



## Perception of First-Time Voters among Students of Madrasah Aliyah Negeri (MAN) 1 Cirebon City in Election Socialization Through The 2023 Election Parade

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### Abstract.

**Background.** This research is to find out and describe the perceptions of novice voters of Madrasah Aliyah Negeri (MAN) 1 Cirebon City school students in electoral socialization through the 2023 election parade.

**Methods.** The research uses a descriptive qualitative approach research method using Bimo Walgito's Perception theory which has several sub-focuses namely absorption of stimuli or objects from outside the individual, understanding, assessment and evaluation. Data collection methods are observation, interviews and documentation. The number of informants was 15 people.

**Result.** Based on the research results, it shows that MAN 1 Cirebon City students have high enthusiasm in participating in election outreach through the 2023 election parade. Students can find out about the various ballot papers, what is voted on, the importance of elections and practice voting procedure simulations. Students also assessed that the socialization was educational and provided insight regarding the election.

**Conclusion.** It can be concluded that the perception of beginner voters at Madrasah Aliyah Negeri (MAN) 1 Cirebon City in the implementation of socialization is quite effective which aims to increase knowledge and introduce elections to students who have a role as beginner voters among students.

**Implementation.** Of course, this can increase the participation of novice voters themselves who are generation Z by preparing them as intelligent voters who can influence choosing the best future.

**Keywords:** Perception, New Voters, Election Parade, generation Z, MAN 1 Cirebon

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### INTRODUCTION

Democracy and elections are inseparable components. Elections serve to ascertain the appointment of officials in a democratic nation. Election fraud is frequently linked to the losing party voicing skepticism on the election's integrity; however this is not universally applicable. (Perbawa *et al*, 2024). To address this, the Indonesian Government has opted to conduct simultaneous elections. For the year 2024, the government has set simultaneous elections, namely the presidential and vice-presidential elections to be held on Wednesday,

February 14, 2024, along with the elections for the House of Representatives, Regional Representative Council, Provincial and City/Regency Regional People's Representative Councils, and the Regional Head Elections for Provinces and Cities/Regencies to be held on Wednesday, November 27, 2024. Considering the very short preparation time, the simultaneous implementation of the elections and regional head elections in 2024 will certainly cause various problems and difficulties.

The importance of socialization for the community in the 2024 general election is to ensure that the election in 2024 runs smoothly without the recurrence of the incident where the KPPS officers were exhausted. Moreover, in the 2024 general election, it is hoped that the best leaders will be produced based on the criteria of the community, such as being honest, fair, firm, able to advance the country, improve the welfare of the people, and reduce the corruption rate by not engaging in money politics during the campaign. This is one of the causes of the high corruption rates in Indonesia and often occurs during the campaign period.

By holding the 2024 Election Socialization, it is hoped that it can reduce voter apathy because the public is not yet aware of the 2024 simultaneous elections. Socialization of the election stages is very important to increase public awareness and understanding of each stage of the election. This means that voters not only need to know when the voting will start on February 14, 2024, but they also need to be informed about the stages of the election. For example, there is the Election Parade throughout Indonesia and KPU Goes To Campus.

Socialization through the Election Parade is an implementation program by the General Election Commission throughout districts/cities in Indonesia, especially at the Cirebon City KPU. Related to the socialization in this election parade, it is certainly also related to the response of first-time student voters in the form of a viewpoint, a process of stimulating thought within individuals, which in turn shapes a perception among first-time student voters regarding the socialization through the election parade by the Cirebon City KPU.

The Election Parade Socialization was held at MAN 1 Cirebon City School, marking the fifth day of the election parade process. This socialization activity took place in the school's indoor badminton court and was attended by approximately 210 students. This event was opened with a speech by the Principal and followed by a member of the Cirebon City KPU's Socialization, Education, and Public Participation Division, who also provided the socialization material on Voter Education and the simultaneous elections in 2024, as well

as the correct voting procedures with a simulation of the voting process provided by the Cirebon City KPU socialization organizers. The final session was concluded with a group photo of the Cirebon City KPU delegation, PPK, PPS, PPK Secretariat, and the students.

