

Introduction to the 2024 Election Outreach to Raise Awareness of Voting Rights Among the Elderly

Sri Fitriani, and I Gede Agus Kurniawan*

Universitas Pendidikan Nasional Denpasar, Bali, Indonesia

*gedeaguskurniawan@undiknas.ac.id

Abstract: This socialization aims to increase the knowledge and awareness of voting rights among the elderly at PSTW Wana Seraya Denpasar. Enhancing voter participation is crucial for the success of elections. However, ironically, the elderly often get overlooked in election socialization and education, leading to low voter turnout. The community service activity at PSTW Wana Seraya was conducted through an election socialization and education program utilizing the Participatory Action Research (PAR) method in a sharing session. Topics discussed included exercising voting rights, properly using the ballot and the dangers of abstaining from voting. This community service, conducted using the sharing session method, has increased voters' knowledge and awareness of voting rights. This is evidenced by the enthusiasm of the elderly in asking and answering questions and the positive feedback in participating in the socialization program.

Keywords: elderly; 2024 election; sis vote; socialization

© 2024 Bubungan Tinggi: Jurnal Pengabdian Masyarakat

Received: 30 October 2023

Accepted: 14 August 2024

Published: 16 November 2024

DOI : <https://doi.org/10.20527/btjpm.v6i4.11979>

How to cite: Siti, F. & Kurniawan, I. G. A. (2024). Introduction to the 2024 election outreach to raise awareness of voting rights among the elderly. *Bubungan Tinggi: Jurnal Pengabdian Masyarakat*, 6 (4), 943-950.

INTRODUCTION

Indonesia is one of the countries that adopted a democratic system, where democracy places the people as the holders of the highest authority. Elections are crucial for a country with this system (Ramadhan, 2019; Silalahi, 2022; Wardhani, 2018). Since establishing the Unitary State of the Republic of Indonesia, the nation's founders were determined to build this country based on democratic principles. This is evident in the 1945 Constitution and Pancasila as the state's foundations, both of which contain democratic principles (Naibaho et al., 2023). These

principles are reflected in the fourth precept of Pancasila, "Democracy guided by the inner wisdom in the unanimity arising out of deliberations amongst representatives," and are reinforced by the preamble of the 1945 Constitution, Article 1, paragraph 2, which states that "sovereignty is in the hands of the people and is implemented according to the Constitution." However, in practice, there are many obstacles and challenges. One of the significant challenges is the political inactivity of the public, particularly in the voting process. Lack of political education, economic inequality, and

distrust in the political system are the main factors that lead to low public participation in democratic processes (Wahyuni, 2022). To address these issues, joint efforts are needed from various parties to improve political education, reduce economic disparities among the people, and build public trust. For example, in terms of community service, democracy programs can be enhanced through political education in various villages, such as Simpang Sungai Duren Village, Jambi. This program can involve various community elements, including youth, women, and marginalized groups, to foster a better understanding of the importance of participation in democracy. This program can be linked to community leaders and village heads to build love and cooperation within the village community to increase participation at the village level.

In a democracy, elections are vital because democracy fundamentally allows citizens to participate in governance (Mulyono & Fatoni., 2019; Nurfadilla & Nurdin, 2024; Putri et al., 2023). Elections are a means for the public to engage in political decision-making processes; through elections, people can exercise their voting rights. These voting rights are constitutional rights citizens hold to choose their leaders and representatives. Public awareness of voting rights is crucial in organizing democratic elections to increase voter participation. The elderly are no exception; they are also expected to participate in exercising their voting rights (Rahmawati., 2023).

The population in Indonesia is continuously increasing, including the elderly population. According to the 2023 report from the Central Statistics Agency, the proportion of elderly residents in Indonesia was 11.75% in 2023. This figure increased by 1.27% compared to the previous year, which was 10.48%. For the 2024 elections, the

General Elections Commission (KPU) has determined approximately 204.8 million voters as the Final Voters List, with an estimated 13.1% of voters being elderly. This group even accounts for 48.07% of the total voters in Indonesia in 2024 if combined with the pre-elderly group (aged 40-59 years).

