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ENHANCING NOVICE VOTER PARTICIPATION: STRATEGIES OF THE REGIONAL GENERAL ELECTION COMMISSION FOR THE 2024 JAYAPURA CITY GENERAL ELECTION

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Abstract

This study focuses on the population of Jayapura City and how it has been changing over the years, particularly among the younger generation, which is made up of new voters. This demographic shift will impact political participation, especially in preparation for the 2024 general election. The purpose of this research is to find out and summarize the strategy of the Regional General Election Commission (KPUD) in increasing the participation of novice voters in preparation for the 2024 General Election in Jayapura City, identify supporting factors, and inhibiting factors in carrying out the strategy of the KPUD to increase the participation of novice voters in preparation for the 2024 General Election in Jayapura City. The research method is a descriptive qualitative method with an inductive approach. Data is gathered through observation, interviews, or document reviews. It is then processed by reducing and presenting the data, drawing conclusions, and triangulating the analysis results using the theoretical concepts of Stoner, Freeman, and Gilbert. Jr. The strategy can be defined based on two perspectives: (1) what an organization intends to do and (2) what the organization does. In this study, the authors will discuss it more deeply through further explanation and description. The KPU in Jayapura City has implemented two main strategies to increase the participation of beginner voters. The first strategy involves updating data, while the second focuses on socialization programs. Implementing election preparation is expected to be responsive in data processing and management, especially in the creativity of mapping population data according to specific groups. Furthermore, improving our capabilities, especially in technology, is essential as the digital world advances rapidly. Additionally, the coordination with certain agencies and institutions in updating data, such as the Indonesian National Armed Forces (TNI) and the Indonesian National Police (POLRI), should be reviewed since these are currently inactive.

Keywords: Strategy, Regional General Election Commission, KPUD, Beginner Voters, General Election, Election, Jayapura.

Abstrak

Penelitian ini didasarkan atas fenomena populasi penduduk Kota Jayapura dari tahun ke tahun semakin meningkat, terkhusus pada generasi muda yang tergolong dalam pemilih pemula juga berdampak pada partisipasi politik dalam hal persiapan pemilihan umum tahun 2024. Tujuan

penelitian ini untuk mengetahui dan merangkum strategi Komisi Pemilihan Umum Daerah dalam meningkatkan partisipasi pemilih pemula pada persiapan Pemilu Tahun 2024 di Kota Jayapura, mengidentifikasi faktor pendukung, dan faktor penghambat dalam menjalankan strategi Komisi Pemilihan Umum Daerah guna meningkatkan partisipasi pemilih pemula pada persiapan Pemilu Tahun 2024 di Kota Jayapura. Metode penelitian yang dilakukan melalui metode kualitatif yang bersifat deskriptif dengan pendekatan induktif. Melalui pengamatan, wawancara, atau penelaahan dokumen untuk memperoleh data yang kemudian diolah dengan cara reduksi, penyajian data, dan penarikan kesimpulan serta triangulasi. Berdasarkan hasil analisis menggunakan konsep teori Stoner, Freeman, dan Gilbert. Jr. yaitu strategi dapat didefinisikan berdasarkan dua perspektif yang berbeda: (1) perspektif apa suatu organisasi ingin dilakukan (*intens to do*), dan (2) perspektif apa yang organisasi akhirnya lakukan (*eventually does*). Dalam penelitian ini penulis akan membahasnya lebih dalam melalui penjelasan dan uraian selanjutnya. Berdasarkan penyajian data dan analisis data tentang Strategi KPU Dalam Meningkatkan Partisipasi Pemilih Pemula di Kota Jayapura terdapat 2 strategi secara umum yang dilakukan oleh KPU Kota Jayapura. Strategi yang pertama pada pemutakhiran data dan yang kedua pada program sosialisasi. Pelaksanaan persiapan pemilu diharapkan responsif dalam pengolahan dan pengelolaan data terutama kreatifitas dalam memetakan Data Penduduk menurut kelompok-kelompok tertentu. Selain itu aktif dalam berkoordinasi dengan instansi/lembaga tertentu dalam proses pemutakhiran data terutama TNI/POLRI yang non-aktif. Selanjutnya butuh peningkatan kompetensi terutama pada bidang teknologi mengingat dunia digital akan semakin cepat berkembang.

