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Analysis of Prevention of Unscheduled Campaigns Carried out by Election Monitoring Institutions in 2024

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| **Keyword:**  Supervision;  General Election;  Digital Campaign. | **Abstract:** The research was conducted due to the phenomenon of campaign start theft by political parties in Indonesia. The goal of this study was to understand the preventive measures taken by Bawaslu to address campaign kick-off theft on social media. The research employed a qualitative method, describing the investigated phenomenon. It utilized a literature review approach, collecting relevant literature and using documentation data collection techniques, including gathering books, articles, and regulations related to digital campaign monitoring. The findings indicate that some political parties still engage in social media (Instagram) campaigns, and there is a lack of legal clarity regarding sanctions for election participants involved in campaign kick-off theft. |
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**INTRODUCTION**

Indonesia is a unitary country in the form of a republic. Applying the concept of a democratic government system, especially in general elections to elect candidates for executive institutions (President and Vice President) and candidates for legislative institutions (DPR, DPRD and other legislative institutions). This general election provides an opportunity for political parties and election participant candidates to promote their ideology, vision and mission as well as planned tasks. The promotion in question can be carried out using digitalization methods via social media or conventionally through direct face-to-face interaction.

The speed of technological transformation provides considerable space for the promotion of potential election participants. Through technological advances, especially in terms of social media, which has now become a promotional tool for election participants. Advantages of using social media as a promotional tool for election participants (Mahfuz, 2019): First, it facilitates interaction and discussion space for election participants and potential voters. This can happen because internet access is quite extensive compared to using brochures and print media. and television; Second, social media is an alternative in terms of convenience and affordability for its users. There are 167 million active social media users in Indonesia, as of early January 2023 (Widi, 2023). This figure is equivalent to total internet usage in Indonesia of 78% or reaching 212.9 million users (Muhtar, 2023). Wide social media reach can save campaign costs, in contrast to conventional campaign methods which are quite expensive. Election participants can use social media platforms such as YouTube, Facebook, Twitter, Instagram, personal blogs, and online promotional videos using social networks that can create individual campaigns to spread information and programs related to election participants (Muhtar, 2023; Semetko & Scammell, 2021); Third, social media has a wide reach because it can easily share information and content. Apart from that, social media provides many features that can be adjusted to the demographic conditions of potential voters so that it is more measurable and targeted (Muhtar, 2023).

The political campaign process is considered intensive, where there is interaction between political parties and the public within a certain period before the election. According to (Fatimah, 2018) political campaigns provide opportunities for political parties and election participants to provide information to the public regarding work programs that can influence public opinion and votes. Political campaigns cannot be separated from political marketing which is used as a strategy to gain people's votes. The concept of political marketing according to Nursal, is divided into three indicators: direct marketing (*Push Political Marketing*); Through mass media (*Political Marketing Pull*); and influential figures, groups and organizations (*Pass Political Marketing*) (Putra et al., 2022). Apart from that, Venus (Putra et al., 2022) also offers the concept of political marketing, namely: Political segmentation, a process of preparing programs to interact with society; Targeting Political, and preparing political segment standards as a reference in assessing the size of voters in an area; Political positioning is an activity to instil a good impression on the public so that products and services can be differentiated from candidates or political parties.

Referring to Law Number 7 of 2017 concerning General Elections in article 275 which provides an explanation of campaign forms such as limited meetings; face-to-face meetings; distribution of campaign materials to the general public; advertisements in print media, internet and social media; debates between candidate pairs regarding their campaign materials; and other activities that do not violate statutory regulations and campaign prohibitions (Undang-Undang Nomor 7 Tahun 2017 Tentang Pemilihan Umum, 2017). The latest regulation issued by the KPU is KPU Regulation Number 15 of 2023 concerning Election Campaigns which explains that election participants can use social media as a means of campaigning. Election participants are allowed to have 20 (twenty) accounts for each type of application and account registration no later than 3 days before the campaign period at the Provincial, Regency/City KPU according to the level of election participants (Peraturan Komisi Pemilihan Umum Nomor 15 Tahun 2023 Kampanye Pemilihan Umum, 2023). Campaigns on social media can take the form of voice messages, writing, images and a combination of the three. The contents contained in campaign messages are photos of candidates, political party logos, participant slogans, programs and policies that will be implemented as well as reasons for candidates to fill certain positions (Purwanto et al., 2021).

