. If this process goes well, it will produce Elections and Regional Head Elections with integrity. Supriyanto (2021: 12) explains that free and fair elections are the first criterion of democracy, there is no need to argue anymore. This is because through

Supervision Strategy Of The Indonesian Broadcasting Commission Of The Bangka Belitung Islands In Preventing Broadcast Violations Of Elections And Regional Head Elections 2024

M. Adha Al Kodri

elections, the people can choose their representatives to sit in government, while candidates for government officials can compete for the support of the people's votes.

In order to create democratic Election and Regional Head Elections, support from various parties is needed. The Election Commission cannot work alone in carrying out and succeeding the democratic party. Likewise, in terms of supervision, the Election Supervisory Board must also involve various parties in conducting supervision. This is where the important role of the presence of the Indonesian Broadcasting Commission of Bangka Belitung Islands as a broadcasting regulator that has the authority to supervise broadcasting institutions, both radio and television throughout the Bangka Belitung Islands.

Based on this, it can be said that research on the supervision strategy carried out by the the Indonesian Broadcasting Commission of Bangka Belitung Islands in preventing broadcast violations of the Election and Regional Head Election in 2024 at broadcasting institutions is important, with the aim of analyzing the implementation strategies carried out in an effort to prevent violations at broadcasting institutions in the Bangka Belitung Islands.

LITERATURE REVIEW

Indonesian Broadcasting Commission of Bangka Belitung Islands

Indonesian Broadcasting Commission is one of the independent state institutions established by Law No. 32/2002 on Broadcasting. Law No. 32/2002 on Broadcasting, article 8 paragraph (2) explains that in carrying out its function, Central/Regional Indonesian Broadcasting Commission has the authority to: a. set broadcast program standard; b. draft regulation and set broadcasting code of conduct; c. supervise the implementation of regulation and broadcasting code of conduct as well as broadcast program standard; d. impose sanction on violation of regulation and broadcasting code of conduct as well as broadcast program standard; e. coordinate and/or cooperate with Government, broadcasting institution, and society (Indonesia Broadcasting Commision, 2023: 15)

Indonesian Broadcasting Commission is established at the central level. Meanwhile, the Regional Indonesian Broadcasting Commission is formed at the provincial level, one of which is the Indonesian Broadcasting Commission of Bangka Belitung Islands. In Bangka Belitung Islands, this state institution that regulates broadcasting policy was established in 2011. The Indonesian Broadcasting Commission of Bangka Belitung Islands currently supervises 49 broadcasting institutions spread across all districts/cities in the Bangka Belitung Islands. In detail, it consists of 26 radio, 19 television stations, and 4 subscription television stations.