Kata Kunci: Strategi, Komisi Pemilihan Umum Daerah, KPUD, Pemilih Pemula, Pemilihan Umum, Pemilu, Jayapura.

INTRODUCTION

The democratic process in Indonesia involves every element and layer of society. These conditions are considered essential to carrying out political socialization in the community. Political socialization is a form of political education that aims to build community attitudes toward participating through existing political activities and systems (Damsar, 2010). Political socialization can provide an understanding of democracy so voters can participate in the democratic party.

Population changes yearly are a consideration in determining a policy and its impact on democratic life. Referring to data from the Central Statistics Agency (BPS), there were 417,611 total residents in Jayapura City in 2023, while in the previous two years, in sequence, 2022 was 410,852, and in 2021

was 404,004. Based on the data above shows that there is more than a 1% increase in population each year in Jayapura City. The increase in population yearly shows the relativity of Bogue's (1969:1) demographic theory "... *as the quantitative study of five demographic processes: fertility, mortality, marriage, migration, and social mobility*". These changes are essential to studying community involvement in the democratic process in Indonesia. Thus, there needs to be a particular strategy to involve the community in democracy, especially in the age category of novice voters. The younger generation's involvement in the democratic party determines the future direction of the Indonesian nation. The active or passive attitude of the younger generation can be seen in the enthusiasm of first-time voters.

According to data from the General Election Supervisory Agency (Bawaslu) of Jayapura City, the number of permanent voter lists (DPT) in the 2019 elections reached 300,752 people with details of 140,807 female voters or around 46.8%, while male voters amounted to 159,945 people or around 53.2% (Usman & Putri, 2022). Meanwhile, the number of permanent voters in the 2024 election in Jayapura City reached 258,082 people, consisting of 126,842 female voters and 131,240 male voters (KPU et al., 2023). There was a decrease in DPT in 2024 because Jayapura City is a transit area or a destination for economic activities where the community can move to other cities at any time. However, the increase in population provides the potential number of first-time voters who can be included in the 2024 elections.

Novice voters have great enthusiasm but have yet to commit to their choice fully, so they are considered genuine swing voters. Their political choices have not been influenced by particular ideological motivations but rather by the dynamics and context of local politics. Novice voters are easily influenced by particular interests, especially by the people closest to them, such as family members, from parents to relatives and friends. In addition, the mass media also influence the choices of novice voters. This influence can come from

various sources, such as news on television, banners, brochures, and posters.

Novice voters, particularly 17-year-old teenagers, often hold relaxed and liberal cultural values. They gravitate towards informal settings and seek enjoyment. Therefore, anything that is less fun will be avoided. In addition to seeking enjoyment, peer groups play a crucial role in a teenager's life. Therefore, teenagers need to form a circle of friends to socialize. Various surveys predict that the millennial generation and Generation Z will be the most significant proportion of voters in the 2024 elections.

Young voters, often referred to as millennials, are between 17 and 37. The number of young voters is estimated to increase in the 2024 simultaneous elections. In the 2019 Simultaneous Elections, data from the KPU RI website shows 70-80 million young voters out of 193 million. Approximately 35 to 40 percent of young voters have significant potential and impact on future election participation.

Based on data from the Jayapura City BPS, out of 410,852 people, 22,830 falls in the 15-19 age group, and 33,255 are in the 20-24 age group. Thus, the 2024 General Election will likely see an increase in the population of novice voters. We are focusing on more than just

permanent residents of Jayapura; some residents are only domiciled there. Given that Jayapura City is one of the transit areas in Indonesia. Also, it serves as the provincial capital; the population of first-time voters will inevitably increase. Moreover, with the rapid development of the digital world, especially among the younger generation, the KPU must be aware of this and develop a strategy to prepare the younger generation for the 2024 democratic party.

