

THE ROLE OF THE EAST JAVA PROVINCIAL BAWASLU IN REPORTING ON THE 2024 GENERAL ELECTION

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Abstract

Elections are a crucial pillar in Indonesia's democratic system, and their success heavily depends on transparent and participatory implementation. In the 2024 Election, the Election Supervisory Body (Bawaslu) of East Java Province played a key role in disseminating information through social media to enhance public understanding and participation. This study aims to analyze Bawaslu's role in election-related reporting in 2024, using Siagian's management theory, which includes planning, organizing, actuating, controlling, and evaluating. Employing a descriptive qualitative method, the research identifies challenges faced by Bawaslu, such as limited human resources, unequal infrastructure, and the spread of hoaxes. The findings indicate that while Bawaslu's communication strategies have successfully raised awareness and public participation, there are barriers in information outreach and digital literacy. This study offers recommendations for optimizing communication efforts through staff training, collaboration with mainstream media, and leveraging advanced technology. The findings are expected to contribute to strengthening Bawaslu's role in ensuring a more transparent and participatory election process in the future.

Keywords: Bawaslu, News dissemination, Social media, Transparency, 2024 Election.

A. INTRODUCTION

Elections are an important element in a participatory and transparent democratic system. The role of Bawaslu is crucial to ensure a fair and honest election. In the 2024 Election, optimization of news coverage by Bawaslu is key to increasing public participation and understanding. Social media plays an important role as the main channel for election information, allowing Bawaslu to disseminate political education and accurate information in accordance with the guidelines of Bawaslu Circular Letter Number 38 of 2022 (Tobing, 2024).

Bawaslu faces challenges in reporting the 2024 Election, such as uneven distribution of information, low digital literacy, and hoaxes. To overcome this, Bawaslu needs to ensure that information is timely and useful. Siagian's management theory, which includes planning, organizing, mobilizing, supervising, and evaluating, is relevant in assessing how Bawaslu manages news coverage of the 2024 Election (Darmansah et al., 2024).

Bawaslu Decree Number 0083/HM.00/K1/03/2022 regulates the management of social media to support election supervision, with a focus on delivering accurate and clear information. This study analyzes the role of Bawaslu East Java in reporting the 2024 Election using Siagian's five management indicators, including planning, organizing, mobilizing, supervising, and evaluating. This study also identifies challenges in reporting in East Java influenced by geographic and demographic diversity, and offers suggestions for improving reporting with an approach that can reach the entire community (Darmansah et al., 2024).

B. LITERATURE REVIEW

Role of Election Supervisory Institution

Bawaslu is responsible for ensuring democratic, fair, and violation-free elections, in accordance with Law Number 7 of 2017. They control election violations and disputes, and ensure a free and fair process. In addition, Bawaslu also provides educational and accurate information to support transparency and public participation. Based on Harold Lasswell's (1948) public communication theory, news reporting by Bawaslu can be categorized into three main functions (Yasin, 2022; Viona et al., 2021).

1. Information: Providing the public with knowledge about their rights and obligations, election stages, and supervision procedures.
2. Correlation: Creating a harmonious relationship between supervisory institutions, the public, and other related parties to support participation in supervision.
3. Social control: Supervising the implementation of elections through the dissemination of information to prevent and prosecute violations.

According to (Setyowati & Pramukhtiko Suryo Kencono, 2024) the function of news reporting in supervisory institutions includes several main aspects:

- Public education:

Bawaslu is tasked with providing information on voter rights, election stages, and supervision procedures to improve the public's political literacy, so that they can become smart voters and maintain democracy.

- Participatory supervision:

Bawaslu's reporting role also includes strengthening participatory supervision by encouraging the public to actively report suspected election violations. This is in line with the concept of citizen journalism, where the public is directly involved in the process of conveying information.

- Restoring public trust:

Amid the rampant disinformation and hoaxes that can damage public trust in the election process, Bawaslu must present information that is correct, relevant, and trustworthy. This is important to rebuild public trust in the election organizers.