## LITERATURE REVIEW

### Perception

Perception is the experience of objects, events, or relationships obtained by inferring information and interpreting messages. Furthermore, this aspect provides meaning that triggers sensory impulses, so sensations are included in perception. (Pasinringi & Bahri, 2019)

Based on Robbins' (2007: 175) perspective, perception is the process of organizing and interpreting an individual's sensory impressions to give meaning to the reality around them. This meaning is not always the reality itself; often, "perception" is misused for "sensation."

Meanwhile, according to Gibson et al. (1994: 134), perception is the process by which an individual understands their environment, which includes the organization and interpretation of stimuli in psychological experience.

Unlike Effendy's (2005: 135) assumption, which posits that perception is a process through which we become aware of objects or events in the environment through our various senses such as sight, hearing, smell, taste, and touch, it is important to understand that there is a dependence on when and where the object is, so that in many cases, perception is found to be very situational and highly subjective. (Pasinringi & Bahri, 2019)

Meanwhile, according to (Walgito, 2010: 53), Bimo Walgito, who states that perception is the impression of an object obtained through the process of sensing, organizing, and interpreting the object received by an individual, thus it is something significant and an activity that is integrated within themselves. (Akbar, n.d.)

According to Sunyoto and Burhanudin (2011:22), perception is an important component of organizational behavior because individual behavior is more based on their opinions about reality than reality itself. (Alfiandri & Setiawan, 2015).

Perception is the process of organizing stimuli received by a person's senses towards an object. This process organizes the stimuli received by the senses into an object so that the individual becomes aware of and understands what they perceive; this process is called

perception. Stimuli can originate from the person perceiving or from someone responding directly through the senses.

The factors that play a role in perception according to Walgito include:

1. The perceived object generates a stimulus that affects the sensory organs or receptors.
2. Sensory organs, nerves, and the nervous system sense organs or receptors are tools for receiving stimuli; in addition, there must also be sensory nerves as tools to transmit the stimuli received by the receptors to the central nervous system, namely the brain as the center of consciousness.
3. Attention to awareness or in forming perceptions requires attention, which is a primary step in preparation for forming perceptions.

Perception indicators according to Bimo Walgito include:

1. Absorption of stimuli or objects from outside the individual is absorbed or received by the five senses, whether sight, hearing, touch, smell, and taste, individually or collectively.
2. Understanding or comprehension, after images or impressions occur in the brain, these images are organized, classified, compared, and interpreted, resulting in understanding or comprehension.
3. Assessment or evaluation, after understanding or comprehension is formed, an individual's judgment occurs.

Sarwono (in Ardi & Linda, 2010) explains that there are 3 aspects in perception, namely:

1. Cognitive Aspect, which is a component based on the knowledge or information a person has about the attitude object. From this knowledge, a certain belief about the attitude object will then form.
2. Affective Aspect, affective is connected with feelings of pleasure and displeasure. So the evaluative nature closely related to cultural values or the value system it possesses,
3. Conative Aspect, which refers to a person's readiness to behave in relation to the object of their attitude.

## **METHOD**

### **Type of Research**

This research uses a qualitative research approach. According to Sugiyono (2013), the qualitative research method involves studying objects in their natural conditions

(experiments) where the researcher is the key to the triangulation data collection technique based on post-positivism and studying certain populations and samples.

Meanwhile, according to Pradoko (in Syafrida: 2021), qualitative research is a type of research where an individual can collect data in all its aspects as a sole researcher with the assistance of a team or group in the field.

### **Type of Data**

#### **1. Primary Data**

Data collected directly from the source, either through interviews or the distribution of questionnaires. Researchers must ensure that the data they obtain is accurate and in accordance with the relevant research methods. They can modify the interview questions to yield relevant results, which can serve as a reference for researchers to obtain valid data that aligns with the conditions occurring during the study.

