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## SOCIALIZATION OF POLITICAL LITERACY IN WELCOMING THE 2024 ELECTION TO NOVICE VOTERS AT THE UNIVERSITY OF MUHAMMADIYAH CIREBON

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**Abstract.** Since the Republic of Indonesia became independent on August 17, 1945, several parliamentary elections have been held in Indonesia. The first elections were held in 1955 to elect the House of Representatives and the Constituent Assembly members. The second election to elect members of the House of Representatives was in 1971. Six elections were held during the 32 years of Suharto's rule (1971-1997). Elections in the reform era in 1999 and 2004 elected the first President. In 2009, 2014, 2019, and now 2024. Political literacy has been socialized by Semester 1 students of the animal husbandry and informatics engineering study program at the University of Muhammadiyah Cirebon. The material presented included the history of elections in the country, campaigns on social media, student perceptions and attitudes towards campaigns, and considerations for making choices. The results of the novice voter community service show that semester one students do not understand the history of elections in the country, not all students are interested in participating in campaigns on social media, students' perceptions and attitudes towards news on social media are critical and use common sense and are not easily provoked by hoax news.  
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### INTRODUCTION

Indonesia was once a Dutch colony for 350 years, then a Japanese colony for three and a half years, and declared independence on August 17, 1945. This has been going on

for 79 years. Political dynamics are constantly evolving, and many changes occur during the election of representatives. Indonesian democracy is a Pancasila democracy and is based on the values of Pancasila. The values of Pancasila include the value of God Almighty, civilized human values, the value of unity of the Indonesian nation, and human values that have representative considerations guided by wisdom. Furthermore, these values include social justice for all Indonesian people.

Power in Indonesia is divided into three branches: legislative, executive, and judicial. All citizens have the right to nominate themselves for membership in these three branches of government. Politics is an activity of sharing power in the life of the nation and state. Every citizen who wants to be in power to win the game needs to devise a political campaign strategy. Empirically, the electoral strategy model in the parliamentary and regional elections from 2014 to 2020 has significantly impacted people's political preferences for specific candidates.

The problem is that people at the grassroots usually do not have enough knowledge to organize issues and messages that fall into the realm of positive, negative, or black campaigns (Prayogo, 2018). Responding to the rampant campaigning on social media, which was very different from the last Pirkada election (2014-2020), people feel that the target is their own, even though their decisions impact the results. His expectations were not met. They reacted indifferently. Information that is most likely false. Public education is needed to overcome the influence of campaign models that tend to fall into negative or black campaigns. To obtain an accurate and rational understanding, people's attitudes in receiving information must be necessary (Sarwono, 2002).

Students, as citizens and novice voters, need to be equipped with various problems related to general elections, campaigns, types of campaigns, and campaign strategies in order to carefully select their representatives, both to become President and Vice President, who hold power in the executive field and members of the House of Representatives, DPRD, and DPD holders of power in the legislative field.

**METHOD**

**Political Literacy**

The political literacy material presented to 150 Semester 1 Students of the Animal Husbandry and Informatics Engineering Study Program included the history of elections in the country, campaigns on social media, student perceptions and attitudes towards campaigns, considerations for making choices.

The method used in this political literacy activity is in the form of counseling followed by presentations by each student as feedback on whether students' understanding of politics in welcoming the 2024 political year.

Table 1. Topics of Political Literacy Socialization

No.	Problem
1.	Students do not understand political literacy
2.	Students need to be equipped to make their choices in the 2024 election
3.	Students need to be given an understanding of the importance of choosing the future of the nation
4.	Students are not used to receiving information, they must filter first and then share

**Output Target**

Based on the topic of political literacy socialization that has been prepared, the expected output targets after the implementation of the socialization of these activities are as follows:

Table 2. Output Target

Program	Expected Output Target
Political Literacy Socialization	As a model for students' understanding in politics to increase Students knowledge about political literacy so that they can voice their political aspirations according to their conscience Students can act as citizens who care about the progress of the Indonesian nation in achieving the goals of the country established

**RESULTS AND DISCUSSION**

**History of General Elections in Indonesia**

Indonesia became independent on August 17, 1945. The Indonesian state adheres to Pancasila democracy, where power is in the hands of the people, from, by and for the people of Indonesia. Power in Indonesia consists of 3 namely legislative, executive and judicial. All citizens have the right to run in both legislative and executive institutions. Nomination as a legislative candidate through a political party that matches his aspirations. Nominations for president and vice president need special rules, proposed by a combination of political parties with political threshold requirements. The people's party in choosing its representatives is held every 5 years. Election socialization in the community can use songs and one of them is:

