



MANAGEMENT OF THE ISSUE OF DELAYS IN THE DISBURSEMENT OF ELECTION PANTARLIH HONORS FOR THE 2024 ELECTION IN EAST JAVA VIA INSTAGRAM

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Abstract

This study is a discourse regarding the issue management of the East Java Provincial KPU to overcome issues developing on social media, in this article the East Java Provincial KPU's Instagram due to delays in disbursing the honorarium for the Officer for Updating the Voter List (Pantarlih) for the 2024 Election in East Java. The practice of issue management cannot be separated from the role of Public Relations which manages the East Java Province KPU Instagram. Then, the aim of the study is to find out the East Java Province KPU's issue management efforts and understand its policy direction. The research uses a qualitative approach, with data collection methods namely observation, interviews, and document study. The selection of informants is determined based on certain criteria. The results of the study show that the East Java Province KPU has made several efforts to overcome this problem. The issue management carried out made the East Java Province KPU provide direction to internal parties and provide clarification in public. This clarification is one way to solve problems that occur between the public and agencies. Meanwhile, the East Java Provincial KPU took firm action against the parties responsible for Honor Pantarlih.

Keywords: *East Java Province KPU, Issue Management, Public Relations, Pantarlih Honorarium*

Abstrak

Kajian ini merupakan wacana mengenai pengelolaan isu KPU Provinsi Jawa Timur untuk mengatasi permasalahan yang berkembang di media sosial, Dalam artikel ini Instagram KPU Provinsi Jawa Timur akibat keterlambatan pencairan honor Petugas Pemutakhiran Daftar Pemilih (Pantarlih) untuk Pemilu 2024 di Jawa Timur. Praktik pengelolaan isu tidak lepas dari peran Humas yang mengelola Instagram KPU Provinsi Jawa Timur. Kemudian, tujuan penelitian adalah untuk mengetahui upaya pengelolaan permasalahan yang dilakukan KPU Provinsi Jawa Timur dan memahami arah kebijakannya. Penelitian ini menggunakan pendekatan kualitatif, dengan metode pengumpulan data yaitu observasi, wawancara, dan studi dokumen. Pemilihan informan ditentukan berdasarkan kriteria tertentu. Hasil kajian menunjukkan bahwa KPU Provinsi Jawa Timur telah melakukan beberapa upaya untuk mengatasi permasalahan tersebut. Penanganan permasalahan yang dilakukan membuat KPU Provinsi Jawa Timur memberikan arahan kepada pihak internal dan memberikan klarifikasi kepada publik. Klarifikasi ini merupakan salah satu cara untuk menyelesaikan permasalahan yang terjadi antara masyarakat

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dan instansi. Sementara itu, KPU Provinsi Jawa Timur menindak tegas pihak yang bertanggung jawab atas Kehormatan Pantarlih.

Kata Kunci: KPU Provinsi Jawa Timur, Pengelolaan Isu, Humas, Honorarium Pantarlih

INTRODUCTION

The stage of updating data and compiling voter lists is a very crucial and strategic stage for the success of holding elections from time to time. Updating data and compiling voter lists also determines the success of the next election stage. How come? starting from determining the number of polling stations (TPS), number of Voting Organizing Groups (KPPS), logistics allocation, patterns of socialization and education of election voters, campaign arrangements, recapitulation of voting results, and others, all require valid voter data and lists, accurate, comprehensive and up-to-date. If the results of updating the data and compiling the voter list are invalid, the next stages of the election will certainly be greatly disrupted.