#### **2. Secondary Data**

Data collected by researchers from other sources or through intermediaries is usually in the form of archives, especially government documents and publications, such as journals and websites. Thus, researchers can gain a better understanding of the context of the secondary data they obtain, the research topic.

### **Data Collection Techniques**

The techniques used in data collection are as follows:

#### **1. Observation**

The researcher directly observes the phenomenon by visiting the location, examining the atmosphere, situation, and analyzing the ongoing activities such as the implementation procedures, the audience's socialization, and the community's attitudes during the event.

#### **2. Interview**

An interview is when researchers obtain information directly from research informants with the aim of acquiring valid and relevant data or findings related to the research object.

#### **3. Documentation**

Documentation as a support for researchers in conducting a research object directly and can serve as supporting data in completing this research.

### **Data Analysis Techniques**

1. Data reduction, although not all data can be used by researchers for their studies, involves sorting and summarizing the organized data to prioritize research problems.
2. Data presentation (data display) is the stage where information has been organized and collected so that researchers can draw conclusions and choose which research problem to focus on.
3. Drawing conclusions, after going through the process of data reduction and data presentation, the final step is drawing conclusions from the presented data to derive a conclusion regarding the results of the data analysis.

### **Characteristics of the Informant(s)**

The study's 15 informants consist of 12th-grade students from MAN 1 Kota Cirebon (8), student council members (2), the head of the Cirebon City KPU (1), the Technical Subdivision Head (1), PPK (2), and PPS (1). The youngest informant is 17, and the oldest is 47. Out of the 15 informants surveyed, 9 males and 6 females were found.

## **DISCUSSION**

### **Absorption of stimuli or objects from outside the individual**

1. These individual senses absorb the process of visual, olfactory, auditory, and tactile perception. The absorption or reception of these sensory organs produces images, responses, or impressions in the individual's brain.
2. The perception from the perspective of first-time students, who play a role in casting their votes, becomes one of the most significant votes from a particular region. Therefore, the perception of these first-time voters becomes interesting with the electoral socialization from the Cirebon City KPU to the Madrasah Aliyah Negeri (MAN) 1 Cirebon City school.
3. The socialization conducted at MAN 1 Cirebon City School by the Cirebon City KPU prepared materials under the title "voter education socialization," which included points about what an election is, the importance of elections, the election organizing institutions, the requirements to become a voter, things to consider when making a choice, who we can vote for, the parties and their serial numbers participating in the election, the electoral districts of Cirebon City, recognizing the five ballot papers,

ensuring that we are listed in the Permanent Voter List (DPT), the voting mechanism at the polling station, the specimens of the five ballot papers, and a simulation of the voting procedure as well as how to fold the ballot paper back after voting to put it into the ballot box after voting in the voting booth.

Several statements regarding absorption are as follows:

1. The socialization was very educational
2. Students can understand that elections are important.
3. Electoral socialization can broaden one's perspective
4. Providing benefits as a basis for participating in elections

During the socialization, the students listened and began to interpret the socialization itself, gaining an understanding of what the election would be like, seeing what logistics were needed for the election to take place, hearing what the socialization organizers conveyed, and participating in the voting simulation provided in front to understand and practice what they had grasped and interpreted themselves.

The socialization was very educational for the students of MAN 1 Cirebon City, especially for those who are just getting the opportunity to vote, as it was their first time experiencing casting a vote in an election. Therefore, this socialization greatly enhances their knowledge as a foundation for participating in elections. Most of these students feel helped and guided as a form of participating in the election.

Listening to and being able to follow this simulation is evidence that the students are interested in learning more from this socialization, thus leaving a good impression and being well-received by the students of MAN 1 Kota Cirebon. This interest can also be seen from the large number of participants in this socialization who filled the room and were very enthusiastic. The high interest in leadership was also proven during the event when several students asked questions to learn more about what the organizers had presented.