Bawaslu not only supervises the technical aspects of the election, but also maintains the integrity of democracy by protecting voters' rights, resolving disputes, and providing policy recommendations. In dealing with disinformation, Bawaslu must ensure that the messages conveyed are informative, relevant, and easy to understand, according to Schramm's communication theory, so that public communication is effective (Wathoni & Mufidah, 2024).

1. Increasing election literacy in the community:

Bawaslu strives to create a society that is literate in democracy by providing regular information about election stages, voter rights, and methods for reporting violations. This is expected to increase voter participation and stop violations.

2. Strengthening community participation-based supervision:

Bawaslu can encourage active community involvement in reporting alleged election violations through effective reporting. This concept is in line with the participatory government approach, which involves the community in the decision-making and supervision process.

3. Managing a positive image of the institution:

How Bawaslu conveys information is very important for public trust. By using social media and digital platforms effectively, Bawaslu can build a positive image as an institution that is transparent, credible, and responsive to the needs of the community.

4. Countering disinformation and hoaxes:

During the election process, the spread of large amounts of false information can threaten the integrity of the democratic process. In this case, the news produced by Bawaslu functions as a counterstory, namely conveying accurate facts to refute fake news and restore public trust in the election.

Bawaslu uses various laws such as Law Number 7 of 2017, Circular Letter Number 38 of 2022, and Bawaslu Decree Number 0083/HM.00/K1/03/2022 as work guidelines. The theory of good governance is also relevant, where participation and transparency through quality reporting strengthen the legitimacy of democracy in Indonesia (Hukum et al., 2025).

Organizational Role Theory by Siagian

In organizational management, the theory of organizational roles developed by Siagian is one of the most important references. Through the five main functions of the organization, namely planning, organizing, actuating, controlling, and evaluating, this theory offers a comprehensive guide to evaluating the operational effectiveness of the organization. This theory can be applied to many types of organizations, such as government institutions such as the General Elections Supervisory Agency (Bawaslu), which is responsible for overseeing and ensuring that elections are carried out fairly and democratically.

a) Planning

Planning is the first step in managing an organization, and focuses on determining the goals, strategies, and actions to be taken to achieve the desired results. Thorough planning helps organizations set a clear path, as Bawaslu does. Several important aspects of this planning are discussed

- **News and Publication Strategy:**

Circular Letter Number 38 of 2022 concerning optimization of news and Bawaslu Decree Number 0083/HM.00/K1/03/2022 concerning management of social media, Bawaslu's news strategy includes the dissemination of educational, informative, and interactive information through social media and other official channels.

- **Social Media Optimization:**

In the digital era, social media has become the main means of public communication. Therefore, Bawaslu directs its news strategy to maximize this platform. Information such as election stages, supervision procedures, and other educational content are planned to be presented regularly.

- **Policy Adjustment:**

All news plans must be adjusted to established guidelines, such as the obligation to publish at least one educational video per week and three daily content on social media. In addition, the plan also includes steps to overcome challenges such as hoax news and the lack of public trust in the election process.

With structured planning, Bawaslu can ensure that the news delivered is not only right on target, but is also able to encourage active public participation in election supervision.

b) Organizing

Organizing is the process of arranging and managing organizational resources, both human and material, to support the implementation of the plan. (Jamil et al., 2023) In the context of Bawaslu, organizing includes (Anggita et al., 2022):

- **Formation of a Social Media Team:**

To ensure effective reporting, Bawaslu forms a special team at the central and regional levels tasked with managing content, monitoring public interactions, and answering questions or issues that arise on social media.

- **Alignment of Organizational Structure:**

The organizational structure of the news reporting is designed to ensure good coordination between the central and regional levels. Standard operating procedures (SOPs) for news reporting are implemented so that the messages conveyed are consistent at all levels. This also aims to avoid differences in interpretation between work units.

- **Resource Management:**

In addition to human resources, organizing also involves managing infrastructure such as analytical software to monitor interactions on social media and other resources that support the implementation of publications.