On the other hand, one of the principles and prerequisites for implementing democratic elections is the registration of citizens as voters without discrimination. Therefore, the state guarantees that every citizen who meets the requirements is guaranteed access to registration, to know the voter's data easily, and to correct the personal data if there are errors or changes in data elements. To realize these things, the General Election Commission (KPU) as the state institution in charge of organizing elections continues to take steps in updating data and compiling the 2024 Election voter list. For example, by continuously updating voter data, which is carried out continuously even though is not currently entering the election stage. Then, matching and research (Coklit) of voter lists will be held from February 12 to March 14, 2023. Coklit for voters will be carried out by the KPU ad hoc body called the Voter Data Updating Officer (Pantarlih). Pantarlih, in carrying out his duties, visits voters directly from house to house, cross-checking real data in the field. Even though Coklit will be held from 12 February – 14 March 2023, Pantarlih has a working period from 12 February to 11 April 2023, to prepare the Coklit results report. The number of Pantarlih is quite large, by the number of TPS mapping results. Quoted from data from the Human Resources and Organization Subdivision of the East Java Province KPU, March 2023, there are 119,861 Pantarlih in East Java.

Furthermore, after the completion of the coklit implementation period, the East Java Provincial KPU's Instagram (kpu_jatim) posts began to be flooded with negative comments regarding Pantarlih's honorarium. Starting March 17, 2023, all posts, whether related or not related to voter data or Pantarlih, will receive comments from the public/ audience regarding when disbursement will occur and the issue of delays in Pantarlih honoraria. A similar thing happened not only on the East Java Provincial KPU's Instagram but also on all Regency/City KPU Instagrams throughout East Java.

Of course, this problem requires social media management to provide appropriate responses to audience comments. So that the public continues to have confidence in the organizers and implementation of the 2024 elections. Based on the results of the Kompas Research and Development survey in the period 5-9 April 2022 in 34 provinces (Kompas.com, 2022), which was released on 30 May 2022, data shows that it is 73, 3% of respondents believe that election organizers can work optimally in preparing for the 2024 elections. Because public trust is a big capital for the success of the 2024 elections.

For this reason, East Java Province KPU Public Relations feels that issue management is important. This issue management involves several communication processes to find bright spots in the conflict. According to Kim Harisson (2001: 46), issue management is a way to cover gaps or gaps. Namely between the corporate or agency side and several related parties. Because when

an issue arises in a government agency, it will disrupt activities. Apart from that, it can also change the public perception of related agencies or companies (Atmaja, 2017).

Nova Firsan (2011) believes that several things need to be considered when carrying out issue management. Namely issue identification, issue analysis, choice of issue change strategy, issue handling program, and evaluation of results. Identification of issues means that Public Relations of the East Java Province KPU categorizes every conflict or gap that occurs to carry out identification. In this case, it is important to carry out documentation and report to the relevant agencies. The issue analysis, meaning Public Relations of the East Java Province KPU, categorizes every conflict or gap that occurs to identify it. Choosing an issue change strategy means that East Java Province KPU Public Relations chooses from the three-issue change strategies used. Is it a reactive change strategy, adaptive change, or a dynamic response? Furthermore, the issue handling program, East Java Province KPU Public Relations implemented policies to support change. Changes are made by creating an issue-handling program. Finally, evaluating the results, Public Relations of the East Java Province KPU evaluated all the strategies that had been implemented.

Thus, this study will attempt to explore the issue management carried out by Public Relations of the East Java Provincial KPU about the issue of late payment of Pantarlih's honorarium which was conveyed by the audience/public via the East Java Provincial KPU's Instagram (kpu_jatim). The extent to which the issue management implemented is successful in providing resolution. To prevent similar situations from occurring in the future. This issue management plays a role in providing the best handling of the problem of late payment of Pantarlih honorariums faced by KPU officials throughout East Java.

Reaffirming that the East Java KPU itself is mobilizing its energy, especially in the field of Public Relations (PR), to implement management of this issue. The extent to which the issue management implemented is successful in providing resolution. To prevent similar situations from occurring in the future.

METHOD

The type of research conducted in this journal is descriptive qualitative. This method is used to discover knowledge and theories at a certain time (Mukhtar, 2013). The type of qualitative research used here aims to examine a phenomenon. Namely in a natural social form, but still prioritizing the interaction process. This is using in-depth communication by the researcher regarding the thing being researched (Herdiansyah, 2010). From the type of research above, of course, several methods are used. Namely:

1. Observation

Observations were carried out by observing the development of the East Java KPU's Instagram. Especially when rumors start to spread. Especially in the comments section.

