

Vol 9, No 1	2025	Halaman 012-023
--------------------	-------------	------------------------

Communication Analysis of the Rembang Regency General Elections Commission Regarding the 2024 General Election Re-voting

Deva Anggreani Ludina¹, Nibrosu Rohid²

^{1,2}*Universitas PGRI Ronggolawe Tuban*
Jl. Manunggal No 61 Tuban, Jawa Timur, Indonesia
devaanggreaniludina@gmail.com

Received: 07-06-2025, Revised: 28-08-2025, Acceptance: 03-09-2025

Abstract

This study aims to analyse the public communication strategies implemented by the Rembang Regency General Elections Commission (KPU) during the implementation of the 2024 General Election Re-voting (PSU). As a corrective mechanism, PSU requires effective communication to maintain public trust and institutional legitimacy. This research employs a descriptive-interpretative qualitative approach, with the leadership of KPU Rembang, including the Chairperson and members as research subjects. Data were collected through in-depth interviews, participant observation, and official document studies, followed by a thematic analysis. The results indicate that KPU Rembang implemented a multi-channel, adaptive, educational, and transparent communication approach. The communication strategy was tailored to audience characteristics, utilising face-to-face interactions, print media, and digital platforms. Human resource preparation through training and polling station (TPS) simulations ensured that messages were delivered consistently and accurately. This approach reflects the principles of media richness, audience-centred communication, crisis communication, and institutional legitimacy, enabling the public to clearly understand the objectives and procedures of the re-voting process. The study also found that strong internal coordination and consistent socialisation materials enhanced communication effectiveness, despite challenges in reaching populations with low political literacy. These findings confirm that KPU's public communication plays a crucial role in building community understanding, safeguarding public trust, and maintaining the integrity of the re-voting process.

Keywords: Communication; KPU Rembang; Re-voting (PSU); Media Richness

INTRODUCTION

General elections serve as the primary instrument for realising popular sovereignty and the legitimacy of political power within a modern democratic system. The conduct of credible elections demands not only compliance with legal and technical aspects but also the effectiveness of public communication by election organisers

in conveying information, policies, and decisions to the public in a transparent and comprehensible manner (Norris, 2014; Perloff, 2021). Public trust in election results is heavily influenced by how organising bodies manage communication at every electoral stage, particularly during extraordinary conditions that have the potential to trigger public doubt (Alfikri, 2023; Azhari et al., 2023; Fuadi, 2020; Safitri, 2021).

Repeat Balloting (*Pemungutan Suara Ulang* or PSU) is a constitutional mechanism implemented as a result of administrative violations, procedural errors, or breaches of electoral principles that result in flawed initial vote counts. PSU is often perceived negatively by the public, as it is seen to reflect the failure of election organisers to perform their duties professionally (Birch, 2011; Norris et al., 2014). Such situations place public communication as a strategic factor in maintaining voter confidence and the legitimacy of the electoral institutions.

The 2024 Simultaneous Elections in Indonesia marked a new level of complexity in electoral governance, including an increase in election disputes and the implementation of PSU across various regions. As the organising body, the General Election Commission (KPU) is required to clearly explain the legal basis, objectives, and mechanisms of PSU to the public to prevent disinformation and political delegitimation (Sony, 2024; Umum, 2023). Rembang Regency, as one of the areas that conducted a PSU during the 2024 Election, faced unique communication challenges, particularly in reaching local voters with specific social and political characteristics. These conditions render the analysis of the Rembang KPU's communication within the context of the PSU a relevant and strategic academic issue for investigation.

Studies regarding repeat balloting in Indonesia generally focus on electoral law and the causes of PSU. Research by Ramadhan (2022) indicates that PSU is largely caused by administrative errors by organisers at the polling station (TPS) level, which impacts public trust in the quality of the election. Similar findings were presented by Lestari and Nugroho (2021), who emphasised that PSU serves as an indicator of weak managerial capacity and electoral supervision at the local level. From a constitutional law perspective, PSU is positioned as a corrective instrument; however, there has been little discussion regarding the communicative implications of such policies (KONSTITUSI & INDONESIA, n.d.).