According to David (2011: 18-19), strategy is a tool with long-term targets to achieve. Pearce II and Robinson (2008: 2) explain that strategy is a big plan for the future. It is designed to interact with the competitive environment to achieve specific goals. Furthermore, Stoner, Freeman, and Gilbert Jr. (2005) explain that the concept of strategy can be construed from two different viewpoints: (1) what an organization intends to do and (2) what the organization ultimately does.

Geoff Mulgan provides a statement that reads, "Public strategy is the systematic use of public resources and powers, by public agencies, to achieve public goods." This strategy, expressed by Geoff Mulgan, is intended for policy-making organizations (government). It is a system that can manage existing powers and resources through public organizations (government) aimed at the

public interest (Mulgan, 2009, p. 19).

Geoff Mulgan's strategy definition includes five indicators: Purpose, Environment, Direction, Action, and Learning. Paying attention to all these components reveals a robust political element used to formulate and implement policies aligned with government interests.

Based on the experts' explanations, the author takes the concept from Stoner et al. (2005), which states that the concept of strategy can be defined based on two perspectives: *intense to do* and *eventually does*. The author will use this theory to analyze the strategy used by the KPU in preparing for the 2024 elections related to the participation of first-time voters. The theory is very relevant when the author sees what programs have been and will be carried out by the KPU of Jayapura City.

LITERATURE REVIEW

Concept of Strategy

The concept of strategy put forward by Henry Mintzberg in Pedersen and Ritter (2020) includes 5Ps: *Plan*, *Ploy*, *Pattern*, *Position*, and *Perspective*. Pedersen and Ritter explain that strategy as a plan is a plan that is prepared before implementation and followed by implementation. Strategy as a ploy is a specific action that differentiates the company's business strategy from competitors to outperform them. Strategy as a pattern shows the patterns that arise from

previously planned and implemented activities. Strategy as position means that the company uses existing resources, both physical and knowledge, to provide distinctive products and find market niches to defeat and outperform competitors. Finally, strategy as perspective refers to the organizational culture that helps the company view itself and its environment as part of the strategy.

Another strategy concept was put forward by Porter (2000:12) from the perspective of a for-profit organization, who found that the success of a company's strategy depends on its ability to create a competitive advantage over competitors' strategies. Changes in strategy by a company can trigger responses from competitors, such as price reduction, quality improvement, feature addition, service provision, warranty extension, and increased advertising intensity. Competition between companies occurs due to pressure or opportunities to improve market position. The analysis of business development strategies based on Porter's five forces approach is carried out by evaluating five aspects: the intensity of competition between companies, the potential entry of new competitors, the potential development of substitute products, the bargaining power of suppliers, and the bargaining power of consumers.

Another strategy concept put forward by Stoner et al. (2005) is defined based on two different perspectives, namely: (1) from the perspective of what an organization wants to *do* (*intense to do*), and (2) from the point of view of what the organization *eventually does*.

Regional General Election Commission

General Election Commission Regulation No. 14/2020 concerning Duties, Functions, Organizational Structure, and Work Procedures of the General Secretariat of the General Election Commission, Secretariat of the Provincial General Election Commission, and Secretariat of the Regency/City General Election Commission in Article 1 Paragraph 5 states that the Regency/City General Election Commission, abbreviated as Regency/City KPU, is the organizer of elections in the regency/city. Furthermore, Article 203 explains the Technical Section for Election Implementation, Participation, and Public Relations in carrying out the tasks referred to in Article 202, organizes functions:

- a. technical implementation of elections and elections within the Provincial KPU; and
- b. providing technical guidance, socialization, and management of voter participation and public relations within the Provincial KPU and Regency / City KPU in its working area.

General Election Commission (KPU) Regulation Number 9 of 2022 concerning Public Involvement in General Elections and Elections of Governors and Deputy Governors, Regents and Deputy Regents, or Mayors and Deputy Mayors states that public participation is carried out with the aim of: a) disseminating information on elections or

elections; b) increasing public knowledge, understanding, and awareness of rights and obligations in elections and elections; and c) increasing voter participation in elections and elections.