Effective organizing ensures that all elements in the Bawaslu structure work in harmony to achieve common goals.

c) Actuating

The mobilization function refers to the implementation of a predetermined plan. In the context of news reporting, mobilization involves (Setyawan, 2023):

- **Educational Campaign:**

Bawaslu runs an educational campaign through social media and the official website. This campaign is designed to increase public understanding of voter rights, election stages, and the importance of reporting violations.

- **Content Distribution:**

Published content includes short videos, infographics, surveillance data quotes, violation trends, and election-related announcements. To maintain consistency, Bawaslu sets a regular publication schedule that includes at least one educational video per week and three daily content.

- **Interaction with the Public:**

In addition to conveying information, Bawaslu also actively interacts with the public through comments, direct messages, or online discussion forums. This aims to build public trust and respond to concerns that arise regarding the election process.

Effective mobilization ensures that the planned information can be widely accepted by the public and is in accordance with the objectives of the news.

d) Controlling

The supervisory function aims to ensure that all activities carried out are in accordance with the established plans and guidelines. (Bayangkara et al., 2022) In this case, Bawaslu carries out:

- **Monitoring the Effectiveness of News Reporting:**

The effectiveness of news reporting is assessed through indicators such as the number of interactions (likes, shares, comments) on social media, the level of visits to the official website, and the number of reports of violations received from the public.

- **Internal Supervision:**

Bawaslu implements an internal supervision mechanism to ensure that each work unit complies with the reporting guidelines, including in terms of message consistency, information accuracy, and publication time.

- **Handling Hoaxes:**

As part of supervision, Bawaslu is also tasked with monitoring and handling the spread of fake news that can harm the election process. This is done by providing official clarification through social media and other channels.

e) Evaluating

Evaluation is the process of assessing the results achieved to determine the extent to which the objectives have been met. (Liana Herawati, 2022) In the context of Bawaslu reporting, evaluation includes:

- **Assessment of News Performance:**

News performance is evaluated based on public engagement reports, community feedback, and achievement of predetermined targets, such as the number of content published and the level of community participation.

- **Identification of Deficiencies:**

Through evaluation, Bawaslu can identify obstacles or deficiencies that occur during the implementation of news reporting, such as lack of resources or errors in delivering messages.

- **Recommendations for Improvement:**

The evaluation results are used to compile recommendations for improvement, both in news strategies and social media management, so that they can be more effective in the future.

1. Public Communication in the Digital Era

Public communication is the process of delivering messages to a wide audience for information, education, or opinion building. In the digital era, advances in information technology and social media such as Instagram, Facebook, Twitter, and TikTok facilitate fast, interactive, and global communication. This creates challenges and opportunities for public institutions, such as Bawaslu, to utilize digital media as a means of two-way or multi-way communication, where the audience can provide direct feedback. (Masyarakat & Lpi, 2024)

The Strategic Role of Social Media in Public Communication

Social media provides a great opportunity for Bawaslu to strengthen its existence as a transparent, responsive, and accountable institution. (Seran et al., 2024) Circular Letter Number 38 of 2022 emphasizes the importance of optimizing social media as an effective communication tool in supporting the implementation of the Election. The strategic role of social media in public communication by Bawaslu includes:

1. Increasing Public Awareness of Election Stages

Social media is a medium for conveying important information related to election stages, such as voter registration schedules, campaign periods, and voting day. This aims to ensure that the public not only knows important information but is also actively involved in every stage of the election. In addition, information conveyed through social media allows the audience to access it anytime and anywhere, thereby increasing communication efficiency. (Kasim et al., 2023)

2. Disseminating Interesting Educational Information

In an effort to increase public political literacy, Bawaslu utilizes social media to disseminate educational content such as short videos, infographics, and interesting fact quotes. This content is designed to be easy to understand and relevant to the information needs of the community. With this approach, Bawaslu can reach various segments of society, including those who may have previously been uninterested or did not understand the election process.

3. Building a Positive Image and Public Trust

Social media helps build a positive image of the institution through transparency of information and openness to criticism, which strengthens public trust. Consistent and professional content also supports Bawaslu's image as a credible and professional institution (Awat Amir et al., 2024).