Several previous studies have examined the communication strategies applied by election organisers in facing the dynamics of the general election process. Research in the context of the 2024 Simultaneous Elections in Tuban Regency suggested that comprehensive political communication planning is a vital factor in socialising the electoral stages and maintaining public participation (Rohid et al., 2022). Furthermore, literature indicates that the public communication strategies of election organisers are determined by their ability to tailor messages to audience characteristics and local social conditions (Hidayat et al., 2023; Hidayat & Susilo, 2021). These findings underscore the importance of an adaptive and contextual communication approach, yet specific studies on the dynamics of organiser communication within the context of PSU remain limited.

Other research has examined KPU communication in the context of election socialisation and increasing voter turnout. A study by Tahir and Kurniawan (2017) found that social-media-based communication strategies employed by regional KPUs contributed to increased voter awareness, although effectiveness depended

heavily on message consistency and clarity of information (Tahir, 2017). Research by Dewi et al. (2022) also reaffirmed that KPU public communication functions as an instrument of political education capable of shaping voter perceptions and attitudes (Dewi et al., 2022). However, the focus of these studies remains limited to normal electoral conditions and has not yet positioned PSU as a context for crisis communication.

A number of international studies in the field of political communication position election organisers as institutional communication actors who play a vital role in maintaining electoral integrity. Norris (2014) and Perloff (2021) emphasise that communication failure during an electoral crisis can exacerbate political distrust and weaken democratic legitimacy (Norris, 2014; Perloff, 2021). Nevertheless, these studies have not specifically linked the communication practices of local-level election organisers with the implementation of PSU in the context of a developing country like Indonesia.

Rohid (2021) states that election supervision communication serves not only as a means of information but also as an instrument for building public trust in the democratic process (Rohid, 2021). Existing literature shows a tendency for PSU research to focus more on the normative, juridical, and technical aspects of election administration. Analyses linking PSU with the public communication dimensions of election organisers are still relatively limited, particularly at the regency/city KPU level. Research on KPU communication is largely focused on general election socialisation and increasing voter participation, rather than communication in electoral crisis situations such as PSU (Norris et al., 2014; Tahir, 2017).

The local context of Rembang Regency has also received little attention in academic studies related to election communication. The social characteristics of the community, local political dynamics, and the political literacy levels of voters potentially influence the effectiveness of the KPU's communication in explaining the PSU. The absence of research specifically analysing how the Rembang KPU managed messages, media, and public relations during the 2024 PSU indicates a research gap that needs to be filled systematically and empirically.

This research offers novelty by positioning PSU as a crisis communication context within election administration at the local level. The research focus on the analysis of the Rembang KPU's communication regarding the 2024 PSU provides an empirical contribution that is rarely found in political and public communication studies in Indonesia. This approach expands the study of elections—which has hitherto been dominated by legal and administrative perspectives—by incorporating the dimension of institutional communication.

Further novelty lies in the use of a public organisational communication framework to analyse the KPU's role as a state communication actor dealing directly with voters. This analysis is expected to explain how communication strategies, the selection of information channels, and public responses interact during a PSU situation. The results of this study have the potential to provide practical recommendations for election organisers in designing communication strategies that are more effective and responsive to future electoral crises (Norris, 2014; Perloff, 2021).

The problem formulation in this study stems from the need to comprehensively understand the public communication practices carried out by the

Rembang KPU in the context of the 2024 PSU. Primary attention is directed towards how the Rembang KPU designed and implemented communication strategies to convey PSU information to voters, including message clarity, information consistency, and the suitability of the communication media used relative to local voter characteristics.

The research focus also encompasses the Rembang KPU's efforts in managing organisational communication when facing electoral crisis situations that could potentially affect public trust in electoral integrity. This aspect includes how the KPU explained the legal basis, objectives, and implementation mechanisms of the PSU, as well as how the institution responded to the dynamics of public opinion, misinformation, and potential public resistance to the PSU policy.

Finally, this study examines the public response to the communication delivered by the Rembang KPU during the PSU process, both in terms of the level of understanding and acceptance, and the attitudes of voters towards the conduct of the repeat balloting. An analysis of this public response is deemed essential to assess the effectiveness of KPU communication in maintaining the legitimacy of the election and rebuilding public trust following a PSU.