Before conducting electoral socialization, it would be advisable for the organizers from the Cirebon City KPU to hold a pre-test regarding electoral knowledge to determine whether the students already know what an election is before the Cirebon City KPU conducts electoral socialization in schools. This can certainly have an effect or impact on whether this socialization can provide a good understanding for students who previously did not know about elections, and if the students already know about elections, it will be easier for them to grasp the concept of elections and better understand what will be conveyed by the Cirebon City KPU. During the socialization, the students listened and

began to interpret the socialization itself, gaining an understanding of how the election works, seeing what logistics are needed for the election to take place, hearing what the socialization organizers conveyed, and participating in the voting simulation provided in front to understand and practice what they have captured and interpreted themselves.

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### **Understanding or Comprehension**

After an impression or image appears in the brain, the image is organized, compared, and interpreted to produce understanding or comprehension. Previous images also form new understandings.

Some statements that pertain to understanding or comprehension are:

1. The explanation is quite detailed, making it easier to understand the procedures in the voting process.
2. The explanation from the KPU is very clear, understanding the principles of free and fair elections.

3. Quite good, fairly decent, able to learn about various types of ballots.
4. Knowing how to participate in casting votes at their respective polling stations

This understanding is formed by the images that students capture during electoral socialization through the election parade as explained by the Cirebon City KPU. This is demonstrated by the strong memory of the 12th-grade students of MAN 1 Cirebon City regarding what has been conveyed.

That understanding is supported by a series of simulation activities or practicing what has been explained. Like taking five ballots, going to the voting booth to cast the vote and fold the ballot back, then putting it into the ballot box and finally dipping part of the finger into the ink.

The organizers of the socialization from the Cirebon City KPU presented the explanatory material through a persuasive approach, inviting the students of MAN 1 Cirebon City who have no prior experience in participating in elections, meaning they are trying to introduce them to understand elections and provide guidance on the simulation of ballot casting. The nature of this invitation is similar to how to come to the polling station to exercise their voting rights, which is meant to encourage and guide students to be more critical and informed. It is not only theory but also introducing the ballot box, how to correctly mark the ballot so that the votes are valid, and allowing the students to learn the correct and valid way to mark the ballot. This socialization certainly does not disrupt the teaching and learning activities of the 12th-grade students at MAN 1 Kota Cirebon.

In the presentation of the material, sometimes not all students understand it, depending on the delivery category and the individual students. Of course, the supporters of this socialization run smoothly with the presence of voting logistics such as ballot booths, ballot boxes, pins, ink, ballots with disguised party names, and different colored ballots based on their type. An in-focus screen and microphone are also provided to present the material.

The response of the students of MAN 1 Cirebon City was also very good in their active questioning and answering, wanting to know more about the understanding of elections in the Q&A forum, which shows that the students' response to elections and democracy in Indonesia is very good. They took the initiative to participate in the simulation with the polling station preparation provided by the Cirebon City KPU. Of course, prizes have also been provided by the organizers of the socialization, including an election calendar, a Sura Suluh doll, and chocolate brochures containing information about the 2024 elections.

The presence of prizes had an effect on the students, making them enthusiastic about participating in this socialization from start to finish, which concluded with a group photo.

This understanding can impact each individual's preparation to exercise their voting rights and serve as a foundation for students' knowledge of the voting process on February 14, 2024. This can certainly increase the percentage of ballots from Generation Z or their role as first-time student voters within the Cirebon City area.

### **Assessment or Evaluation**

After an understanding or comprehension is formed, the students evaluate it and compare it with the criteria they possess subjectively. This produces meaning from an object, while the object of perception, in this case, is the socialization of ownership through the 2023 parade.

Some statements regarding assessment and evaluation are:

1. It is very interesting to have a Q&A forum with students.
2. During its implementation, it went smoothly even though some students were still chatting, which was less conducive.
3. Socialization can be easily understood
4. Effective because electoral socialization through direct interaction

The above statements are several student remarks that assess and evaluate electoral socialization through the 2023 election parade. The assessment also serves as feedback from the students regarding their understanding of the 2024 electoral process, responding to whether the socialization was adequate based on the student's experiences. Some students provided feedback during the implementation of this electoral socialization, namely that some students were still chatting in the front row, which slightly disturbed the students behind them in following the socialization. Additionally, the limited number of participants from each 12th-grade class was likely due to the limited capacity of the indoor badminton court owned by MAN 1 Kota Cirebon. This evaluation is also identified with assessment because it involves measurement activities.