During the campaign period, election participants and political parties are not left alone. When conveying information when conducting a campaign, pay attention to the things that have been regulated in KPU Regulation Number 15 of 2023 concerning Election Campaigns which regulate prohibitions that must be avoided when conducting a campaign, such as (Peraturan Komisi Pemilihan Umum Nomor 15 Tahun 2023 Kampanye Pemilihan Umum, 2023): 1) questioning the form of the state, the 1945 Constitution and Pancasila as the basis country. ; 2) Actions that could threaten the country; 3) Insulting someone, starting from insulting religion, ethnicity, race, class, candidates and other election participants; 4) inciting and pitting each other against each other; 5) disrupting general stability; 6) Initiating threats or committing violence; 7) destroy or eliminate election campaign props belonging to other candidates; 8) utilize government facilities, land for places of worship, and educational facilities; 9) using image marks or attribution devices that do not originate from the relevant election participant; 10) giving promises to election campaign participants to provide money or other materials.

The institution which has the task of supervising the implementation of elections, especially supervising campaigns throughout Indonesia is the Election Supervisory Agency (Bawaslu). Referring to Law of the Republic of Indonesia Number 7 of 2017 concerning General Elections, it is explained that Bawaslu's duties include: Responsible for preventing and taking action against election violations and disputes; Supervise election preparations, including planning and determining election schedules, procurement of logistics by the KPU, outreach, and other preparations by statutory regulations; Supervise the election process starting from the data updating stage until determining the election results; Prevent money politics. In carrying out supervisory duties, there are two major strategies used by election supervisors, namely prevention and enforcement. In the prevention section, election supervisors take actions and steps to further optimize early prevention efforts. This is done to prevent potential violations. Meanwhile, the enforcement part is carried out by following up on the election supervisor's findings in the form of public reports which will then be processed and followed up through studies and recommendations from relevant agencies by applicable laws and regulations (Ridhanie, 2023).

Approaching the 2024 election, Bawaslu has an important role in overseeing the campaign. Not only conventional campaigns must be monitored, but digital campaigns must also be monitored because of the widespread problem of spreading hoax news and theft of start-ups on social media. The problem of hoax news that occurs on social media can shape public opinion regarding national facts, but information that has a post-truth nuance, through emotional emphasis and personal beliefs (Mantalean & Setuningsih, 2022). This means that social media provides opportunities for the growth of black campaigns, hate speech, disinformation and so on because it has the opportunity to disseminate information widely. There was hate speech during the 2017 DKI Jakarta Gubernatorial Election, social media was used by certain parties to spread SARA issues, giving rise to hate speech (Anggraeni & Adrinoviarini, 2020).

Another thing, such as the discovery of the theft of campaigns carried out by the Indonesian Broadcasting Commission (KPID) in the West Java region, is that many political parties commit the theft of campaigns through broadcasting institutions (Bagaskara, 2023). Initiation of theft is defined as the act of carrying out a campaign outside the predetermined campaign schedule. Provisions for the campaign schedule have been regulated in General Election Commission Regulation Number 3 of 2022 concerning Stages and Schedule for the 2024 General Election, explaining that the campaign will be held from 28 November 2023 to 10 February 2024. Activities that lead to campaign promotion of the image of election participants are considered violations because they have not entered the campaign period.

The problem of theft of campaigns started on digital media has existed since 2014. Start theft was carried out on television media which broadcast campaign advertisements for election participants (Bawaslu, 2014). Prevention efforts carried out include outreach from the provincial to district level Task Force Teams for which a joint decision letter will later be made. However, the problem of start-up theft continues. This is proven by the theft of start-ups through broadcasting institutions. Therefore, researchers are interested in conducting research that discusses the phenomenon of start-up theft carried out by political parties via social media. The formulation of the research problem is "How are the preventive measures taken by Bawaslu to deal with start theft on soocial media Instagran?" The research was carried out by analyzing the use of social media such as Instagram, which was the initial media for the theft campaign. This social media was chosen because big parties carry out promotions and campaigns on this social media. The focus of this research is to determine the preventive efforts carried out by Bawaslu to overcome start-up theft carried out by political parties.