However, ironically, this group is often neglected in election socialization and education, leading to low voter participation among the elderly (Suartini et al., 2024). Additionally, this low participation is due to several factors, such as a lack of political awareness (Halilah, 2022), which is caused by insufficient knowledge about elections (Averus et al., 2020), difficulty in accessing information about elections (Ningsih & Agustina, 2023), the perception that elections are irrelevant to the lives of the elderly, and physical inability to visit polling stations.

Election socialization and education are one solution to increase awareness of voting rights among the elderly (Adelia et al. 2019). In the context of active ageing, lifelong education and community engagement are crucial for creating identity and social value. Education level, wealth index, experience of discrimination, age, and communication with family members are components related to awareness of elderly rights (Yolanda, 2022).

Moreover, factors such as having grandchildren, facing challenges in voting, and a desire to see more young people participate in elections influence the elderly's engagement in voting and their perception of political influence. The rights of the elderly are recognized as highly effective through education, which enables people to protect these rights in their residences and workplaces. If done correctly, socialization can help the elderly understand their crucial role in the democratic process. Election education can be conducted in various ways, such

as seminars, workshops, and information dissemination through radio or television, which are easily accessible to the elderly. The material should be presented in simple language and use engaging visual techniques. Involving non-governmental organizations and community groups in socialization can also enhance the program's reach and success. It is essential for volunteers conducting the socialization to be trained so that they have sufficient knowledge and can deliver information accurately and effectively.

Within the framework of PKPU Number 10 of 2018, there are five types of participation, one of which is disseminating information related to elections. This activity, known as election socialization, is carried out by various elements of Indonesian society, including individuals, community groups, religious entities, indigenous communities, legal entities, educational institutions, and print and electronic media, in collaboration with the General Elections Commission (KPU). The goal is to broaden knowledge about election procedures, schedules, and agendas and to strengthen voter participation. The socialization activities aim to facilitate the dissemination of information related to election mechanisms, schedules, and locations to the Indonesian public, including the importance of participating in elections and the dangers of abstaining from voting. This is a key aspect of organizing democratic elections. Through election socialization and education, the elderly's understanding of their voting rights can be improved while encouraging greater participation from this age group in the elections. However, based on initial observations, there is a problem of low knowledge and awareness of voting rights among the elderly at PSTW Wana Seraya Denpasar.

This is due to the limited socialization and education on elections

received by the elderly, resulting in their lack of understanding of the importance of exercising their voting rights and the proper way to cast their ballots. Therefore, this community service activity needs to be conducted to provide election socialization and education to the elderly at PSTW Wana Seraya to enhance their knowledge and awareness in exercising their voting rights in the 2024 elections.

METHOD

This community service activity uses PAR. PAR is a research method that actively involves the target community from the beginning of the activity. With this method, the community is engaged in the entire process, from identifying problems to planning actions, implementing actions, and evaluating those actions.

The election outreach and education activity aimed at increasing the knowledge and awareness of elderly voting rights for the 2024 election was conducted at a social care facility in East Denpasar District, specifically at PSTW Wana Seraya. Several stages of planning were carried out before conducting the outreach. The stages were as follows:

1. Initial Planning

Defining the objectives and target audience of the outreach is a crucial first step. At this stage, the team determines the goals of the outreach activity and the intended audience. This phase aims to enhance understanding and knowledge about the subject to be discussed. Following this, a team is formed by selecting speakers, facilitators, and organizers to conduct the outreach.

2. Material Preparation

The outreach material is prepared by gathering and organizing information relevant to the topic to be presented. The material must be clear, concise, and easy for participants to understand. To support the delivery of the material

during the outreach activity, visual aids such as ballot simulation tools and brochures were also prepared to help participants grasp the content being presented.

3. Scheduling and Determining the Socialization

In this case, the event was scheduled for Wednesday, February 7, 2024, from 10:00 AM to 11:30 AM WITA. To ensure the location is available and ready, collaboration with relevant parties, such as the venue managers or the institution where the outreach was held, is also needed.