METHODOLOGY

This research methodology employs a qualitative descriptive-interpretative approach to understand the public communication practices carried out by the Rembang Regency General Election Commission (KPU) within the context of Repeat Balloting (PSU) during the 2024 Election. This approach was selected because it emphasises a profound understanding of social phenomena and the meanings constructed by research subjects, without the manipulation of variables (Creswell & Poth, 2016; Moleong, 2021; Patton, 2014). The descriptive element enables the researcher to outline communication strategies, the media utilised, and public responses to PSU information, while the interpretative element is used to analyse how the KPU leadership formulated messages, adapted communication channels, and managed the dynamics of public opinion throughout the PSU process.

The research subjects consist of the leadership of the Rembang Regency KPU, including the Chairperson and members. The KPU leadership was selected as they possess in-depth knowledge and the authority regarding communication decision-making, alongside direct experience in managing messages, media, and public feedback during the PSU. These subjects were determined through purposive sampling based on the relevance of their roles in the PSU communication process, ensuring that the information obtained is rich and comprehensive (Creswell & Poth, 2016; Rubin & Rubin, 2011; Silverman, 2002).

SCIENCE ● ● ●

Type of research design

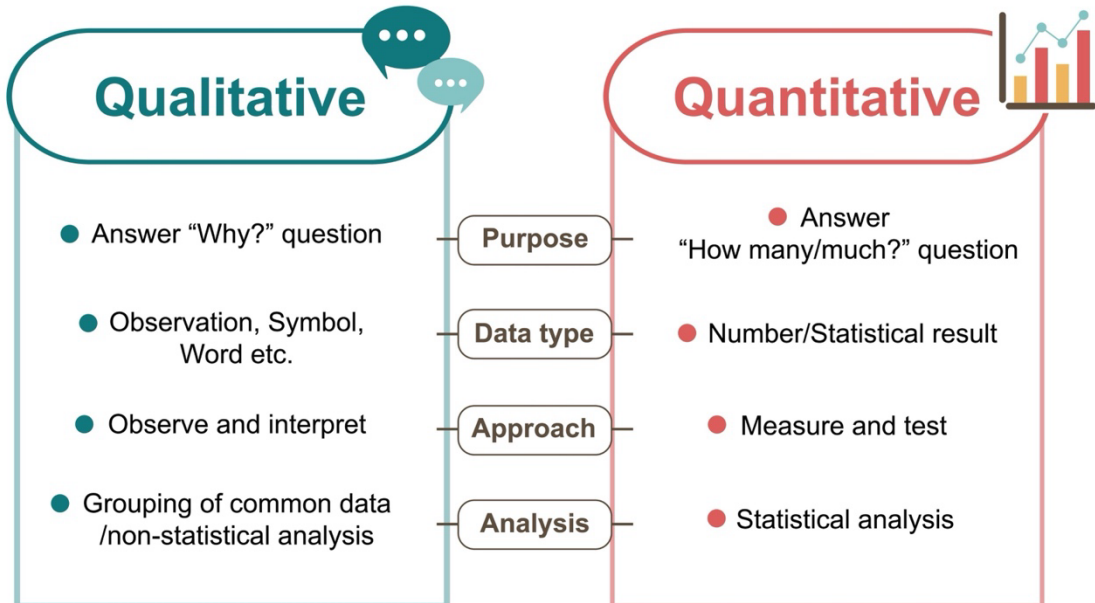


Figure 1. Methodology Approach
Source: Shutterstock (2025)

Data were collected through in-depth interviews with the KPU leadership to explore their perceptions, experiences, communication strategies, and the challenges faced during the PSU. The interviews were semi-structured to allow for a broader and deeper exploration of the topic (Kvale & Brinkmann, 2015; Rubin & Rubin, 2012). Furthermore, observations were conducted on the KPU's communication activities to verify interview data and provide a real-world context for communication practices (Creswell & Poth, 2016; Patton, 2014). Official KPU documentation—such as minutes of meetings, socialisation materials, press releases, and social media content—was analysed to supplement the interviews and observations, thereby supporting data triangulation (Moleong, 2021; Yin, 2017).