Furthermore, in Article 28 (1), KPU, Provincial KPU, and Regency / City KPU carry out activities to increase public participation as referred to in Article 26 paragraph (1) letter b and paragraph (2) letter b with the following targets: a. Voters; b. general public; c. mass media; d. Election Participants or Election Participants; e. Voters; e. Election Participants; e. Voters. Election Participants or Election Participants; e., election supervisors or election supervisors; f. election monitors or election monitors; g. community organizations; h. Indigenous peoples or i. government agencies.

Furthermore, Article 28 (2) Voters, as referred to in paragraph (1) letter a, include a. Beginner voters; b. Young voters; c. Women voters; d. Voters with disabilities, e. Voters with disabilities, e. Voters with disabilities. Voters with disabilities; e. marginalized groups; f. communities; g. religious groups; or h. internet citizens (netizens).

Novice Voters Participation

Voters are Indonesian citizens who have reached the age of 17 or more or have been/are married (Pahmi Sy, 2010). First-time voters, including students, college

students, and individuals aged 17-21, form a distinctive group. They often bring about surprises and hold significant potential in terms of numbers. This group is unique because first-time voters are highly enthusiastic, tend to be more rational, desire change, and have lower levels of pragmatism. Beginner voters are highly enthusiastic but have yet to be unanimous, making them swing voters. Local dynamics influence Their political decisions more than specific ideological impulses. Inexperienced voters can be swayed by particular interests, especially by close individuals like family members, including parents, relatives, and friends. Additionally, mass media can also impact the decisions of inexperienced voters. This influence can come from various sources, including television news, banners, brochures, and posters.

Novice voters, especially teenagers aged 17, have cultural values that are relaxed and free and tend to be interested in informal things and looking for fun. Therefore, anything that is less fun will be avoided fun will be avoided. Besides looking for fun, peer groups are the most essential part of a teenager's life, so they must have a group of friends for socialization (Suhartono, 2019).

Law Number 7 of 2017 concerning General Elections states in Article 1, Paragraph (1) that general elections for electing members of the House of Representatives, members of the Regional

Representative Council, President and Vice President, and members of the Regional Representative Council, are to be conducted in a manner that is general, direct, accessible, honest, secret, and fair. According to Chapter IV, Article 198, Paragraph 1, novice voters are Indonesian citizens who, on the day of voting, are at least 17 years old, married, or those who have the right to vote but have not previously been included in the category of voters as per the Election Law.

METHOD

The research methodology used is descriptive qualitative with an inductive approach. Data collection methods include observation, interviews, and document review, followed by data reduction, presentation, and triangulation for conclusion.

Silalahi (2012: 2) states, "Research is a systematic and methodical investigation of a problem to find solutions to these problems and add to the repertoire of knowledge." Scientific research consists of several types of research, while research that pays attention to social symptoms that occur in various social relations is called social research. According to Nan Lin in W. Gulo (2010: 16), "Social research is conducted, first of all, to detect regularities in various social relations. It is also carried out to offer indications for potential resolutions to societal issues. The first reason is conceptual or theoretical, and

the second is practical or applied."

The basis of research activities carried out has a purpose. In general, the objectives are grouped into three main things: to find, prove, and develop findings. This research activity starts from the author's interest in knowing a certain thing that happens, then further relates and develops into ideas and conceptualization and ultimately determines the right research method.