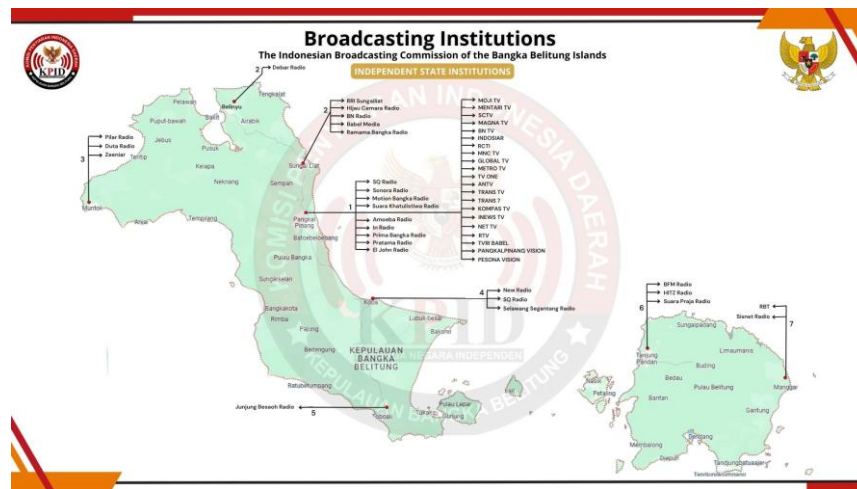


Figure 1. Broadcasters Distribution Map In Bangka Belitung Islands

Simultaneous Elections and Regional Head Elections 2024

Elections and Regional Head Elections are one of the important processes in running a democratic system. Through this democratic party that is held every five years, the community can elect their representatives, both in the executive and legislative branches, at the central, provincial, or district and city levels. Through the Election, people elect the President and Vice President, the House of Representatives of the Republic of Indonesia, the Regional Representative Council of the Republic of Indonesia, and the Provincial/Regency/City Regional Representative Council. Meanwhile, through the Regional Head Elections, people elect Governors/Vice Governors, Regents/Vice Regents, and Mayors/Vice Mayors.

In 2024, the Election will be held on February 14, 2024. Meanwhile, the Regional Head Election will be held on November 27, 2024. This political contestation is certainly the main means for the community to exercise their voting rights and participate in political decision-making. Dahl (1971, in Perdana, et al., 2023: 5) states that a democratic state certainly requires two crucial aspects, namely the right to participate from citizens to participate in elections and the existence of a public contestation space guaranteed by the state

Meanwhile, the Regional Head Election in the Bangka Belitung Islands consists of the election of the Governor and Deputy Governor and the election of Regent/Deputy Regent and Mayor/Deputy Mayor in 7 Regencies/Cities. The seven regencies/cities include Pangkalpinang City, Bangka, West Bangka, Central Bangka, South Bangka, Belitung, and East Belitung. In the 2024 elections, the level of public political participation was 80%. Meanwhile, the level of community political participation in the Regional Head Election is 59.96%. In relation to democracy, political participation affects the legitimacy of the community towards the running of a government. In terms of elections, of course, it must be

Supervision Strategy Of The Indonesian Broadcasting Commission Of The Bangka Belitung Islands In Preventing Broadcast Violations Of Elections And Regional Head Elections 2024

M. Adha Al Kodri

free from various interests, so that there are no problems in terms of accountability, transparency, effectiveness or others (Saiin, 2020: 145).

Supervision in Maintaining Broadcasting Organization Neutrality

In addition to regulating broadcasting operations, the Central and Regional Indonesian Broadcasting Commissions also have the main task of monitoring. The presence of this independent institution is one of the responses to the public's desire for a supporting state institution without direct influence from government power. Mangar and Ridho (2022: 70) mentioned that ideally, independent state institution is separated from executive, legislative or judicial power. Because basically independence is defined as freedom, independence, independence and autonomy, and not under personal or institutional domination. This will certainly have a major impact on upholding law and democracy, as well as maintaining justice for the public in the field of broadcasting.

Law enforcement and democracy are important keys in the supervision conducted by the Indonesian Broadcasting Commission of Bangka Belitung Islands in the 2024 Election and Regional Head Elections. The goal is to create conduciveness and maintain the neutrality of broadcasting institutions, namely in broadcasts and campaign advertisements. This is emphasized through the Indonesian Broadcasting Commission's regulation on Broadcast Program Standards. Article 71 paragraph (2) explains that broadcast programs must be fair and proportional to the participants of the Election and/or Regional Head Election. While paragraph (3) explains that broadcast programs are prohibited from favoring one of the participants in the Election and/or Regional Head Election (Indonesian Broadcasting Commission, 2023: 199-200).

This regulation also strengthens the role of the Indonesian Broadcasting Commission of Bangka Belitung Islands, not only in supporting or succeeding the existing democratic party, but also as a step to support the election of quality and integrity leaders, and the creation of a democratic government. In line with this, Dahl (1998, in Labolo and Averus, 2022: 256) asserts that democracy at least reflects the freedom of the people in terms of the opportunity to assemble, choose their leaders, supervision based on law, get alternative sources of information, express opinions, have the right to be elected, and have the right to vote.

METHOD

This research was conducted at the Indonesian Broadcasting Commission of Bangka Belitung Islands. As an independent state institution domiciled at the provincial level, the Indonesian Broadcasting Commission of Bangka Belitung Islands has an important role in broadcast supervision. It aims to ensure that broadcasting institutions can continue to comply with laws and regulations as well as broadcasting behavior guidelines and broadcast program standards, including in broadcasting the 2024 elections and regional elections held in the Bangka

Belitung Islands. Therefore, in analyzing the supervision strategy carried out by the Indonesian Broadcasting Commission of Bangka Belitung Islands in preventing broadcasts violations of the 2024 Election and Regional Head Elections, researchers used a descriptive qualitative research method.