Data analysis was performed using thematic analysis to identify patterns, themes, and meanings emerging (See Figure 1) from the KPU's communication practices (Braun & Clarke, 2006; Creswell & Poth, 2016). The analysis stages included the transcription of all interviews and observation notes, initial coding to identify relevant information concerning strategies, channels, messages, and public responses, the development of main themes based on communication patterns, challenges, and successes, as well as thematic interpretation to explain the significance of communication practices within the PSU context (Dinansyah et al., 2024; Susi Nurdianingsih et al., 2024). Triangulation between interviews, observations, and documentation was utilised to enhance the validity and credibility of the research findings (Patton, 2014; Yin, 2018).

This study upholds the principles of research ethics, including informed consent, data confidentiality, and transparency in interpretation. Research subjects were provided with comprehensive information regarding the study's objectives, procedures, and their right to withdraw at any time. Identities and sensitive information have been kept confidential, and the research results are intended solely for academic purposes. Data interpretation was conducted based on empirical evidence with data triangulation to ensure the accuracy of the findings (Creswell & Poth, 2016; Silverman, 2002).

DISCUSSION

Results

The research findings were derived from a combination of in-depth interviews, participant observations, and a study of official General Election Commission (KPU) documents regarding the implementation of Repeat Balloting (PSU) during the 2024 Election in Rembang Regency. The interview results revealed the KPU's communication strategies, the leadership's perceptions of PSU challenges, and their experiences in engaging with the voting public. The findings indicate that the Rembang Regency KPU placed transparency and public education as primary priorities in their communication regarding the 2024 PSU. Informant 1, the Chairperson of the Rembang KPU, emphasised the importance of information disclosure, stating: "We stressed transparency at every stage of the PSU. The public needs to know that the repeat ballot was conducted based on corrective advice from the Rembang Election Supervisory Agency (Bawaslu), rather than due to officer error, making clear and open communication a top priority." This statement suggests that the KPU leadership consciously positioned communication as a strategic instrument to maintain institutional legitimacy and public trust, whilst minimising the potential for miscommunication that could lead to negative perceptions of the PSU process.

This finding was reinforced by Informant 2, a member of the Socialisation, Human Resources, Voter Education, and Community Participation division, who explained that information transparency was realised not only through official announcements but also through direct explanations to the community. They stated: "We always emphasised to the public that PSU is part of an improvement process to ensure the election runs according to the rules. we conveyed this information repeatedly so that the perception would not arise that the PSU occurred because of a KPU failure." Such a statement shows that transparency was not merely administrative but also communicative, highlighting the educational aspect so that the community understood the full context and purpose of the repeat vote. Furthermore, Informant 2 added that public education was a vital element in avoiding misunderstandings at the grassroots level, noting: "Many people were initially confused as to why they had to vote again. Because of this, we assigned officers to explain the reasons for the PSU, the procedures, and voter rights in detail, so that the public felt confident and did not hesitate to come to the polling station (TPS)." This indicates that educational communication was directed at building a sense of security and certainty for voters, thereby maintaining community participation despite the repeat balloting.

The interview results also demonstrated that transparency was understood as an effort to build long-term trust between the KPU and the community. Informant 1 added: "If the public understands the reasons and the process of the PSU, they will be more likely to believe that the KPU is working according to the rules. That trust is vital so that the election results remain accepted." This finding confirms that public communication during the PSU was not only oriented towards delivering technical information but also towards establishing legitimacy and social acceptance of the electoral process and its results. Informant 2 further noted that the KPU utilised a multi-channel approach in disseminating PSU information, explaining: "We combined official announcements at sub-district offices and face-to-face meetings at village halls with digital media such as Instagram, WhatsApp, and the KPU website. We tailored every message to the characteristics of the audience. For elderly citizens, we used direct explanations and visual posters; for younger voters, we relied on social media content with simple, illustrative language." This confirms that the KPU performed audience segmentation to ensure messages were delivered effectively.

Informant 3, a member of the Planning, Data, and Information division, highlighted the importance of internal human resource preparation. They explained: "Officers were trained to answer public questions, particularly regarding PSU procedures. We also prepared response guides to ensure messages were consistent and did not cause confusion. Polling station simulations were conducted before the repeat ballot day to ensure the public understood the procedures and their voting rights." This indicates that the KPU applied capacity-building principles for its officers to ensure public communication was more accurate and credible. Observational results strengthened the interview findings by showing that public communication during the PSU was managed in a planned and layered manner. The researcher observed that internal coordination meetings within the Rembang KPU were not only conducted weekly but also focused on evaluating public feedback from previous socialisation stages. In these meetings, leadership and staff discussed the most frequently asked questions, reconstructed narratives that were deemed poorly understood, and ensured a uniformity of terminology and messaging across all field officers. This practice demonstrates a systematic effort to maintain message consistency and avoid conflicting explanations that could potentially trigger public confusion.