As per Sugiyono (2019), operationalization refers to defining constructs or properties being studied in a way that allows them to be measured as variables. This definition explains the specific methods used to examine and manipulate constructs, enabling other researchers to replicate measurements or devise improved ways of measuring constructs. The operational concepts utilized by the author for research activities are as follows:

Concept	Dimension	Indicator
Stoner, Freeman, and Gilbert. Jr. Theory (2005) Concept of Strategy	<i>intends to do</i>	1. Programs that have been created (planned) 2. Programs that run following the plan 3. Creativity of routine activities
	<i>eventually does</i>	1. Programs that have been implemented 2. Programs that are not following the plan 3. Innovation in the field

Source: Processed by researchers 2023

Data collection techniques were carried out through interviews, documentation (literature), and observation methods:

1. An *interview* is a dialog, an action the interviewer takes to obtain information from the interviewee. (Arikunto, 2010: 198).
2. According to Guba and Lincoln (1981) in Moloeng (2011: 216), documentation or literature is "a record that is a written statement compiled by a person or institution to test an event." Literature is a variety of literacy and reports in the form of information and data that describe a situation or situation on the object of specific activities (secondary data).
3. Observation is a data collection technique that involves direct observation through the human senses, namely, seeing, feeling, and knowing about the object of something that is happening.

The data analysis technique used in this research involves qualitative descriptive techniques. This includes conducting in-depth interviews with selected informants or sources to obtain valid and accurate information about the studied issue. The analysis consists of three simultaneous activities: data reduction, data presentation, and conclusions or verification. The data analysis technique used in this research involves qualitative descriptive techniques.

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1. Data Reduction

The data collected from the field is plentiful, so it is crucial to document it carefully and thoroughly. Data reduction involves summarizing, selecting the main points, focusing on essential elements, and identifying themes and patterns. This form of analysis sharpens, directs, categorizes, eliminates unnecessary data, and organizes the information, enabling researchers to draw and verify conclusions. Ultimately, reduced data offers a clearer picture and simplifies the data collection process for researchers.

2. Data Presentation

Data presentation involves organizing information to enable us to draw conclusions and make decisions. In qualitative research, data presentation often uses concise and clear tables, graphs, diagrams, or descriptions to facilitate a better understanding of research data.

3. Conclusions

Conclusions in qualitative research are derived from data reduction and presentation. They represent the outcomes of findings, which may describe or clarify a previously unclear object. This process

leads to a more precise and accurate understanding, often in casual or interactive relationships, hypotheses, or theories.

RESULT AND DISCUSSION

Strategy of the Regional General Election Commission in Increasing the Participation of Novice Voters in Preparation for the 2024 General Election in Jayapura City

The researchers of the study on the strategies used by the Jayapura City KPU apply the theory proposed by Stoner, Freeman, and Gilbert Jr. According to this theory, strategy can be defined from two perspectives: what an organization intends to do (intends to do) and what the organization does in the end (eventually does). The author will provide a more detailed explanation of this concept in the study.

- *Intent to do* perspective

From the *intent-to-do* perspective, strategy can be explained as a plan to set and achieve organizational goals and implement them in achieving the mission. The essence of this strategy is that managers have an active, conscious, and rational role in formulating organizational strategy. In a dynamic and ever-changing environment, this perspective is more often applied.

All activity programs in KPU Kota Jayapura refer to the center-determined activity program, including political socialization. This is done to avoid

overlapping with the Papua Provincial KPU and so that the duties and functions of each component of the General Election Commission are clear. The activity program that has been made has gone through a series of planning processes, in which there is a budgeting process whose system is centralized from the KPU RI in Jakarta.

- *Eventually does* perspective

Strategy is the pattern of an organization's responses to its environment over time. According to this view, every organization has a strategy, even if it is not explicitly defined. This perspective is often applied to reactive managers, who respond to environmental changes passively as and when required.

The Jayapura City KPU's activity program generally aligns with the direction of the central organization, but it is open to innovation in its implementation. Creativity and innovation are crucial for increasing political participation and supporting the community's interests, especially new voters. Finding innovative ways to implement activity programs for young people is a challenge. This presents a challenge for the Jayapura City KPU as it fulfills its role as the organizer of the 2024 General Election (PEMILU).