Optimizing Communication Strategy in the Digital Era

Optimizing public communication in the digital era requires a strategic approach that involves various aspects. According to (Economics & Accounting, 2024), an effective communication strategy involves:

- **Audience Identification:** Determining the target segment of society for communication, such as young voters, female voters, or certain communities.

- **Compiling an Interesting Message:** Using language that suits the characteristics of the audience and creating relevant and interesting messages, for example through storytelling or creative visuals.
- **Choosing the Right Media:** Utilizing social media platforms that are popular among the target audience. For example, TikTok for entertaining and informative short video content, or Instagram for infographics and live streaming.
- **Data Evaluation and Analysis:** Measuring the success of communication through social media metrics such as the number of views, interactions, and active participation of the community. This data can be used to improve the quality of communication in the future.

Supporting Theories in Public Communication in the Digital Era In addition to Effendy's (2009) public communication theory, several other theories are also relevant in understanding and optimizing public communication in the digital era:

1. **Uses and Gratifications Theory (Katz, 1974):** Explains that audiences use media based on their needs, such as the need for information, entertainment, or social engagement. Therefore, Bawaslu must be able to provide content that suits the needs of the community (Meri et al., 2020).
2. **Agenda-Setting Theory (McCombs & Shaw, 1972):** States that the media has the power to influence what is considered important by the community. In this context, Bawaslu can use social media to place important election issues as the main agenda of the community (Sari & Sa'idah, 2024).
3. **Interactivity Theory (Ha & James, 1998):** Emphasizes the importance of interaction in digital communication. Social media allows Bawaslu to communicate directly with the public, answer questions, and receive input or criticism (He et al., 2024).

1. **Transparency and Accountability in Election Reporting**

Transparency and accountability are important principles in a healthy democracy. Transparency means providing timely information to the public, while accountability requires public institutions to be responsible for their policies and actions (Robial et al., 2023). Bawaslu implements these two principles by conveying information in accordance with the law and involving the public in election supervision, including through social media. Within the framework of New Public Management, transparency and accountability also support the efficiency and effectiveness of public institutions, while preventing disinformation in election reporting (Hood, 1991; Era & Mayasari, n.d.).

The implementation of the principles of transparency and accountability in election reporting includes:

- a) **Publication of consistent and quality information:** Bawaslu is required to convey correct and non-misleading information to the public, in accordance with Circular Letter Number 38 of 2022 concerning Optimization of News and Publication.
- b) **Reporting and feedback mechanisms:** Bawaslu must provide channels for the public to report election violations or provide feedback on the institution's performance. This is a form of public accountability.
- c) **Collaboration with the media and the public:** Transparency and accountability also require active collaboration between Bawaslu, the mass media, and civil society to ensure that all parties have access to relevant and important information.

2. **Optimizing Social Media in News Reporting**

Bawaslu Decree Number 0083/HM.00/K1/03/2022 is a guideline for managing social media to increase the effectiveness of election reporting. This guideline ensures that Bawaslu's message is conveyed efficiently and effectively to the public through social media platforms:

- a) **Providing educational, informative, and publicistic content:**

Bawaslu content must provide a clear understanding of the election stages, the rights and obligations of voters, and the importance of participatory supervision. Through infographics, videos, and easy-to-understand messages, Bawaslu can increase public awareness and participation for a better quality of democracy.

b) Increasing public participation through direct interaction on social media:

Social media allows Bawaslu to communicate directly with the public, opening up space for questions and answers, reporting violations, and two-way dialogue. This strengthens relations with the public and accelerates the dissemination of information widely.

c) Ensuring consistency in the quality of news reporting at all levels of Bawaslu:

This guideline aims to equalize the quality of news reporting by the central and regional Bawaslu so that the messages conveyed are consistent, integrated, and maintain the credibility of the institution as a professional and independent election supervisor.