This observation was carried out by noting several important things regarding the East Java KPU issue. Of course, this is obtained from observing the comments column and other feedback on Instagram.

2. Interview

Furthermore, there was an interview method which was carried out to complete the data directly from the East Java KPU. The resource person for this interview process was directly from the commissioner of the Voter Education and Community Participation Socialization Division or Sodiklih Parmas.

3. Literature study

Literature studies are used to support other data in research apart from using internal information. Of course, literature studies use several documents from outside the research. Namely such as previous journals, books, official websites, and so on.

RESULT AND DISCUSSION

This is the problem that the East Java KPU must face while involving Pantarlih in making the 2024 elections a success. The first issue arose on March 14, 2023. At this point, the Coklit activities in various regions ended. Reporting from Instagram @kpu_jatim, this issue has become increasingly popular since March 14, 2023. It also involves 119,861 Coklit officers. The officers dedicate themselves to carrying out Pantarlih activities towards success in the upcoming 2024 elections. They will start serving from February 12 to April 11, 2023. Of course, it will not be easy for the East Java KPU itself which oversees the authority of Coklit officers. One of them is dealing with the issue of disbursement of Pantarlih funds which has shocked KPUs throughout Indonesia. Including the East Java KPU, it has become an easy target for netizens. This unpleasant issue has hit the East Java KPU since the Pantarlih troops invaded Instagram social media. They protested because their bonuses or salaries had not been reduced. Pantarlih's honorarium was not given because his term of service had not yet been completed. As explained technically, the implementation of Coklit lasted for one month. However, please note that the work period should be for two months. Someone has already disbursed Pantarlih's honorarium for one month. Namely the work period from February to March 2023. However, some have not received the Pantarlih honorarium due to technical errors. A movement has begun that could create a potentially negative image of the East Java KPU itself.

The East Java KPU has also become one of the targets of netizens' anger. Some of those protesting were Pantarlih officers. However, some others are thought to be netizens who were carried away by the flow of negative comments. Even though they don't know the cause and effect, they only make negative comments on Instagram social media. It is even suspected that there is some hoax or untrue news that was intentionally put forward as negative comments. The East Java KPU also followed up. Because this is one of the obligations of the East Java KPU to take part in handling this issue. As previously explained, the East Java KPU is one of the targets of negative comments from netizens. These negative comments make the image of the East Java KPU have the potential to decline. So issue management is needed to resolve everything. As previously explained, issue management is very necessary for the sustainability of a government institution when it is experiencing problems. It is hoped that this issue management will be a bright spot in the problems or problems faced by an institution. This has also been stated in Kim Harisson (2001: 46). There are several ways in which the East Java KPU manages issue management in dealing with negative comments regarding the Pantarlih honorarium issue. Also involves various parties. One of them is the East Java KPU itself which mobilizes all its duties and authority to deal with this. Pantarlih's honor, which is a problem, is managed through issue management. Requires the role of a group of public relations or PR-related government agencies. The East Java KPU itself already has related PR or public relations. Namely in the Division of Voter Education Socialization and Community Participation or Parmas. This group has the main role in carrying out issue management related to the problems being faced. Finally, several processes were carried out to deal with this issue.

As done by Nova Firsan (2011), there are various ways or stages of carrying out issue management. This was also done by the East Java KPU in asserting its authority to deal with unpleasant issues from the public.

1. Identify the Issue

The identification of this issue was the first to be carried out by the East Java KPU team. Especially for those who occupy the Sisdiklih and Parmas Divisions. This is done to find gaps in the problem. Several things need to be done at this stage. The Sisdiklih and Parmas Divisions themselves have made several efforts. The effort in question is documentation. Documentation here does not just mean physically capturing a moment. However, several records were made or important dates were made when problems began to arise at the East Java KPU.