4. Participant Registration

Pre-event outreach is conducted to inform potential participants about the planned activity through various media, including email, social media, and public announcements. Afterwards, participant registration is opened to allow those interested in joining the activity. At this stage, a participant list is created to confirm the expected number of participants, which is 15 people, consisting of 12 women and three men.

5. Tools and Materials Needed During the Outreach

Equipment such as projectors, laptops, sound systems, and printed materials must be well-prepared to ensure that participants feel comfortable throughout the activity. Additionally, the room or venue for the activity, including seating arrangements, presentation equipment, and other logistical needs, should be arranged accordingly.

6. Team Briefing

A planned meeting with the entire implementation team is held to ensure that each team member understands their responsibilities. All details of the activity are discussed during this phase. A simulation or rehearsal is also conducted to ensure all preparations are

complete and there are no technical issues during the activity.

This outreach activity was conducted on Wednesday, February 7, 2024, starting at 10:00 AM and ending at 11:30 AM WITA, lasting 1.5 hours. A total of 15 participants attended, consisting of 12 women and three men.

This community service was carried out through an outreach session using a sharing session method, led by students from the Thematic Community Service Program (KKN) of Universitas Pendidikan Nasional (UNDIKNAS) Denpasar, in collaboration with the District Election Committee (PPK) of East Denpasar. The sharing session method was used to facilitate two-way interaction between the speakers and the participants. The materials presented during the outreach and election education included the definition and importance of elections, the importance of exercising voting rights, the stages of the 2024 election, proper voting procedures, and the rights and responsibilities of voters. Additionally, a session was to demonstrate a sample ballot simulation and a Q&A session to educate the elderly on the ballots and the meaning of colour codes on each ballot they receive.

Election outreach and education activities for the elderly are crucial to increasing their knowledge and awareness of voting rights (Gultom et al., 2020). With this method implemented, it is hoped that the elderly will be more motivated to participate in the 2024 election.

RESULTS AND DISCUSSION

The community service program conducted at PSTW Wana Seraya involved providing election outreach and education to enhance the knowledge and awareness of voting rights among the elderly. This community service was conducted on February 7, 2024, utilizing the sharing session method organized by

the UNDIKNAS Thematic KKN Team in collaboration with PPK East Denpasar.

The success of this outreach and education was supported by good teamwork and strong cooperation with the management of the Tresna Werdhana Social Care Facility (PSTW) Wana Seraya Denpasar and the sponsors who supported the event. Fifteen elderly individuals attended the activity out of 29 who were expected to attend. This lower attendance was due to some elderly individuals being isolated or experiencing health issues. In addition to the limited number of participants, time constraints also posed a challenge for this activity, considering the elderly's condition and physical limitations, which prevent them from sitting for long periods or participating in activities of extended duration. Despite these challenges, the event lasted for 1.5 hours and successfully achieved its primary goal of increasing the elderly's knowledge and awareness of their voting rights in the 2024 election.

This community service was held on February 7, 2024, utilizing a sharing session method organized by the Thematic KKN Team from UNDIKNAS Denpasar, in collaboration with the East Denpasar PPK. The activity was attended by 15 elderly individuals out of the 29 expected participants, as shown in Figure 1.



Figure 1 Elderly participants in the activity

The sharing session approach was used to create an active, interactive, and engaging atmosphere during the election

outreach and education activity. Participants could ask questions and discuss directly with the speakers, making it easier for them to understand the material presented. This session covered topics such as the definition and importance of elections, the importance of exercising voting rights, the stages of the 2024 election, proper voting procedures, and the rights and responsibilities of voters. After the sharing session, the activity continued with a demonstration of a ballot simulation and the correct way to cast a vote to avoid errors during the voting process.

A sharing session approach was used to create an active, interactive, and engaging atmosphere during the election outreach and education activity. As shown in Figure 2, participants were able to ask questions and discuss them directly with the speaker.



Figure 2 Sharing session

The sharing session method proved effective despite facing some challenges during the outreach and education activity. One of the main challenges was adapting the language used to the comprehension level of the elderly participants. The strategy employed was to use simple and easy-to-understand language throughout the session.