**RESEARCH METHOD**

This research uses qualitative research methods, to describe a problem and collect data that forms a natural setting to interpret the phenomena that occur. According to Denzie and Lincoln, what is meant by research using qualitative methods is research that is used as a tool to interpret a phenomenon that arises based on natural conditions and in the process uses a series of relevant methods (Anggito & Setiawan, 2018). The phenomenon that occurred in this research was the theft of the Start carried out by political parties before the campaign period arrived. This phenomenon will be studied by researchers by collecting relevant data so that they can answer the problem formulation in this research. This research uses a library research approach which is carried out by utilizing library sources as a place to obtain research data. Therefore, it can be emphasized that research that uses library research uses library collections without having to carry out field research to obtain primary data.

According to (Zed, 2017) there are three reasons why researchers limit their research to literature studies. First, researchers use a literature study research approach because research problems can be answered with literature studies and do not require field data through research. Second, the reason for carrying out this literature study is to conduct a preliminary study which is used as a form of understanding of new phenomena developing in society. Third, researchers use this literature study because the data from the literature study can still be relied on to answer the problems in their research. This is because library studies are a collection of information or empirical data that have been researched by other researchers, starting from research reports and books that have been stored in libraries which can be a source for researchers conducting library studies. This research uses data collection techniques, namely documentation originating from a collection of data that is written, saved, viewed and rolled out in research.

In this research, the type of documentation used is personal documentation in the form of an autobiography and official documents in the form of external documents. Personal document in the form of an autobiography taken from articles related to the phenomenon of digital campaigns and digital election monitoring. Meanwhile, official documents in the form of external documents are various kinds of regulations such as the Law of the Republic of Indonesia no. 01 of 2015 concerning the Determination of Perpu No. 01 of 2014 concerning the Election of Governors, Regents and Mayors. Becomes Law: the Republic of Indonesia Law Document Number 07 of 2017 concerning Elections; Documents from the KPU in the form of PKPU No.03 of 2022 concerning Stages and Schedule for the 2024 Election; Documents from the KPU, namely PKPU No.15 of 2023 concerning Election Campaigns; RI PKPU Document Number 33 of 2018 concerning Second Amendment to PKPU Number 23 of 2018 concerning Election Campaigns; and an appeal letter issued by Bawaslu to the leaders of political parties participating in the election number 774/PM/K1/10/2023 regarding an appeal to prevent campaign violations before the campaign period. The object of the research is the absence of prevention carried out by Bawaslu. Researchers used qualitative method data analysis techniques, namely providing descriptions in systematic and structured written form (Febriana, 2020). The initial stage starts with collecting data from relevant information, then carrying out data reduction to select data that can be used and the final stage is presenting the data (Hidayah, 2023).

**RESULTS AND DISCUSSION**

Approaching the election, many political parties are campaigning. This activity uses campaign props consisting of printed media such as billboards, banners, posters, brochures, stickers, calendars, banners, flags and the like. Apart from that, there are also campaigns via social media that contain images, writing, sound or a combination of the three which can be used to promote potential election participants to voters. Activities during the campaign period are a crucial stage because they have certain interests. This campaign is important because it is used to showcase programs offered by election participants that pay attention to issues such as social, political, economic and cultural problems in their chosen areas. The public as voters in the context of elections has the right to obtain the widest possible information regarding the programs provided by election participants so that election participants must promote the programs and ideas they have.

Election participants must pay attention to the stages that the KPU has made. Based on PKPU Number 3 of 2022 concerning Stages and Schedule for Organizing the 2024 Election. The contents of this regulation are the stages of holding elections in Indonesia: a) The first stage is designing the program, planning the budget used, and creating a data list of election participants; b) the next stage begins the process of updating or renewing voter data and collecting voter list data; c) start the election participant registration process and verify election participant data; d) next is the process of determining election participants by the KPU; e) KPU determines the number of seats and determines electoral districts; f) The next stage is the nomination process which will occupy the powers of the President, Vice President and legislative powers; g) Carry out a campaign from 28 November 2023 to 10 February 2024 during political campaigns; h) Quiet period, at this stage political parties are prohibited from conducting campaigns in any form; i) The process of voting from participating voters and counting the votes from participating voters; j) The process of determining election results carried out by the KPU; k) The winner of the election for President, Vice President, and Members who obtain legislative power swear and promise to dedicate themselves to the country.