The organizers of this socialization also noted that the MAN 1 Cirebon City students exhibited high enthusiasm and curiosity during the electoral socialization. This socialization also ran effectively and smoothly because it interacted directly with the students without disrupting the teaching and learning activities of the 12th-grade students, who had, of course, received permission to come to MAN 1 Kota Cirebon.

This assessment is also closely related to the enthusiasm of the students of MAN 1 Kota Cirebon in participating in this socialization, which is influenced by several factors, namely their first experience of wanting to participate in voting as they have reached an appropriate age, the socialization conducted and held at the school by the Cirebon City KPU, the presence of prizes for active participation in the socialization, and the clear and straightforward delivery that the students can understand as their first experience.

The existence of this electoral socialization left a good and interesting impression on the students of MAN 1 Kota Cirebon, particularly on the individuals themselves. The electoral socialization through the 2023 election parade was very impactful for the students of MAN 1 Cirebon City, who are first-time student voters without any prior experience in casting ballots. Of course, this will lead to effective socialization and can increase participation in exercising their voting rights on February 14, 2024.

The assessment from the MAN 1 Kota Cirebon students regarding the socialization conducted at the school is considered quite good. However, from the student's perspective, there is an evaluation regarding the participants being less conducive because some were still chatting during the socialization.

The benefits of this electoral socialization for students are that it can help them remember and understand elections in Indonesia, which occur every five years, and democracy in Indonesia. With their experience as first-time student voters, they can create an innovative generation that chooses the future and makes good use of that opportunity.

This evaluation section also certainly has benchmarks for the success of an electoral socialization activity that has been carried out. In this socialization, the Cirebon City KPU only provides an understanding or attempts to introduce the knowledge of elections themselves. However, there is no post-test at the end of the socialization implementation to measure the extent of experience related to elections among MAN 1 Cirebon City students before and after this socialization. Of course, this would be more effective for the Cirebon KPU to carry out its activities more accurately and to know the results of the activities they have scheduled at MAN 1 Cirebon City and several other schools that are the venues for electoral socialization by the Cirebon City KPU.

## **CONCLUSION**

Based on the results of the above research, the findings of this study can be concluded as follows:

1. Absorption of stimuli or objects from outside the individual

As evidenced during the event, interest in the election was very high. Most of these students feel helped and guided as a form of participating in the elections. Students also have a good and interesting impression. The good impression here is that the goal is for students to understand and know about elections and the importance of participating in elections.

2. Understanding or comprehension

The response of the students of MAN 1 Cirebon City was very good, as they actively participated in asking and answering questions to gain a deeper understanding of the election on the Q&A forum. However, some students did not fully understand the electoral matters that had been conveyed. In general, students have a basic understanding of the election, simply knowing when it is held and how to cast their votes.

3. Assessment or evaluation

This dimension contains an assessment or evaluation by the students of MAN 1 Kota Cirebon, who believe that electoral socialization through the 2023 election parade is very adequate for first-time student voters, leaving a positive impression. There is also an evaluation regarding the participants who attended this socialization, which should not be limited to all 12th-grade classes at MAN 1 Kota Cirebon students so that the benefits can be evenly distributed across all 12th-grade courses for the 2023/2024 academic year. Some participants who were less conducive still chatted during the socialization.

## IMPLICATION

Of course, this can increase the participation of novice voters themselves who are generation Z by preparing them as intelligent voters who can influence choosing the best future.

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**Undang - Undang**

Undang-Undang Pasal 18 Nomor 7 tahun 2017 tentang Pemilihan Umum yang mengatur tentang tugas dari Komisi Pemilihan Umum Kabupaten/ Kota.