1. Bawaslu chose social media as the main news channel for several reasons (Tranggana Angga U, 2023):

- a) Free and easily accessible to anyone, allowing for the widespread dissemination of information at no cost.
- b) Reaching a large audience, with more than 170 million internet users in Indonesia in 2023, making social media a very potential communication tool.
- c) Efficient and interactive, because it can convey messages quickly in various formats (text, images, videos), and allows direct feedback from the public, according to the two-way communication model (Shannon-Weaver, 1949) and Agenda Setting theory (McCombs & Shaw, 1972) which highlights the role of the media in shaping public opinion and participation.

Hoaxes and Challenges of Election Reporting

Hoaxes are a threat in elections because they damage public perception, reduce trust in organizers, and reduce voter participation (Simatupang, 2024). The spread of hoaxes through social media creates confusion and social polarization, so fast and accurate reporting is needed to counter disinformation (Syukur, Abd, 2025). Circular Letter 38 of 2022 encourages Bawaslu to maximize social media to convey factual and reliable information to the public.

1. Disseminating factual information: Bawaslu uses social media to provide accurate and accountable information about election stages, voter rights, and election supervision issues, in order to restore public trust eroded by hoaxes.
2. Becoming the main reference for the community: Bawaslu ensures that digital communication channels, such as websites and social media, are trusted and easily accessible sources of information, helping the public distinguish authentic information from hoaxes.

Bawaslu prioritizes fast and accurate news reporting to educate the public about the importance of fighting hoaxes, maintaining election integrity, and actively participating. This is in line with the theory of media literacy, which emphasizes the importance of access to develop the ability to sort out correct information and avoid hoaxes (Nuralim & Ghafirin, 2023). This regulation also focuses on empowering the public to be more critical in accessing information and preventing the spread of hoaxes that disrupt the election.

C. RESEARCH METHODOLOGY

This study uses a descriptive qualitative method to analyze the role of the East Java Provincial Bawaslu in reporting the 2024 Election, based on document analysis and related

theories. This method allows for in-depth studies without requiring primary data such as interviews or observations.

Type of Research

This study uses a descriptive qualitative approach, which aims to understand and describe phenomena in depth. The focus of the study is to describe the role, policies, and implementation of Bawaslu in reporting the 2024 Election systematically.

Data Sources

In this study, the data used are secondary data, obtained from various official documents, regulations, and regulations issued by Bawaslu and other relevant documents. The data sources used are as follows:

- Circular Letter 38 of 2022 concerning Optimization of News and Publication in the Bawaslu Environment at the 2024 Election Stages.
- Bawaslu Decree Number 0083/HM.00/K1/03/2022 concerning Guidelines for Social Media Management in the Bawaslu Environment.
- Law Number 7 of 2017 concerning General Elections.
- Other relevant literature related to news reporting, transparency, and the use of social media in the context of elections.

This data will be used to analyze how Bawaslu carries out its function in reporting and how the reporting relates to the principles set out in existing regulations.

Data Collection Techniques

This study uses a qualitative method with the data used being document analysis. The steps of document analysis include:

This study involves:

- Collection of related documents, such as Circular Letter 38 of 2022, Bawaslu Decree Number 0083/HM.00/K1/03/2022, and election laws and regulations.
- Literature study to find references on public communication theory, the role of election supervisory institutions, and the use of social media in election reporting.
- Document content analysis to understand Bawaslu's news strategy and its effectiveness.

Data Analysis Techniques

In this study, data analysis was carried out using the Miles and Huberman analysis model, which includes three main steps:

- Data Reduction: The data obtained will be filtered to ensure relevance to the focus of the study, namely the role of Bawaslu in news reporting, regulation, and the principle of transparency.
- Data Display: Relevant data is presented systematically in narrative or tabular form to explain the relationship between theory, regulation, and its application in election reporting.
- Conclusion Drawing and Verification: Conclusions will be drawn about the effectiveness of East Java Bawaslu's reporting, as well as its contribution to transparency, accountability, and public participation. The results are verified with the theories used, such as Siagian's organizational role theory and the principle of transparency

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D. RESULT AND DISCUSSION

This study uses a descriptive qualitative approach to analyze documents and regulations implemented by Bawaslu East Java in the 2024 Election. The focus of the study is to understand the role of Bawaslu in reporting the Election based on Circular Letter 38 of 2022, Bawaslu Decree Number 0083/HM.00/K1/03/2022, and Siagian's organizational role theory. The results of the study reveal findings related to the news strategy implemented by Bawaslu East Java.

a) News Planning

Bawaslu East Java's news planning in the 2024 Election focuses on the use of social media as an efficient communication channel to reach the public (Rangga, 2024). Social media is used not only to disseminate information, but also to educate the public about the stages of the Election, supervision, and the importance of their active role in Election supervision, thus building public awareness to play a deeper role.