- The general election has called us
- The whole people welcomed happily
- Pancasila democratic rights
- The Wisdom of an Independent Indonesia
- Choose your trustworthy character
- Carrying the faithful ampera
- Under Constitution 45
- We're heading to the General Election

Elections have been held several times since Indonesia's independence. The history of elections in Indonesia can be seen in the following table:

Table 3. History of General Elections in Indonesia

No.	Year	Stages
1.	1955	The first national elections in Indonesia held during the Parliamentary Democracy period to elect members of the House of Representatives and Constituent Assembly

2.	1971	The first election during the New Order period which resulted in the DPR and MPR which was dominated by Golkar
3.	1977-1997	Elections are held every five years with a limited party system and close supervision from the New Order government.
4.	1999	The first elections during the Reformation period ended the Golkar monopoly and gave rise to new parties
5.	2004	The first election to hold direct presidential elections by the people.
6.	2019	The election, which was held on April 17, 2019, was attended by 14 national parties and 4 regional parties in Aceh province. Nine political parties that passed participated in Senayan: PDI-P, Gerindra, Golkar, PKB, NasDem, PKS, Democratic Party, PAN, and PPP. Seven parties obtained votes below the parliamentary threshold: Pelindo, Berkarya, PSI, Hanura, PBB, PKPI and Garuda. Joko Widodo and Malaf Amin were elected president and vice president in the 2019 presidential election.
7.	2024	It is being held for the House of Representatives elections. DPRD, DPD and President

**Social Media as a Campaign Media**

Technology is developing rapidly. At the beginning of the election, the use of mass gatherings to the streets became a medium for campaigns. So do not be surprised if there are often brawls because of the difficulty of controlling emotions. With the development of time, the 2024 election will use more social media for campaigns. Almost all Indonesians have smart phones. The use of social media in campaigns needs to be introduced to students because there are strengths and weaknesses. The advantages and disadvantages of using social media for campaigns. Our Plans and Indicators are outlined as follows:

Table 4. Advantages and Disadvantages of Social Media as a Campaign Media

Types of Social Media	Indicators		
	Excess	Deficiency	Attitude
Instagram	Strong visual appeal, ideal for conveying political messages with short videos	Must be updated frequently because the airability is short	Two-way communication to inspire people
Youtube	Wide reach, memorable videos, ease of variety, interaction with users	Fierce competition, need stable internet, competitive advertising, lack of control	Must be careful to filter hoax news
Facebook	Wide reach, precise targeting, powerful	Algorithm changes, high competition,	Use media for positive things only. The

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	analytics, shareability	organic limitations, strict privacy policy	negative does not need to be responded to
WA	Easy to use, feature- rich, has short links, call to action, lots of support tools	Limited broadcasts and blocked numbers, congesting memory	Hoax news should not be read or responded to and should not be shared,

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Indonesia is a Pancasila democracy. Pancasila democracy means guided by the values of Pancasila starting from the One and Only God, just and civilized humanity, Indonesian unity, peoplehood led by wisdom in representative consultation and social justice for all Indonesian people. Democracy the main culprit is the people, so, by and for the people. This means that people actively participate in managing the government through representatives (political parties) or directly on behalf of themselves. The people also control the policies issued by the Government in the capacity of members of the DPR, DPRD and DPD. Therefore, the people must have political literacy skills. Literacy is the ability to process and understand information when receiving information from various sources, both written and electronic. Article 1 (4) of Law No. 3 of 2017 concerning Books explains that literacy is the ability to critically analyze information so that everyone can access science and technology to improve their quality of life.



**Figure 1. Election literacy socialization**



**Figure 2. Delivering Student Aspirations  
In Welcoming the 2024 Elections**

Political literacy refers to knowledge and understanding of political processes and political issues. Civic education enables citizens to listen carefully and understand political issues effectively. Political literacy is a practical understanding of concepts from everyday life and language. Political competence is more than just political knowledge, political competence is a way to express oneself more effectively in public life, and the ability to voluntarily exercise rights and obligations both in public situations and in the public sphere. Active and participatory participation is encouraged. Therefore, political capacity can be understood as the knowledge and ability of citizens to participate actively in political processes and current political issues. This includes not only elections and elections, but also popular control of government policies and criticisms and proposals against the current government.

## CONCLUSION

General elections need to be socialized to all semester 1 students as novice voters with the material presented covering the history of elections in the country, campaigns on social media, student perceptions and attitudes towards campaigns, considerations for making choices. The results of the novice voter community service show that semester 1 students do not understand the history of elections in the country, not all students are interested in participating in campaigns on social media, students' perceptions and attitudes towards news on social media are critical and use common sense and are not easily provoked by hoax news.

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