Like one of them, this issue started to emerge at the end of the Coklit process. The end of Coklit was related to the disbursement of Pantarlih's honorarium. However, unfortunately, the Pantarlih Honor has not yet been accepted by the relevant parties. This happened starting March 14, 2023. Since then, KPU social media throughout Indonesia has received attacks from netizens or netizens. Likewise, the East Java KPU has become an easy target for netizens. Throughout March, various documentation of negative comments was carried out by netizens on related social media. A report is prepared to proceed to the next stage. This report contains directions from the heads of the Sisdiklih and Parmas Divisions. This direction also contains solutions or issue management that need to be deployed to all staff concerned. With this direction, it is the beginning of issue identification towards issue management which is expected to be resolved well. So that the Honor Pantarlih issue will find an end or point of resolution.

2. Issue Analysis

The next issue management carried out is at the issue analysis stage and must be carried out by the East Java KPU. Ahead of the 2024 Election, an issue cannot be avoided. Moreover, social media is currently the focal point of a government agency. Social media seems to be a forum between related agencies and the public. Also from social media, the public can find out about all the processes and activities of agencies, such as the East Java KPU. The East Java KPU itself is increasingly active in using social media, especially Instagram. It is from Instagram that the East Java KPU is increasingly showing the results of its authority towards the 2024 elections. However, in maintaining its authority in front of the public, of course, it is never free from issues. Moreover, the lead-up to the 2024 election will be a vulnerable time for agencies and the public. Especially when the Pantarlih process is carried out. Task after task is completed by related parties. Until finally an issue emerged regarding Honor Pantarlih. Pantarlih's honor became the central point of the issue which was immediately resolved by the East Java KPU.

The East Java KPU also determined more important issues that must be addressed immediately. Namely when netizens started attacking the social media of related agencies. The netizen who acted as a public person attacked the East Java KPU's social media, namely Instagram. The attack took the form of negative comments that cornered the East Java KPU. It started with the Pantarlih Honor issue which never went down. As soon as this issue emerged, the public competed to attack the KPU throughout Indonesia. Including the East Java KPU, it has become an easy target for the public.

As a result, the East Java KPU determined the most urgent issues within the agency. The Pantarlih Honor issue is expected to have a major impact if it is not addressed immediately. There are several things to consider from various issues that arise internally and externally to the agency. Finally, this issue is in the spotlight and must be resolved immediately.

Define the issue and consider its urgency and impact. It is also important to note that issues usually do not only come from one source. The issues that arose within the East Java KPU also came from several netizens who expressed their criticism on social media. Especially Instagram, which has become the focal point for attacks by netizens or the public. The East Java KPU itself does not know all the public who criticized it on social media. However, it is feared that some netizens actually do not know anything for certain about the Honor Pantarlih issue.

Instead, they just get carried away by the flow of negative comments. The East Java KPU itself is also analyzing the effects of public attacks on the sustainability of agencies, especially the 2024 elections. It is feared that this criticism will damage the image of the relevant government agencies. Apart from that, it reduces public confidence in the performance of the East Java KPU, which oversees the East Java Province environment. These bad effects do not only have the potential to attack related government agencies. However, the 2024 election process has the potential to be affected. It is also feared that the public will underestimate the process of the 2024 election. As a result, the 2024 election has the potential to experience a bad image in the eyes of the public.

3. Issue Change Strategy

The next stage in issue management carried out by the East Java KPU is to carry out several options. Namely the choice regarding the strategy for changing the issue for the continuation of the conflict being faced. There are several strategies for changing issues that can be chosen by the relevant government agencies. As previously explained, there are three strategies for changing issues:

- a. Reactive change strategy
- b. Adaptive change strategies
- c. Strategi respon dinamis

The East Java KPU of course uses an adaptive change strategy to carry out issue management.

The Pantarlih Honor issue that emerged ahead of the 2024 election made the East Java KPU choose a strategy to change the issue. One of the issue change strategies chosen to be part of this issue management is adaptive. The East Java KPU itself must prepare for several possibilities. This possibility needs to be prepared for as part of subsequent issue management. If one day the East Java KPU again faces an issue that is known to the public. So if the issue is polluted to the point that the reputation of the 2024 Election is threatened, then there is readiness from the relevant government agencies.