Purpose of News

The purpose of East Java Bawaslu's news coverage is to provide a clear understanding to the public regarding their rights and responsibilities in supervising the Election. Educational news is expected to encourage the public to be more active in following the stages of the Election and to be involved in supervision, such as reporting if they find fraud or violations. This goal is also to improve the quality of democracy through active community participation.

Content Strategy

Based on Circular Letter 38 of 2022, East Java Bawaslu implements a content strategy that pays attention to readability and understanding for all groups, from educated to the general public. Bawaslu develops content in the form of infographics, videos, and easy-to-understand text to explain complex information simply and attractively.

- Infographics:** Explaining the election stages visually with easy-to-understand images and text, such as how to check the voter list, voting procedures, and reporting violations.
- Videos:** Presenting dynamic explanations with examples or simulations of election stages, such as how to vote and report violations.
- Text:** Articles or announcements that provide detailed explanations of the election process and voter rights as in-depth references.

The East Java Bawaslu's reporting, based on Circular Letter 38 of 2022, aims to disseminate information that is accurate, easily accessible, and understood by the public to support election supervision. With a structured approach and tailored content, Bawaslu optimizes social media as a means of education so that the public plays an active role in ensuring that the 2024 Election is fair and free from fraud (Pokhrel, 2024).

Organizing Social Media

East Java Bawaslu organizes social media in a structured manner with a special team to ensure that information on the 2024 Election is delivered clearly and consistently. This team is responsible for maintaining the quality of the information disseminated.

Social Media Team Duties

The East Java Bawaslu social media team has several main tasks, including:

- a) Aligning messages and consistency of reporting on various social media platforms to prevent public confusion.
- b) Monitoring public interactions to assess responses to the information disseminated, including analysis of likes, shares, and comments.
- c) Responding to questions or responses from the public that require clarification so that communication remains two-way and avoids misunderstandings.

Platforms Used

East Java Bawaslu uses various social media platforms to convey information related to the 2024 Election and election supervision according to the audience and communication objectives. The main platforms used are:

- a) Facebook: Reaching a wide audience with text, image, and long video content, for in-depth information about the stages and procedures of the Election.
- b) Instagram: Focuses on infographics and engaging visual images, suitable for young audiences with short and easy-to-understand information.
- c) Twitter: Disseminates quick and concise information with direct messages, effective for important updates and announcements.
- d) YouTube: Provides in-depth information through longer videos, including tutorials and interactive Q&A sessions.

Different Communication Approaches and Styles

Each social media platform has a different audience and communication style, influencing how Bawaslu structures content:

- a) Facebook: Suitable for older audiences, using long texts, articles, or infographics for in-depth information.
- b) Instagram: Focuses on visual content such as infographics and short images, appealing to younger audiences with visual preferences.
- c) Twitter: Used for quick and concise information, ideal for the latest updates related to the Election or supervision.
- d) YouTube: Provides a long video format for more in-depth explanations, such as tutorials or clarifications related to the Election.

By adjusting the communication style on each platform, Bawaslu East Java ensures that Election information can be reached effectively and efficiently.

Implementation of News (Mobilization)

Bawaslu East Java focuses on distributing educational content on social media to increase participation in the 2024 Election, by paying attention to audience characteristics and delivering clear, interesting, and easy-to-understand information.