Field observations also showed that simulations and face-to-face socialisation were conducted selectively based on regional mapping. Villages with low voter turnout or limited electoral literacy were made top priorities. During these activities, KPU officers did not only explain technical procedures but also provided space for dialogue, allowing the community to express their questions and concerns. The researcher noted that this dialogic approach helped the community understand the rationale behind the PSU and increased trust in the election organisers. Meanwhile, social media and digital platforms were used intensively to reach younger voters and urban communities through infographics, short videos, and scheduled announcements tailored to the audience's media consumption patterns. In addition to verbal and digital communication, the Rembang KPU utilised visual media as a public education tool. Posters, brochures, and infographics were placed at the repeat polling stations. These visual materials were

designed with simple language and easy-to-understand illustrations to explain complex information, such as PSU stages, the complaint mechanism at the TPS, and procedural differences between regular and repeat voting.

The document study revealed order and consistency in the Rembang KPU's official communications. PSU socialisation materials, press releases, circulars, and website announcements were systematically structured with uniform information. These documents contained explanations regarding the legal basis for the PSU, the schedule and location of the repeat ballot, voting procedures, voter rights and obligations, and complaint mechanisms. Furthermore, official documents explicitly included clarifications that the PSU was carried out as a follow-up to Bawaslu's corrective advice, ensuring the core message was that the PSU was part of an effort to maintain the quality and integrity of the election. Document analysis also showed that the KPU emphasised educational and normative narratives, aiming to build public understanding of the PSU's importance as a corrective mechanism within a democratic electoral system. The language used in official documents tended to be persuasive and informative, avoiding technical jargon that could lead to multiple interpretations. This approach shows that the documents functioned not only as administrative tools but also as instruments of political education and institutional legitimacy.

Overall, the enrichment of observational and document data shows that PSU communication by the Rembang KPU was integrated across internal communication, field communication, and official documentation. This integration strengthened the effectiveness of message delivery, increased public understanding, and supported the KPU's efforts to maintain public trust and the integrity of the 2024 Election. Challenges arose regarding communication hurdles; based on interviews, Informant 2 stated: "Some village residents found it difficult to understand electoral terms and PSU procedures, so we had to simplify the language, use visual illustrations, and provide repeated explanations." This finding indicates a need for message adaptation to suit the capacity and characteristics of local audiences. Other challenges included synchronising information across digital and offline media to ensure consistency and responding rapidly to public enquiries to prevent the spread of misinformation. The research data indicates that the Rembang KPU's communication during the PSU was multi-channel, adaptive, educational, and oriented towards public legitimacy. The combination of these strategies demonstrates that the KPU conducted systematic public organisational communication practices, focusing on maintaining community confidence in the integrity of the electoral process, as mentioned in Table 1.

Table 1. Results Summary

No	Data Source	Focus of Findings	Form of Data	Significance of Findings
1	Informant Interview	1 PSU transparency and legitimacy	Interview quotation	Communication is positioned as a tool for maintaining public trust.

No	Data Source	Focus of Findings	Form of Data	Significance of Findings
2	Informant Interview	2 Multi-channel strategy and audience segmentation	Interview quotation	Messages are tailored to voter characteristics.
3	Informant Interview	3 HR readiness and message consistency	Interview quotation	Capacity building enhances communication credibility.
4	Field Observation	Internal coordination and socialisation	Observation notes	Communication is managed systematically and deliberately.
5	Official Documents	KPU Message consistency and public education	Documents	PSU is communicated as a corrective mechanism.
6	Interview & Observation	& Communication challenges	Quotation & observation	Necessity for language and message format adaptation.