The 2024 election must also be aware of the issues that could arise at any time. Even after the Pantarlih Honor issue is resolved, there is a chance for other issues to attack the reputation of the East Java KPU. Especially the reputation of the 2024 Election. If the reputation of the 2024 Election is seen as bad by the public, it will affect the performance turnover between the people and government agencies.

From there, the East Java KPU must be aware that issues cannot be avoided. The arrival of social media is also a risk in addition to the benefits of achieving a good reputation. When issues start to emerge, the public can freely attack the East Java KPU's social media, one of which is Instagram. Apart from that, the public can freely express their opinions on social media. However, the bad image is not only created by the public who comment. A bad image could emerge in the minds of the public who do not share bad comments on East Java KPU's social media. That is why the East Java KPU chose an adaptive issue change strategy. With this strategy, the East Java KPU can prepare issue management that can be managed for previous conflicts. Because issues are always present and cannot be avoided.

4. Program Penanganan Isu

The issue handling program here is carried out to resolve the core problem or issue management. Several parties who have more authority to resolve the Pantarlih Honor issue are certainly involved in handling the conflict. The party that has more authority is the Voter Education and Community Participation Socialization Division. The division has carried out

several directions to resolve issues ahead of the 2024 elections. One of the media used to handle this issue is social media. Such as WhatsApp groups, Instagram, Facebook, Twitter, Websites, and so on.

The first thing the East Java KPU did was to make several directions. The direction given was of course aimed at resolving the Honor Pantarlih issue. The following are directions as a form of solving this problem:

- a. The first thing the East Java KPU team did was coordinate. This coordination was conveyed to all Regency/City KPUs to immediately do several things.

Assalamu'alaikum WR. WB.

Friends of the Parmas Division of the Regency/City KPU, in response to the many questions from the public regarding the certainty of the disbursement of the Pantarlih honorarium on various social media institutions of the Provincial and Regency/City KPU, it is hoped that the friends of the Parmas Division will:

1. Coordinate with the Rendatin Division, Chair, and Secretary to find out the progress of the disbursement of Pantarlih honorarium in each Regency/City;
2. Create content containing an explanation of the progress of disbursement of the Pantarlih honorarium and post it on the social media platforms of each Regency/City KPU and ad hoc bodies;
3. It is recommended that the content contain a thank you note, an explanation of the period of work, the amount of the honorarium, the mechanism and procedures for disbursement, as well as the certainty/ estimated date of disbursement of the Pantarlih honorarium in each district/ city;
4. The content in question can be in the form of videos/ flyers/ infographics/ etc. involving the Parmas Division/ Chairman/ Rendatin/ Secretary/etc.;
5. Apart from being posted on social media, it is also shared on social media groups related to ad hoc bodies and Pantarlih in each district/city.

This can be implemented immediately. Thank You.

Wassalamu alaikum warahmatullahi wabarakatuh.

Signed,

East Java KPU Sosdiklih and Parmas Division

- b. The East Java KPU itself also appealed to several parties who are more involved in dealing with the Pantarlih Honor issue to work together well. One of them concerns the certainty and detailed timing of all Pantarlih Honor disbursement processes. The East Java KPU aims to find out the root of the problem. The East Java KPU also asked for clarification regarding the cause of the delay.

"Even if there is no certainty, at least there is an explanation of the estimated time for each process. If you are late, where is the delay, and so on."

- c. The East Java KPU directly directed the person in charge, Honor Pantarlih, not to commit various types of fraud. One of the frauds that is in the public spotlight ahead of the 2024 elections is the deduction of Pantarlih's honor. It's not just a mere issue, there have even been reports in the East Java area that it has been proven that Pantarlih Honors were cut by the local PPK and PPS.

“Assalamualaikum to all my friends.

Friends, please ensure that there are no deductions from the pantarlih's honorarium unless it is by the provisions (Taxes for pantarlih who happen to be ASN).