Qualitative research method is a research procedure that produces descriptive data in the form of written or spoken words from people and behaviors that can be observed (Bogdan and Taylor, in Adiwijaya, et al., 2020: 5). This means that through qualitative research, researchers collect data directly and interact or communicate with commissioners and staff at the Indonesian Broadcasting Commission of Bangka Belitung Islands. This qualitative method emphasizes the search for meaning, the researcher is the main instrument, responsive to changes in the situation, the selection of subjects is nonrandom (purposive), and the number of subjects is usually small, researchers use quite a lot of time, and natural settings. The resulting data is more complete (Merriam, 2009; Somantri, 2005, in Waruwu, 2023: 2907).

Based on this, it can be said that researchers conducted field observations and conducted interviews to obtain valid information regarding the efforts made by the Indonesian Broadcasting Commission of Bangka Belitung Islands in preventing violations of the 2024 Elections and Regional Head Elections at broadcasting institutions. This is in line with descriptive studies, which emphasize observation and natural settings. The researcher goes directly to the field, acting as an observer. At this stage the researcher describes what is seen, heard, felt and asked (Nasution, 2023; 29).

RESULT AND DISCUSSION

Coordination Meeting on Broadcasting as Mass Communication Process and Agenda-Setting Reinforcement

The first step taken by the Indonesian Broadcasting Commission of Bangka Belitung Islands in monitoring broadcasts of the 2024 Elections and Regional Head Elections was to coordinate and communicate with all broadcasting institutions. This activity was packaged in a broadcasting coordination meeting. The activity was not only attended by broadcasting institutions, but also attended by commissioners of the Central Indonesian Broadcasting Commission and commissioners of the Provincial/Regency/City Election Commission throughout the Bangka Belitung Islands

Broadcast supervision in this political contestation is certainly to create healthy competition among political parties and candidates, participatory, clear broadcast accountability mechanisms, and balance in every information review broadcasted. The ultimate goal to be achieved from this supervision is the creation

Supervision Strategy Of The Indonesian Broadcasting Commission Of The Bangka Belitung Islands In Preventing Broadcast Violations Of Elections And Regional Head Elections 2024

M. Adha Al Kodri

of high neutrality from all broadcasting institutions in covering and broadcasting information on the 2024 Election and Regional Head Election in Bangka Belitung Islands. This is in line with the opinion of Sururama and Amalia (2020: 3) which states that supervision is intended to prevent or correct errors, deviations, discrepancies and irregularities that are not in accordance with predetermined authority objectives. In this case, supervision is in line with the provisions of the law as well as the broadcasting code of conduct and broadcast program standards.

The broadcasting coordination meeting was also as an effort to equalize perceptions and agree on various things that can be done by broadcasters in reporting and airing advertisements during the 2024 Election and Regional Head Election stages. We must realize that broadcasting institutions have great power in influencing listeners and viewers. This is certainly related to the role of broadcasting institutions as mass communication. Defleur and McQuail (in Kustiawan, et al., 2022: 2-3) is a process in which communicators use the media to spread messages widely, and continuously construct the meanings needed to influence large and unequal audiences through various means.

Due to this role as mass communication, broadcasting as part of mass media is often used as a political tool to gain and perpetuate power. This is because mass media is a popular means of political communication. This is a result of the way mass media operates in which it can disseminate any information widely, reach various layers, and increase messages (information and images) in large and massive numbers (Dudayef, et al., 2024: 167).