Source: Author (2025)

Discussion

The research findings demonstrate that the Rembang Regency General Election Commission (KPU) conducted public communication during the 2024 Repeat Balloting (PSU) in a systematic and structured manner, with a primary focus on transparency, public education, and institutional legitimacy. The Chairperson of the KPU stated that the PSU was implemented based on corrective recommendations from the Election Supervisory Agency (Bawaslu), rather than as a result of officer error. This assertion emphasises that clear and open communication serves as a vital strategy for maintaining public trust while mitigating negative perceptions regarding the conduct of the PSU. This aligns with institutional legitimacy theory, which posits that public organisations must sustain legitimacy through actions and communications that the community perceives as lawful and credible (Scott, 2013; Suchman, 1995).

The KPU's use of multi-channel communication proved to be a key strategy in reaching diverse voter groups. Interviews with the Socialisation Division revealed that messages were disseminated through face-to-face interactions, posters, brochures, and digital media such as WhatsApp, Instagram, and the KPU website. This strategy reflects the principles of media richness, where "richer" media are employed to convey complex or sensitive messages to ensure the audience fully grasps the intended meaning (Daft & Lengel, 1986; Dennis & Valacich, 1999). For instance, face-to-face meetings and village-level simulations were used to explain PSU procedures to citizens less familiar with the electoral process, while digital media targeted younger voters who are more active online. This combination of channels helped deliver a consistent message and reduced the risk of miscommunication.

Audience-centred communication was another significant factor in PSU messaging. Interview and observation data show that KPU officers adapted their language and delivery formats to suit specific audience characteristics. For elderly citizens, officers utilised simple language and visual posters; for younger voters, messages were explained via social media using infographics and illustrative content. This strategy adheres to the principles of audience-centred communication, where the effectiveness of the exchange depends on the organisation's ability to understand the needs, capacity, and context of its audience (Denis, 2011; Grunig & Hunt, 1984). This approach also strengthened the educational dimension of public communication, enabling the community to better understand PSU procedures and their voting rights.

In the context of the PSU as an electoral crisis, the KPU's communication strategy also demonstrated the application of crisis communication principles. Coombs (2012) argues that effective crisis communication requires messages that are swift, clear, consistent, and transparent to reduce uncertainty and protect the organisation's reputation (Coombs, 2007). Statements from Rembang KPU members regarding staff training, response guides, and polling station simulations indicate that the KPU engaged in proactive crisis management. By preparing human resources to respond consistently to public queries or confusion, they successfully managed public perception, ensuring the PSU was understood as a corrective mechanism rather than a failure of the organisers.

Observational results also indicated that the KPU held regular internal coordination meetings to align communication strategies, ensure staff readiness, and prepare responses to public enquiries. This is consistent with the concept of internal communication management, where the communication of public organisations must be well-coordinated across all internal elements to ensure that the messages delivered to the public remain uniform (Cornelissen, 2023; Men & Stacks, 2013).

Analysis of official KPU documents—including PSU socialisation materials, press releases, and website announcements—corroborates the field findings that KPU messaging was consistent, educational, and integrated. The information provided covered the PSU schedule, polling station procedures, voter rights, and complaint mechanisms. This approach is consistent with integrated communication theory, which stresses the importance of delivering a uniform message across various channels to ensure optimal public understanding and minimise the risk of misinformation (Cornelissen, 2023; Welch & Jackson, 2007).

Ultimately, the communication practices of the Rembang Regency KPU during the PSU reflect a harmonisation of the principles of public organisational communication, media richness, crisis communication, audience-centred communication, and institutional legitimacy. Transparency, multi-channel strategies, message adaptation, staff preparation, and public education worked in tandem to build community understanding and maintain public trust in the electoral process. This communication strategy functioned not only as a means of disseminating information but also as an instrument for institutional legitimacy and the management of public perception within a sensitive electoral context.

CONCLUSION

This research demonstrates that the public communication conducted by the Rembang Regency General Election Commission (KPU) during the 2024 Repeat Balloting (PSU) was systematic, multi-channel, and adaptive. Findings from interviews with the KPU leadership reveal that transparency and public education were primary priorities, particularly through the emphasis that the PSU was carried out based on corrective advice from the Election Supervisory Agency (Bawaslu), rather than due to officer error. This strategy was implemented to maintain institutional legitimacy and public confidence.

The research data also indicates that the KPU utilised a multi-channel approach—including face-to-face interactions, print media, and digital platforms—tailored to the characteristics of the audience. Face-to-face socialisation and polling station (TPS) simulations were employed to reach communities with lower political literacy, while social media efforts focused on younger voters. This approach illustrates the application of the principles of media richness and audience-centred communication, where messages are adapted to the capacities and needs of the recipients to ensure maximum public understanding.