Bearing in mind that there have been reports of several regions in East Java where PPK and PPS have made cuts to military salaries.

Thank You."

5. Evaluation

After carrying out the above efforts to overcome the issues that hit the East Java KPU ahead of the Election. Finally, there are several effects or impacts on the public. This should be an evaluation for the East Java KPU in the future. If at any time an issue will occur again. So government agencies have a way to overcome this. This issue, which has become increasingly widespread since March 27, 2023, has also resulted in several important evaluations.

- a. As a result, negative comments from the public are decreasing over time. This is certainly an advantage for government agencies. This means that the issues that have developed in society have begun to decrease. This is due to the information provided by the East Java KPU and Regency/City KPU. This information relates to clarification regarding Pantarlih's honor ahead of the upcoming 2024 elections.
- b. From there, the public finally learned several things after this issue appeared on social media. Starting from how many months or months of honor were earned during the Coklit process. Apart from that, it also explains the disbursement time which is the center of this issue. Often the public also asks questions regarding the search process for Honor Pantarlih. As a result, the East Java KPU and Regency/City KPU explained the extent of the honorarium disbursement process. As much as possible, the relevant government agencies provide clear clarifications and do not confuse the public.

This central point of clarification is not only carried out by the East Java KPU as the central agency in the East Java realm. However, the same thing was also done by the social media of all Regency/City KPUs. Especially the KPU for each district or city in East Java. They carry out clarifications according to previously written directions. Full clarification was made on their social media. Especially the Regency/City KPU Instagram. With clarification of various models, especially content. Starting from videos, infographics, flyers, and so on. This clarification certainly involves several authorities or those in power. By the direction of the East Java KPU Parmas Sodiklih Division, the clarification must include several parties. Namely the Parmas Division/Chairman/Rendatin/Secretary/etc.

CONCLUSION

The conclusions of the research entitled Management of the Issue of Delays in the Disbursement of Election Pantarlih Honors for the 2024 Election in East Java via Instagram, namely:

1. The East Java KPU as an agency that operates in the field of General Elections or General Elections has received attacks that require issue management. Ahead of the 2024 election, issue management is very important to do. To restore the good image of the relevant agencies, as well as help launch the upcoming 2024 elections. The issue is Honor Pantarlih. So it is necessary to carry out some issue management to resolve the conflict. Considering that the public has attacked the realm of social media which is widely known. This attack did not only happen to the East Java KPU's Instagram but also to the district/city KPU. So it is necessary to identify issues at the start of everything. Identification of this issue involves many methods or parties before recognizing the issue further. After that, issue analysis was carried out to

map several conflicts. The conflicts that have been mapped will then be determined which one has more priority.

2. The East Java KPU has implemented several tips for managing this issue. Especially in the matter of Honor Pantarlih. This completion stage is after several divisions of issue management have been carried out that need to be resolved immediately. In managing this issue, especially the Sosdiklih and Parmas Divisions hastened several actions. Some of the actions taken include communication via the Whatsapp group. One of them is channeling several ways to resolve the Honor Pantarlih issue. Namely by making clear clarifications to the public. Especially through social media Instagram. This action was taken to provide a positive message to the public. Without eliminating the resolution of the core problem, namely Honor Pantarlih. The East Java KPU did not take action alone. This agency also gave several directions to the district/city KPU, especially in East Java Province. So that this direction can be distributed widely. So issue management is not only carried out by the East Java KPU. However, the East Java KPU also made improvements to issues that were distributed to the district/city KPU. Their job is to make some clarifications to the public. To restore the image and help launch the upcoming 2024 elections. But before that, some identification needs to be done regarding solving the Honor Pantarlih problem. One of them is formulating a certain time for disbursement. As well as other firm actions that could damage the disbursement of Pantarlih's Honor. One of them is by taking firm action against several parties responsible for Pantarlih's Honor. However, they deliberately cut off Pantarlih's Honor before it reached the Coklit officers.

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