There are several results agreed upon in this activity, namely:

1. Coverage, broadcast programs and advertisements for Election and Regional Head Election campaigns are only carried out by broadcasting institutions that still have broadcasting licenses.
2. The coverage, broadcast program, and airing of campaign advertisements are guided by journalistic principles, as well as broadcasting code of conduct and broadcast program standards.
3. Broadcast balance and the neutrality of broadcasters and journalists are paramount, especially with regard to neutrality from business and political interests.
4. Coordination and communication regarding campaign advertisements focuses on one door, namely through the Indonesian Broadcasting Commission of Bangka Belitung Islands. Furthermore, the Indonesian Broadcasting Commission of Bangka Belitung Islands will coordinate and communicate with the Provincial/Regency/City Election Commission.
5. The distribution of campaign advertisements must fulfill the element of fairness. This means that if there are campaign advertisements, they should be distributed to all broadcasters

The agreement shows that the role played by the Indonesian Broadcasting Commission of Bangka Belitung Islands is not only as a supervisory institution.

More than that, it also plays a strategic partner role. This role is interesting as part of the effort to create a healthy broadcasting climate, without any competition and gap between broadcasting institutions. The presence of the Indonesian Broadcasting Commission of Bangka Belitung Islands is a mediator between broadcasters and a communication bridge with the Provincial/District/City Election Commission.

Through this role, the Indonesian Broadcasting Commission of Bangka Belitung Islands also indirectly strengthens the *agenda-setting* of what is desired in the implementation of Election and Regional Head Election broadcasts. This means that before broadcasters produce and broadcast, the Indonesian Broadcasting Commission of Bangka Belitung Islands has first determined the rules of the game and important issues that can be the focus of broadcasts on Elections and Regional Head Elections. These rules of the game and important issues are then followed and broadcasted widely to listeners and viewers.

Based on the applicable rules, namely through the broadcasting code of conduct, these issues relate to respect for tribal, religious, racial and intergroup values, respect for the values and norms of decency and morality, and respect for professional ethics. This is important because candidates contesting, both in the legislative elections and regional head elections, are not only dominated by the Malay majority and Muslims, but there are also other ethnic minorities and religions other than Islam. Such as candidates with Chinese, Batak, or Christian, Confucian, and Buddhist ethnicities.

Based on this, it can be said that if the broadcaster broadcasts a lot about these issues, it will be able to influence the audience by considering the issues of respect to be important, thus creating a condition of mutual respect and respect for each other's choices. This is in line with the basic assumptions of agenda-setting theory, firstly the media filters and shapes what we see, rather than just reflecting the story to the audience. Second, the greater the media attention to an issue, the more likely the public is to consider the issue important (Efendi, et al., 2023: 1717).

Implementation of Broadcasting Rules through Broadcasting Code of Conduct and Broadcast Program Standards School

The Broadcast Code of Conduct and Broadcast Program Standards School is an important part of training and implementing broadcasting rules to broadcast journalists. The activity focuses on strengthening insight and knowledge of broadcasting rules. Each participant was trained and honed their analytical skills on the ins and outs of broadcasting. Participants were divided into three categories: representatives of broadcasting organizations, participants from the

Supervision Strategy Of The Indonesian Broadcasting Commission Of The Bangka Belitung Islands In Preventing Broadcast Violations Of Elections And Regional Head Elections 2024

M. Adha Al Kodri

broadcasting community (fans or radio listening community), and participants from the education sector, namely university students and high school students.

In the year of the 2024 democracy party, the Indonesian Broadcasting Commission of Bangka Belitung Islands focuses on strengthening human resources in the field of broadcasting who are able to contribute to overseeing the success of the Election and Simultaneous Regional Head Election. For participants who come from representatives of broadcasting institutions, the contribution is made by presenting quality, accurate, balanced and responsible political broadcasts. For participants from the broadcasting community and students, the contribution can be made by becoming information agents about the world of broadcasting and participating in monitoring every broadcast content. If there is a violation, then be active in reporting directly to the Indonesian Broadcasting Commission of Bangka Belitung Islands.

In this regard, it can be seen that the Indonesian Broadcasting Commission of Bangka Belitung Islands has involved various stakeholders in conducting broadcast supervision in the 2024 political year. Involvement is done as an effort to increase awareness and participation of the community, students, and students, both to increase supervisory participation in broadcasting, as well as to increase political participation. Mulyadi, et al. (2024: 471) Participation is not just being an observer, but also being an active part in policies that affect their daily lives. With strong and sustained participation, communities can feel a greater sense of responsibility and involvement in their own future. In this case, the ultimate goal to be achieved is the growth of a sense of belonging and shared responsibility in building a healthy broadcasting and political world so as to create people's representatives and leaders with quality and integrity in developing the region.