After the sharing session, a ballot simulation demonstration helped the elderly understand the ballot papers, including the color codes for the President and Vice President, DPR RI, DPD RI, Provincial DPRD, and Regency/City DPRD in the election, as

well as the correct steps for casting a vote, as shown in Figure 3.



Figure 3 Demonstrating a ballot simulation

The activity continued with a Q&A session, as shown in Figure 4, and the distribution of prizes to the elderly who were actively engaged during the outreach and education session, aiming to motivate them to participate in the activity.



Figure 4 Q & A Session

The enthusiasm of the elderly in participating in the 2024 election outreach and education activity was evident from their active involvement in the Q&A session, which positively impacted their responses. This indicates increased interaction and engagement among the elderly during the activity. Additionally, it indirectly shows that the elderly have gained an understanding of the election material presented. The increase in knowledge and awareness of voting rights among the elderly at PSTW Wana Seraya before and after the 2024 election outreach and education is shown in Table 1.

In the community service activity for socialization and education during the 2024 election at PSTW Wana Seraya, the method used was an interactive and participatory sharing session approach. This method was chosen because it has proven effective in increasing public knowledge and awareness. This aligns with the research by (Gultom et al. (2020), which states that socialization significantly impacts increasing voter participation in using their voting rights in elections.

Table 1 Changes before and after socialization in the 2024 election

Indicator	Changes Before and After Socialization on the 2024 Election	
	Before	After
Knowledge Level about the Election	Did not know the date and stages of the 2024 election, the number and meaning of the ballot codes to be received, and the correct way to vote	The elderly understand when the 2024 election will be held, the number and meaning of the ballot codes to be received, and the correct way to vote.
Awareness of Voting Rights	The elderly were not aware of the importance of using their voting rights during the sharing session.	The elderly are aware of the importance of using their voting rights.
Participation in Educational Sessions	Low participation, lack of enthusiasm in the Q&A session before the presentation of the material.	High participation, the elderly are enthusiastic about answering questions and participating in the ballot simulation.

Additionally, ballot simulation methods have also proven effective in

helping the elderly understand the correct way to vote. This is consistent

with (Adelia et al. 2019), who recommend strengthening the capacity of elderly voters through socialization and voting simulations to increase their political participation.

The importance of involving the elderly in the democratic process is also supported by the community, which emphasizes the role of the KPU in increasing political participation, including that of the elderly group, and minimizing voter abstention (Qomah et al, 2021). Similarly, (Ningsih & Agustina, 2023) highlight the need for a special approach so that the elderly can access election-related information effectively.

Based on the references above, it can be concluded that the community service activity of socializing and educating about the election at PSTW Wana Seraya is a strategic step supported by various studies and research related to efforts to increase the knowledge, awareness, and political participation of the elderly in the democratic process in Indonesia, particularly in facing the upcoming 2024 Election.

Despite facing several challenges, the socialization and education activities at PSTW Wana Seraya have yielded positive results. The elderly's knowledge about their voting rights improved after participating in the sharing session, as evidenced by their enthusiasm during the Q&A session and the positive feedback received during and after the activity. The group photo is shown in Figure 5.



Figure 5 Group photo

CONCLUSION

The socialization and education activities at PSTW Wana Seraya proceeded smoothly and met the target audience despite challenges, such as limited participants and time constraints. The sharing session method effectively encouraged interaction, enthusiasm, and understanding among participants, as seen from their active participation in the Q&A session and the positive feedback received. This activity is expected to increase elderly participation in elections and strengthen democracy in Indonesia.

Election socialization and education at PSTW Wana Seraya mark a positive first step in enhancing the elderly's knowledge and awareness of their voting rights. However, to achieve a broader and more sustainable impact, further comprehensive efforts are needed, such as expanding outreach, utilizing technology, developing special modules for the elderly, and conducting research. These efforts are hoped to result in a wider and more significant impact from election socialization and education.