Apart from the regulations that have been made by the KPU, it is a systematic effort to organize elections. Bawaslu also advised political party leaders not to campaign outside of schedule by issuing letters containing appeals to all political parties. The contents of the letter indirectly confirm political parties are not to carry out activities or activities that lead to the election campaign before the campaign period begins or are prohibited from carrying out campaigns outside the schedule determined by the KPU. Based on detikcom, the appeal letter was issued on October 27 2023 and signed by the Chair of Bawaslu, namely Rahmat Bagja (Muliawati, 2023).

The letter numbered 774/PM/K1/10/2023 is intended for political party participants in 2024. Even though the permanent candidate list was determined on November 4 2023, they still cannot campaign digitally or conventionally before entering the stages determined by KPU. Thus, all types of activities that approach campaigns are prohibited by Bawaslu. As for Bawaslu's letter to the leaders of political parties participating in election number 774/PM/K1/10/2023 concerning Appeals to Prevent Campaign Violations Before the Campaign Period. Bawaslu in the letter informed that the announcement of the permanent list of candidates who will be nominated as members of the DPR, members of the provincial DPRD, and members of the district/city DPRD is planned to be announced on November 4 2023. and the new campaign stage can be carried out on November 28 2023.

Bawaslu also advised that they would take firm action if a campaign occurred before the campaign started. The contents of the letter are as follows: a) Bawaslu permits the installation of socialization props by paying attention to places where campaigning is prohibited by applicable laws and regulations. Socialization props are different from campaign props. Socialization props do not use elements that contain the vision, mission, programs being promoted, and pictures of legislative candidates participating in the election. This socialization prop can be in the form of a political party flag and be given the party's serial number (Febriyan, 2023). Apart from that, Bawaslu allows political socialization and education, but through limited meetings within political parties. Places where the use of props is prohibited, such as mosques or other places of worship, health service places, places used for education (ground buildings, campuses and school grounds), places which are government facilities, public facilities and infrastructure, protocol roads or highways. , gardens and trees (headwaters of the Middle River); b) Bawaslu urges political parties to pay attention to the contents, sentences and signs of Social Demonstration images which do not contain elements of an invitation to vote for the political party. The criteria in question are writing that contains invitation material such as voting serial numbers, images that symbolize voting such as spike symbols and other content that contains elements of an invitation to vote for that party; c) Bawaslu advises political parties to pay attention to the schedule for the stages of determining the Permanent Candidate List which was published on November 3 2023, so that Bawaslu appeals to all candidates who register to become members of the DPR, provincial DPRD and district/city DPRD to be able to participate take part in. stages of activities that have been created and have not yet been implemented that could potentially occur before the campaign begins; d) Political parties are required to pay attention to the vote count from 4 to 27 November 2023. This period is a time that is prohibited from conducting campaigns so election participants are expected not to carry out activities and events that could encourage campaigns and calls for campaigning. election. to vote for a particular candidate, before the time and schedule of the election campaign begins. These activities can take the form of meetings with residents; and distribution of campaign materials, namely leaflets, posters, party clothes, brochures, pamphlets, stickers, party head coverings, drinking utensils bearing the party symbol, tableware, calendars, safety pins, business cards, stationery and other campaign attributes by applicable regulations regulation. regulation. applicable laws and regulations; Distributing Campaign props such as banners, billboards and banners; Social media, used for promotions ranging from writing, sound, images and a combination of the three to attract voter interest; Other activities related to the campaign; e) Bawaslu urges political parties to pay more attention to activities that may contain elements of election campaigns or actions that encourage voting before campaign time arrives. If there are allegations of election violations by political parties that carry out campaign activities prematurely. Bawaslu will follow up on alleged election violations by applicable laws and regulations; f) Bawaslu permits political parties to hold internal meetings from 4 to 27 November 2023, provided that they only involve political party officials, legislative candidates and party members. These meetings are permitted provided you are notified at least one day before the activity takes place. The notification is notified to Bawaslu according to its level and the KPU according to its level; g) Political parties must pay attention to Campaign Demonstration Tools that can be installed during the campaign period, namely from 28 November 2023 to 10 February 2024 for 75 days during the campaign period.