Supervision and Monitoring Task Force

Synergy in the implementation of Elections and Regional Head Elections is an important key that must be carried out by the Election Commission, both central, provincial, district and city. This is because the authority possessed by the Election Commission is only at the level of implementation. Meanwhile, the authority to supervise participants who participate in the Elections and Regional Head Elections lies with the Election Supervisory Board.

The authority to supervise broadcasting institutions lies with the Indonesian Broadcasting Commission of Bangka Belitung Islands. Meanwhile, the authority to supervise print media and online media lies with the Press Council. Thus, there must be cross-institutional cooperation carried out, one of which is through the formation of a task force in supervising and monitoring the implementation of Elections and Regional Head Elections.

There are several objectives to be achieved through the formation of this task force, including ensuring that the implementation of the two democratic parties runs well and smoothly, and minimizing the potential for disturbances or violations that occur during the stages. This means that the formation of the task force is an effort to create success in the Election and Regional Head Election, so as to improve the quality of democracy that we have long built. It can also be said that power, welfare, truth and justice, and freedom are forms of a country's democratic quality that must be maintained by state institutions in a country and carried out as the most basic political development in prioritizing the needs and goals of society (Adityawarman, 2020: 407).

In the Election, a joint task force has been established at the central level through a joint decision of the Election Supervisory Agency, the Indonesian Broadcasting Commission, the Election Commission, and the Press Council on Supervision and Monitoring of Election Campaigns Through Print Mass Media, Electronic Mass Media, and the Internet in the 2024 Election, dated November 6, 2023. In the Bangka Belitung Islands, as a follow-up to the joint decision, a Working Group on Monitoring Negative Issues was formed, which was initiated by the Provincial Election Supervisory Agency together with the Provincial Election Commission, the Bangka Belitung Islands Regional Indonesian Broadcasting Commission, and the Provincial Information Commission. Meanwhile, the task force on Regional Head Elections was formed based on a joint decision between the Election Supervisory Agency, the Election Commission, the Indonesian Broadcasting Commission, and the Press Council on the Task Force for Supervision and Monitoring of News, Broadcasting, and Campaign Advertising in the Election of Governors and Deputy Governors, Regents and Deputy Regents, and Mayors and Deputy Mayors in 2024, dated October 22, 2024. The follow-up to this central level joint decision is then by issuing a joint decision letter between the Provincial Election Supervisory Agency, the Provincial Election Commission, and the Indonesian Broadcasting Commission of Bangka Belitung Islands on the Task Force for Supervision and Monitoring of News, Broadcasting, and Campaign Advertising in the 2024 Elections of Governors and Deputy Governors, Regents and Deputy Regents, and Mayors and Deputy Mayors, dated November 8, 2024.

CONCLUSION

Based on the results and analysis that have been explained, the researcher draws the conclusion that the Bangka Belitung Islands Regional Indonesian Broadcasting Commission is actively and consistently involved in efforts to succeed the Election and Regional Head Election in the Bangka Belitung Islands. Such activeness and consistency from the perspective of broadcasters can help avoid potential violations, create a climate of healthy competition among broadcasters, and help improve the competence of broadcasting human resources in the field of politics and democracy. Meanwhile, from the perspective of the organizers and supervisors of general and regional elections, it can help strengthen communication, design the implementation of stage publications and advertisements, and help in the design of inter-institutional supervision. However, the biggest challenge for the Indonesian Broadcasting Commission of Bangka Belitung Islands is the limited number of broadcast monitoring personnel, limited reception of broadcast coverage, especially in Belitung and East Belitung is still an obstacle in the monitoring process. Strengthening broadcasting volunteers, both from the established broadcasting community and through human resources owned by the Election Commission and the Election Supervisory Agency, is an important solution to ensure that the implementation of broadcast monitoring can be carried out optimally.

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