Content Types

The content distributed by Bawaslu East Java includes various forms that are tailored to the needs of the community and the development of information technology. The types of content used include:

- a) **Infographics:** Infographics are used by Bawaslu to visually describe the stages of the Election, making it easier for the public to understand their rights, obligations, and how to report violations. Infographics are effective in delivering information quickly, clearly, and easily remembered.
- b) **Educational Videos:** Video content is used by Bawaslu to provide detailed explanations of Election procedures and supervision, such as tutorials on voter steps and how to counter hoaxes. These videos are effective in reaching a wider audience, especially those who prefer visual and audio formats.
- c) **Live Sessions:** Live sessions via Instagram Live, YouTube Live, or Facebook Live allow the public to ask Bawaslu directly about the Election, create direct interaction, and provide clarification on current issues.
- d) **Purpose of News Reporting**

The main purpose of the news reporting carried out by Bawaslu East Java through social media content is to mobilize the public to participate more actively in the 2024 Election. Some of the specific objectives of this news reporting are as follows:

- a) **Increasing Public Awareness:** Bawaslu uses social media to remind the public about the important stages of the Election, the rights and obligations of voters, and how to report violations, such as the importance of coming to the TPS and avoiding hoaxes.
- b) **Encouraging Active Participation:** Bawaslu invites the public to actively monitor the Election, not only as voters, by reporting fraud or violations through applications or other communication channels.
- c) **Preventing Disinformation (Hoaxes):** Bawaslu disseminates valid information to combat hoaxes, ensuring that the public receives correct information and can make the right decisions during the Election.
- d) **Establishing Interaction with the Public:** Bawaslu's live sessions build two-way communication, answer public questions, provide clarification, and deepen understanding of the Election.

Bawaslu East Java uses creative and interactive content such as infographics, videos, and live sessions to educate and increase public participation in the 2024 Election, through its wide-reaching social media platforms.

a) News Monitoring

East Java Bawaslu monitors the effectiveness of the 2024 Election news on social media, with a focus on public engagement and response, to ensure that the information disseminated is accurate and in accordance with guidelines.

● Engagement Indicators

To evaluate the extent to which news can influence the public, Bawaslu uses several engagement indicators that can measure public interaction with content that has been disseminated through social media. These indicators include:

- a) **Number of Likes:** The number of likes on Bawaslu posts indicates how relevant and useful the content is to the audience.
- b) **Number of Shares:** The number of shares indicates how much the audience considers the information important and valuable to share.
- c) **Number of Comments:** Comments provide insight into audience response, helping Bawaslu assess understanding and potential confusion regarding the information disseminated.

- d) Number of Educational Video Views: The number of Bawaslu educational video views indicates how much the public is interested in understanding the stages of the Election and supervision.
- e) Analysis of this indicator data helps Bawaslu assess the effectiveness of news coverage and the extent to which the public is involved in the election.

Public Response

In addition to measuring engagement through more quantitative indicators, Bawaslu East Java also observes direct feedback from the public. This feedback is obtained through comments, direct messages, or even suggestions and criticisms provided by the public through social media platforms. This response includes various forms, including:

- a) Positive and Negative Comments: Public comments reflect perceptions of the news, where positive comments indicate useful information, while negative comments indicate unclear or incorrect information that needs to be clarified.
- b) Direct Message: Interaction via private messages allows Bawaslu to provide quick answers to questions or input, ensuring that the public is not hampered in obtaining the information they need.
- c) Criticism and Suggestions: Criticism and suggestions from the public can be used by Bawaslu to improve the quality of reporting, such as adjusting the format or language to make it easier to understand.
- d) Response monitoring helps Bawaslu to be more adaptive, improve the quality of reporting, and increase public participation in the Election.
- e) Bawaslu East Java's news monitoring uses indicators of public involvement and response to evaluate the effectiveness of reporting and improve its quality, ensuring that educational and monitoring goals are achieved.

News Evaluation

The evaluation is carried out based on the public response to the news disseminated by the East Java Bawaslu. The assessment is carried out by measuring the increase in voter participation, interaction on social media, and the effectiveness of news reporting in countering hoaxes.