Results from observations and official KPU documents show sound internal coordination, human resource preparation, and consistent educational materials, reflecting effective public organisational and crisis communication practices. Officers were trained to respond to public enquiries swiftly, clearly, and consistently, ensuring the PSU was understood as a corrective mechanism rather than a failure on the part of the organisers. Ultimately, the KPU's communication practices reflect a harmonisation of the principles of public communication, media richness, crisis communication, and institutional legitimacy. The implemented strategies successfully fostered community understanding and sustained public trust in the PSU process.

Nevertheless, this study is subject to several limitations. Firstly, the research focused solely on the leadership of the Rembang Regency KPU as subjects; consequently, the perspectives of field officers and the voting public were not analysed in depth. Secondly, as the study employed a qualitative method with a limited number of informants, the findings are descriptive in nature and cannot be generalised across all regions of Indonesia. Thirdly, observation data were restricted to a few villages and polling stations, meaning that variations in public response from other areas may differ.

Despite these limitations, this research provides a profound understanding of the KPU's public communication strategies within the context of a PSU. It serves as a foundation for further research that could expand the range of subjects, geographical areas, and analytical methods to evaluate the effectiveness of public communication more comprehensively.

REFERENCES

- Alfikri, M. (2023). Communicating development innovation in North Sumatra via group communication. *Jurnal Studi Komunikasi*, 7(2), 625-636. <https://doi.org/10.25139/jsk.v7i2.6692>

- Azhari, F., Lahmuddin, & Ritonga, H. J. (2023). The role of religious communication in North Sumatra's governmental institutions. *Jurnal Studi Komunikasi*, 7(3), 962-976. <https://doi.org/10.25139/jsk.v7i3.7407>
- Birch, S. (2011). *Electoral malpractice*. Oxford University Press.
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77-101.
- Coombs, W. T. (2007). *Ongoing crisis communication: Planning, managing, and responding*. Sage.
- Cornelissen, J. P. (2023). *Corporate communication: A guide to theory and practice*.
- Creswell, J. W., & Poth, C. N. (2016). *Qualitative inquiry and research design: Choosing among five approaches*. Sage publications.
- Daft, R. L., & Lengel, R. H. (1986). Organizational information requirements, media richness and structural design. *Management Science*, 32(5), 554-571.
- Denis, M. (2011). Teori komunikasi massa. *Buku Satu. Edisi Enam. Penerbit Salemba Humanika.(Ind)*.
- Dennis, A. R., & Valacich, J. S. (1999). Rethinking media richness: Towards a theory of media synchronicity. *Proceedings of the 32nd Annual Hawaii International Conference on Systems Sciences. 1999. HICSS-32. Abstracts and CD-ROM of Full Papers*, 10-pp.
- Dewi, L. Y., Sinaga, H. L. N., Pratiwi, N. A., & Widiyasono, N. (2022). Analisis Peran Komisi Pemilihan Umum (KPU) dalam Partisipasi Politik Masyarakat di Pilkada serta Meminimalisir Golput. *Jurnal Ilmu Politik Dan Pemerintahan*. <https://doi.org/10.37058/jipp.v8i1.4082>
- Dinansyah, F., Susilo, D., & Berto, A. R. (2024). Live streaming commerce as communication media at Social Bread. *Bricolage: Jurnal Magister Ilmu Komunikasi*, 10(1), 093. <https://doi.org/10.30813/bricolage.v10i1.4999>
- Fuadi, A. (2020). Social media power for protest in Indonesia: The Yogyakarta's #gejayanmemanggil case study. *Jurnal Studi Komunikasi*, 4(3), 541. <https://doi.org/10.25139/jsk.v4i3.2438>
- Grunig, J., & Hunt, T. (1984). *Managing public relations*, holt. New York: Rinehart and Winston. Grunig, JE (2005). *Halkla İlişkiler ve İletişim Yönetiminde Mükemmellik*.
- Hidayat, E., & Susilo, D. (2021). Refusing to Die: Programmatic Goods in the Fight against COVID-19 in Sampang Regency. *Jurnal Politik*, 7(1), 47-74.
- Hidayat, E., Susilo, D., & Anggoro, T. (2023). Strategi Komunikasi Tentara dalam Upaya Membantu Pengamanan Pilkadaes Serentak di Kabupaten Ciamis. *Jurnal Komunikasi Profesional*, 7(1), 121-133. <https://doi.org/10.25139/jkp.v7i1.6056>
- KONSTITUSI, M., & INDONESIA, R. (n.d.). *PENGANTAR ILMU HUKUM TATA NEGARA JILID I*.
- Men, L. R., & Stacks, D. W. (2013). The impact of leadership style and employee empowerment on perceived organizational reputation. *Journal of Communication Management*, 17(2), 171-192.
- Moleong, L. J. (2021). *Metodologi penelitian kualitatif*. PT Remaja Rosdakarya.
- Norris, P. (2014). *Why electoral integrity matters*. Cambridge University Press.
- Norris, P., Frank, R. W., & i Coma, F. M. (2014). Measuring electoral integrity around the world: A new dataset. *PS: Political Science & Politics*, 47(4), 789-798.