REFERENCES

- Adelia, A., Saputra, H., Sakdon, S., & Kurniawan, T. (2019). Peran badan pengawas pemilu dalam meningkatkan partisipasi lansia pada pemilu 2019 di Kota Pangkalpinang. *Scripta: Jurnal Ilmiah Mahasiswa*, 1(1), 83-95.
- Averus, A., & Alfina, D. (2020). Partisipasi politik dalam pemilihan kepala Desa. *Moderat: Jurnal Ilmiah Ilmu Pemerintahan*, 6(3), 585-610.
- Gultom, M., Silalahi, M., Hutagalung, G., & Marbun, J. A. (2020). Pengaruh sosialisasi terhadap tingkat partisipasi pemilih dalam menggunakan hak pilihnya pada pemilu di Kabupaten Toba Samosir. *Jurnal Regional Planning*, 2(1), 26-41.

- Halilah, S. (2022). Analisis peran komisi pemilihan umum (KPU) dalam partisipasi politik masyarakat di pilkada serta meminimalisir golput. *Siyasah: Jurnal Hukum Tata Negara*, 5(II).
- Mulyono, G. P., & Fatoni, R. (2020). Demokrasi sebagai wujud nilai-nilai sila keempat pancasila dalam pemilihan umum daerah di Indonesia. *Citizenship Jurnal Pancasila dan Kewarganegaraan*, 7(2), 97-107.
- Naibaho, L., Sinaga, R. D. F., & Trisna, W. A. (2023). Ontologi filsafat pancasila di Desa Perdamaian Kecamatan Tanjung Morawa Kabupaten Deli Serdang. *Jurnal Pusat Studi Pendidikan Rakyat*, 22-31.
- Ningsih, K., & Agustina, V. (2023). Partispasi lansia dalam kegiatan pemilu. *Jurnal Pengabdian Masyarakat Formosa*, 2(4), 177-184.
- Nurfadilla, Y., & Nurdin, I. (2024). Kepemimpinan kolaboratif dalam momentum pemilu 2024 membangun partisipasi demokratis yang berkelanjutan. *Jurnal Pemerintahan dan Politik*, 9(1), 44-49.
- Putri, N. H., Laia, A., & Laia, B. (2023). Sistem Proporsional Pemilihan Umum Dalam Perspektif Politik Hukum. *Jurnal Panah Keadilan*, 2(2), 66-80.
- Kasus KPU Kabupaten Cirebon) (Doctoral Dissertation, S1-Hukum Tata Negara Islam IAIN Syekh Nurjati).
- Qomah, N. I., & Suharno, S. (2021). Karakteristik pemilih lansia dalam pemilihan kepala daerah. *Agora*, 10(3), 308-316.
- Ramadhan, M. N. (2019). Evaluasi penegakan hukum pidana pemilu dalam penyelenggaraan pemilu 2019. *Jurnal Adhyasta Pemilu*, 2(2), 115-127.
- Silalahi, W. (2022). Integritas dan profesionalitas penyelenggara pemilu demi terwujudnya pemilu yang demokratis. *Jurnal Bawaslu Provinsi Kepulauan Riau*, 4(1), 71-83.
- Suartini, K. S., & Srikandi, M. B. (2024). Sosialisasi literasi digital untuk menjadi pemilih cerdas dan tidak terpengaruh berita hoax. *Community Development Journal: Jurnal Pengabdian Masyarakat*, 5(2), 2939-2943
- Wahyuni, D. (2022). Partisipasi politik masyarakat pemilih lansia di masa pandemi covid-19 dalam pilkada serentak 2020 di Kabupaten Sukoharjo.
- Wardhani, P. S. N. (2018). Partisipasi politik pemilih pemula dalam pemilihan umum. *Jupiiis: Jurnal Pendidikan Ilmu-Ilmu Sosial*, 10(1), 57-62.
- Yolanda, C. (2022). *Partisipasi pemilih lanjut usia pada pemilihan gubernur di Provinsi Jambi* (Doctoral dissertation, Universitas Jambi).
- Rahmawati, P. (2023). *Implementasi perlindungan hak pilih penyandang disabilitas dan lansia dalam pemilihan umum tahun 2019 (Studi*