Supervisors from Bawaslu indirectly informed that there were still many political parties stealing the start of the campaign, so Bawaslu took the initiative by writing to each political party with Bawaslu invitation letter Number 774/PM/K1/10/2023. The letter was issued to discipline political parties so that they do not campaign before entering the campaign period. This appeal is a preventive effort carried out by Bawaslu against political parties. The election stages have been given by representatives of the KPU and Bawaslu. There are still many political parties that do not pay attention to these stages. The campaign period was set by the KPU on November 28 2023, but there are still election participants who campaign before time or in the sense of making a stolen start. This research found that there was start-up theft carried out by political parties on social media, namely Instagram. Researchers found three political parties that carried out digital campaigns, namely the Nasdem Party, the Pan Party and the Golkar Party.

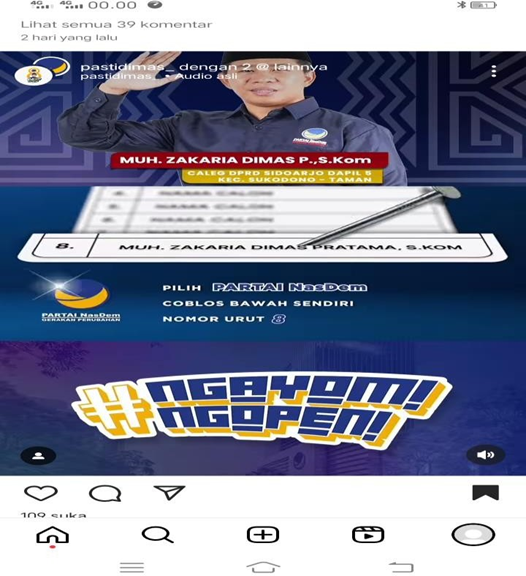


Figure.1 Screenshot of election participant accounts from Nasdem

Source: Instagram account (pastidimas\_ )

The image is a screenshot from Instagram which is proof that Nasdem Party participants carried out campaign actions before the campaign started. The shape of the symbol and signal which is a symbol of the implementation of the campaign in the picture is an image of a nail choosing serial number 8, namely Muh. Zakaria Dimas Pratama, S.Kom. The nail symbol indirectly suggests inviting the public to vote for Muh. Zakaria Dimas Pratama, S.Kom is a legislative member of the Sidoarjo DPRD with an electoral district of 5 Sukadono – Taman sub-districts. Based on Bawaslu's appeal number 774/PM/K1/10/2023, it prohibits election participants who have already entered the candidate list from continuing to campaign before the campaign begins. The criteria explained in the appeal letter prohibit invitation elements such as voting serial numbers, symbols or images of nails and provide other materials containing invitation elements to select potential participants. Apart from that, there is a sentence in the form of "vote for the Nasdem Party, choose and bring serial number 8 yourself". This sentence contains elements of an invitation to the public to choose for themselves. This is also a campaign, as explained in the appeal letter. The elements contained in this sentence are words that are prohibited by Bawaslu because they are sentences that contain elements of invitation in them.



Figure. 2 Screenshot of the campaign on the official Nasdem account

Source: Instagram account (official\_nasdem)

This image is a finding obtained from social media Instagram. Writing and images containing campaign elements were screenshotted by researchers as evidence that the Nasdem Party carried out a digital campaign before the campaign began according to the stages of election implementation determined by the KPU. The image element that is proof that Nasdem Party participants carried out campaign actions prematurely, namely the sentence "let us support Brother Daeng Mohammad Faqih in restoring health services through the legislature". In the picture, it can be seen that election participants initially provided information to the public regarding the disparities in health services in Indonesia, thus encouraging election participants to improve and restore all aspects of health. The election participants carried out restoration and improvements starting from health services to health workers which according to them must be strengthened so that all people in Indonesia can access health services fairly. However, in the end, it is followed by a sentence containing elements of an invitation to choose a candidate, namely "Let us support Brother Daeng Mohammad Faqih to restore the health of delivery through the legislature". This sentence contains elements of an invitation for the Nasdem Party to refer to Bawaslu's appeal. In this case, some of the content contains elements of invitation in its material. So, it could be said that the Nasdem Party carried out a digital campaign and violated the stages set by the KPU.