- Patton, M. Q. (2014). *Qualitative research & evaluation methods: Integrating theory and practice*. Sage publications.
- Perloff, R. M. (2021). *The dynamics of political communication: Media and politics in a digital age*. Routledge.
- Rohid, N. (2021). Manajemen komunikasi Bawaslu Kabupaten Tuban dalam pengawasan Pilkada serentak 2020 di era pandemi COVID-19. *MEDIALOG: Jurnal Ilmu Komunikasi*, 4(1), 234-241.
- Rohid, N., Wardhana, E. W., & Warits, A. (2022). Perencanaan Komunikasi Politik Penyelenggara Pemilu Dalam Menghadapi Pemilu Serentak 2024 Di Kabupaten Tuban. *Al-Tsiqoh: Jurnal Ekonomi Dan Dakwah Islam*, 7(1), 31-38.
- Rubin, H. J., & Rubin, I. S. (2011). *Qualitative interviewing: The art of hearing data*. sage.
- Safitri, L. U. E. (2021). Conflict management of Lake Toba halal tourism planning in the perspective of organisational communication. *Jurnal Studi Komunikasi*, 5(2), 349-364. <https://doi.org/10.25139/jsk.v5i2.3573>
- Scott, W. R. (2013). *Institutions and organizations: Ideas, interests, and identities*. Sage publications.
- Silverman, D. (2002). Interpreting qualitative data. *ORGANIZATION STUDIES-BERLIN-EUROPEAN GROUP FOR ORGANIZATIONAL STUDIES-*, 23(1), 161.
- Sony, E. (2024). Mechanism Mekanisme dan Tahapan Penanganan Perkara Perselisihan Hasil Pemilu Presiden dan Wakil Presiden Tahun 2024. *Bacarita Law Journal*. <https://doi.org/10.30598/bacarita.v5i1.13398>
- Suchman, M. C. (1995). Managing legitimacy: Strategic and institutional approaches. *Academy of Management Review*, 20(3), 571-610.
- Susi Nurdiningsih, Susilo, D., & Murwani, E. (2024). Social Network Analysis: Political Elite Actors #DemokratLawanBegal on Twitter. *Jurnal Komunikasi Profesional*, 8(1), 019-037. <https://doi.org/10.25139/jkp.v8i1.7063>
- Tahir, D. K. (2017). Strategi Komunikasi KPU dalam Meningkatkan Partisipasi Politik Masyarakat pada Pemilu Bupati Konawe Selatan 2015. *Jurnal Ilmu Komunikasi UHO: Jurnal Penelitian Kajian Ilmu Komunikasi Dan Informasi*, 2(4).
- Umum, K. P. (2023). Tahapan dan Jadwal Penyelenggaraan Pemilu Tahun 2024. *Diakses Dari: Https://Infopemilu. Kpu. Go. Id/Pemilu/p Wp Pada*, 30.
- Welch, M., & Jackson, P. R. (2007). Rethinking internal communication: a stakeholder approach. *Corporate Communications: An International Journal*, 12(2), 177-198.
- Yin, R. K. (2017). *Case study research and applications: Design and methods*. (No Title).
- Yin, R. K. (2018). *Case study research and applications* (Vol. 6). Sage Thousand Oaks, CA.