- Success Indicators: The success of news reporting is measured by the increase in voter participation and public interaction on social media, which reflects public awareness in monitoring and voting in the 2024 Election.
- Influence in Countering Hoaxes: The East Java Bawaslu ensures the dissemination of fast and accurate information to prevent disinformation and hoaxes that can damage the integrity of the Election.
- The East Java Bawaslu supports democratic and participatory Elections with planned news reporting, good organization, and regular evaluation, educating the public and overcoming the challenges of hoaxes and low participation.

The Role of Bawaslu in Reporting Based on Siagian's Theory

The five main functions of an organization according to Siagian's theory—planning, organizing, mobilizing, supervising, and evaluating—are related to the East Java Bawaslu's reporting in the 2024 Election.

1. Planning

Bawaslu East Java strategically planned news coverage by mapping social media content to reach a wide audience, especially young voters. Circular Letter 38 of 2022 and Bawaslu Decree Number 0083/HM.00/K1/03/2022 emphasized the importance of social media to increase public awareness of the election stages and supervision.

2. Organizing

Bawaslu East Java formed a social media team that works together between the center and regions to ensure consistency, organization, and conformity of news to standards. This team manages platforms such as Twitter, Instagram, Facebook, and YouTube, and divides tasks in managing educational content and evaluating public responses.

3. Actuating

Bawaslu East Java educates the public through social media content such as videos, infographics, and articles that discuss voting rights, supervision, and reporting violations. This effort aims to provide knowledge and encourage active participation in election supervision, with a focus on young audiences who are connected to the digital world.

4. Controlling

Bawaslu East Java monitors the dissemination of information through social media by analyzing community engagement, such as likes, comments, and shares. This supervision aims to evaluate the effectiveness of the news and ensure that the content disseminated is in accordance with the guidelines and free from misinformation.

5. Evaluating

Bawaslu East Java assesses the impact of news on community participation in the 2024 Election, by measuring the clarity, benefits, and reach of information. Based on this assessment, they will adjust the news strategy periodically.

1. Implementation of Bawaslu Regulations

East Java Bawaslu refers to Circular Letter 38 of 2022 and Bawaslu Decree Number 0083/HM.00/K1/03/2022 in managing news reporting through social media. They ensure that information about the election and supervision is disseminated clearly, despite challenges such as limited internet access and public skepticism towards the information disseminated.

2. Obstacles Faced in Reporting

a) Limited Human Resources

In several areas of East Java, the lack of employees who are skilled in managing social media hinders the dissemination of accurate information, especially in remote areas that have difficulty getting training.

b) Limited Infrastructure

Uneven internet access in East Java makes it difficult for remote areas to get information through social media, which makes news reporting less effective.

c) Hoaxes and Disinformation

Hoaxes and disinformation on social media reduce public trust in Bawaslu and the election process because many people trust unreliable information more.

3. Efforts to Optimize News Reporting

To overcome these various obstacles, Bawaslu East Java can make several efforts to optimize news reporting:

a) Training for Staff

Increasing employee involvement in managing social media is very important for the success of news reporting. Bawaslu staff can convey clearer and more targeted messages by receiving training on content management, dissemination of correct information, and hoax control.

b) Collaboration with Mainstream Media and Civil Society Organizations

Bawaslu East Java can collaborate with mainstream media and civil society organizations in disseminating information to expand the reach and increase the credibility of information. In addition to providing more in-depth information to the public, this collaboration can strengthen the narrative that is being conveyed.

c) Utilization of More Sophisticated Technology

Information can be distributed better, especially in hard-to-reach areas, with technology such as mobile applications or more sophisticated online platforms. This will ensure that information is delivered quickly, accurately, and effectively.

E. CONCLUSION

This study shows that Bawaslu East Java has carried out an important role in reporting the 2024 Election well, based on Siagian's theory of organizational roles. They succeeded in planning, organizing, mobilizing, supervising, and evaluating news reporting in accordance with existing regulations. Educational and interactive reporting through social media succeeded in engaging the public, especially young voters, although challenges such as infrastructure and digital literacy limited reach. The author suggests that Bawaslu strengthen its news strategy by collaborating with mainstream media and other institutions, as well as handling hoaxes and utilizing the latest technology to reach remote areas.

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