Figure. 3 screenshots of election participants campaigning from the PAN party

Source: Instagram account (mak\_poni\_tanjung)

This image is a campaign finding obtained from social media Instagram. The video in this content shows campaign actions carried out by election participants from the PAN Party. The image in the screenshot shows the campaign behaviour, this is proven by the writing "continued 2024 serial number 1". This sentence shows that there is an element of invitation to continue Ivoni Munir, S.Farm. If you have the opportunity to occupy a DPRD seat in Solok Regency, choose area 4. Referring to Bawaslu's appeal letter, this sentence indirectly intends to invite the public to re-elect Ivoni Munir so that he can continue his legislative seat in 2024. So this means that the PAN Party election participants are carrying out campaign activities via social media Instagram. Participants created video content containing an invitation to defend the position of election participants as legislative members in Solok Regency. This section proves that a campaign was carried out by the PAN Party and was a campaign action outside the campaign period which was interpreted as the beginning of the theft by the PAN Party.



Figure. 4 screenshot of the campaign carried out by Golkar cadres

Source: Instagram account (kabargolkar)

This image is a digital campaign finding in the form of a poster on Instagram social media. On the poster, there is a form of digital campaign which can be seen from the writing in the form of the Golkar Party slogan, namely Golkar Wins Prosperous People. In this sentence, it can be interpreted that if the community has the Golkar Party when the election arrives and Golkar voters win the election, the community will gain prosperity. This slogan is indirectly a symbol to invite people to vote for the Golkar Party so that society will become prosperous. In this section, the slogan is evidence of a digital campaign inviting people to vote for that party. Apart from that, in the writing at the bottom of the poster it is explained that the Chairman of the DPD from the Purwakarta Golkar Party, namely Anne Ratna Mustika, informed us with the following writing: "Move to vote for the Golkar Party! thought and decided to vote for the Golkar Party. We not only have to encourage people to think smartly, but we also have to be able to encourage them to vote.” The information conveyed by the Chairman of the Purwakarta Golkar Party DPD indirectly invited the public to vote for the Golkar Party. Referring to Bawaslu's appeal number 774/PM/K1/10/2023, the behaviour carried out by the Chairman of the Purwakarta DPD is an action that contains elements of an invitation to vote for the Golkar Party. So it can be said that the Golkar Party has carried out a campaign before the campaign time set by the KPU begins. This means The Golkar Party has committed a violation by carrying out a digital campaign via social media Instagram.

Based on three political parties, namely the Nasdem Party, Golkar and PAN. Showed himself campaigning outside the campaign time determined by the KPU. The three parties use social media to promote political parties and election participants, in this case, the Nasdem Party conducted two digital campaigns, Golkar conducted one digital campaign, and PAN conducted one digital campaign.

**Sanctions are imposed for theft of campaign kickoffs**

Candidates participating in the 2024 election will carry out election campaigns from 28 November 2023 to 10 February 2024 by the provisions set by the KPU. Currently, several election candidates are campaigning prematurely. Referring to KPU or PKPU regulation Number 15 of 2023 concerning Election Campaigns, it is stated that members of political parties who have been designated as participants are prohibited from campaigning before the campaign period begins. However, it is not clearly stated what sanctions will be given to legislative election participants or political parties who commit acts of theft before the campaign period.

In Law Number 7 of 2017 concerning General Elections, article 492 stipulates that sanctions for political parties and campaign participants will be subject to sanctions in the form of imprisonment for a maximum of one year and a fine of a maximum of IDR 12,000,000 (twelve million) (Undang-Undang Nomor 7 Tahun 2017 Tentang Pemilihan Umum, 2017). Meanwhile, PKPU RI Number 33 of 2018 concerning the Second Amendment to PKPU Number 23 of 2018 concerning Election Campaigns regulates the prohibition of political parties from conducting campaigns before the campaign period arrives. The sanctions that political parties will receive by the provisions stipulated in Article 74 of the regulation are administrative in the form of a written warning letter. In addition, campaign equipment and campaign materials from sanctioned political parties will be cleaned or taken down, and action will be taken to stop campaign advertising on social media, print media, electronic media and advertising agencies. However, RI KPU Regulation Number 33 of 2018 is no longer valid. The status of this regulation was revoked due to KPU Regulation Number 15 of 2023 concerning Election Campaigns.

According to August Mellaz, who is the coordinator of the socialization and community participation division of the Indonesian KPU, explained that (Mantalean & Setuningsih, 2023) sanctions regulations can only be carried out if there is a relevant law that regulates them, while PKPU No. 15 of 2023 is only a derivative rule from the previous rule. The policy implemented this August is in contrast to the policy of the Indonesian KPU in the previous period which created PKPU Number 33 of 2018 which contains administrative sanctions for thieves at the start of the campaign. Sanctions for theft of campaign starts committed by legislative candidates have not been regulated in Law PKPU number 15 of 2023, while theft of campaign starts carried out by regional head candidates such as governors, regents and mayors is prohibited in law number 1 of 2015 and changes to the law. Article 69 letter k of law number 1 of 2015 regulates the prohibition of campaign activities that are not included in the campaign schedule provided by the provincial general election commission (KPU) and district/city KPU.

Sanctions for regional head candidates who campaign outside the schedule set by the KPU by article 187 of the law, will be sanctions for any candidate who is found deliberately campaigning outside the schedule, namely a minimum sentence of imprisonment. with a period of 15 days and a maximum of 3 months. Apart from that, a fine of at least IDR 100,000.00 (one hundred thousand) and a maximum of IDR 1,000,000.00 (one million) can be imposed. The latest PKPU Regulation Number 15 of 2023 does not provide clarity regarding the sanctions that legislative candidates will receive if they steal campaign starts, unlike regional heads who steal campaign starts which will be subject to administrative sanctions.

**Analysis of efforts to prevent campaign start theft by Bawaslu**

The findings of this research can prove that the initial theft prevention efforts carried out by Bawaslu were less effective. There are still political parties that carry out campaigns on social media. These political parties include the Nasdem Party, PAN, and Golkar. This theft could have occurred due to a lack of supervision by Bawaslu and regulatory sanctions that were less strict in dealing with this problem, as well as the readiness of the relevant agencies to handle campaign problems outside the predetermined schedule. A similar case also occurred with Perindo. The party was proven to be campaigning outside of schedule by broadcasting campaign advertisements on the MNC Group media company which houses Global TV, RCTI, MNC TV and I News. Even if proven, the party cannot be subject to sanctions. The reason is that formal legal requirements have not been fulfilled, namely that an Integrated Law Enforcement Center (Gakkumdu) has not been formed to follow up on this problem (Heliany, 2020). Therefore, it seems that Bawaslu and other institutions are not serious about carrying out supervision.

Referring to the problems that occurred in the theft start monitoring campaign. Solutions and efforts that can be made to overcome the problem of theft of campaigns starting on social media are: First, the problem of theft of campaigns starts carried out by political parties. What Bawaslu can do is collaborate and coordinate with law enforcement officials, the National Cyber and Crypto Agency (BSSN), and the Ministry of Communication and Information (Kominfo). These institutions can assist Bawaslu in monitoring the behavior of election participants in disseminating information that characterizes campaigns on social media; Second, there is a problem with regulations that do not clearly explain the sanctions for theft at the start of a campaign. What needs to be done is to create regulations that consider sanctions and are guided by applicable regulations; Third, the problem of handling campaign violations starts with theft. The solution to this problem is to establish an Integrated Law Enforcement Center as a permanent body, so that action against violators can be carried out at any time.

# **CONCLUSION AND RECOMMENDATION**

This research found that the political parties that committed violations, namely the Pan Party, Nasdem and Golkar, committed theft at the start of the campaign. The Nasdem Party carried out digital campaign theft in the form of nails and writing symbols. The Golkar Party stole the start of its campaign in the form of a written invitation to vote for the party. Meanwhile, PAN stole the start of the campaign with pictures and writing that showed an invitation to defend the position of election participants. Bawaslu previously advised political party leaders to be careful in disseminating information on social media, especially information related to campaigns. Apart from that, the sanctions are provided by regulations. Referring to KPU Regulation Number 15 of 2023, this regulation does not yet explain the sanctions that will be received by perpetrators of campaign start theft, so it is still unknown what form of sanctions will be imposed on violators of campaign start theft.

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