Based on the presentation of data and data analysis on the KPU Strategy in Increasing the Participation of Beginner

Voters in Jayapura City, it shows that the KPU of Jayapura City carries out 2 (two) strategies in general. The first strategy is data updating, and the second is socialization programs. The description of the activity program carried out through these two strategies is as follows:

1. KPUD Kota Jayapura's strategy is carried out through Data Updating:
 - a. Collecting Data from DukCapil through KPU RI to Provincial and Municipal KPUDs
 - b. Conducting Data Collision
 - c. Checking Real Data in the Field
 - d. Finalization of DPT
 - e. DPTb and DPK Recapitulation
2. The strategy of KPUD Kota Jayapura is implemented through the Socialization Program:
 - a. Visiting Schools and Universities in Jayapura City
 - b. Conducting Simulation of General Election in several high schools in Jayapura City
 - c. Activating Social Media (Instagram, Tiktok, and Facebook)
 - d. TOA program using a mobile car

From data analysis results obtained Supporting Factors in the Jayapura City KPUD Strategy:

- a. Enthusiasm of children of voting age in Jayapura City

- b. Good response from schools and universities in Jayapura City to programs for Beginner Voters
- c. Clear guidelines from the center (KPU RI) regarding the socialization of community participation in the 2024 Election
- d. The responsiveness of the central government (across ministries and institutions) is related to data recapitulation.

From the results of data analysis obtained inhibiting factors in the Jayapura City KPUD Strategy, namely:

- a. Limited human resources in KPUD Kota Jayapura, especially in terms of digital information management
- b. Availability of supporting devices/technology in carrying out innovative digital socialization
- c. The available budget is maximized on centralized programs.
- d. Stakeholders who handle data on retired TNI / POLRI beginner voters have delayed providing beginner voter data.

CONCLUSION

Based on the results of the analysis and discussion in this study on the Jayapura City KPUD Strategy in Increasing the Participation of Early Voters in the 2024 Election Preparation, by referring to the strategy theory of Stoner, Freeman, and

Gilbert. Jr (2005), it can be concluded that:

1. The strategy carried out by KPUD Kota Jayapura has been excellent. It involves planning programs that are integrated centrally (KPU RI) and trying to make other innovations to support the implementation of the 2024 Election, especially in increasing the participation of young voters in Jayapura City.
2. Supporting Factors for the Jayapura City KPUD Strategy:
 - a. Enthusiasm of children of voting age in Jayapura City
 - b. Good response from schools and universities in Jayapura City to programs for Early Voters
 - c. Clear guidelines from the center (KPU RI) regarding the socialization of public participation in the 2024 Election
 - d. Responsiveness from the Central Government (across Ministries and Institutions) regarding data recapitulation

Inhibiting Factors in the Jayapura City

KPUD Strategy:

- a. Limited human resources at KPUD Kota Jayapura, especially in terms of digital information management
- b. The availability of supporting devices/technology in carrying out innovative digital socialization
- c. The available budget is maximized on centralized programs

- d. Delays in the provision of novice voter data by stakeholders who handle data on retired TNI/POLRI novice voters

Based on the conclusions of this study, some things from researchers that need suggestions and input for KPUD Kota Jayapura are as follows:

- a. Responsiveness in data processing and management, especially creativity in mapping population data based on specific groups.
- b. Active in coordinating with certain agencies/institutions to update data, especially the TNI/POLRI, which are inactive.

Improving competence, particularly in technology, is crucial as the digital world is evolving rapidly.

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- Peraturan Komisi Pemilihan Umum Nomor 9

Tahun 2022 Tentang Partisipasi Masyarakat Dalam Pemilihan Umum Dan Pemilihan Gubernur Dan Wakil Gubernur, Bupati Dan Wakil Bupati, Dan/Atau Walikota Dan Wakil Walikota

Keputusan Komisi Pemilihan Umum Kota Jayapura Nomor 91 Tahun 2023 Tentang Penetapan Rekapitulasi Daftar

Pemilih Tetap (Dpt) Kota Jayapura Dalam Penyelenggaraan Pemilihan Umum Tahun 2024. diakses melalui : <https://jdih.kpu.go.id/papua/jayapura-kota/detailkepkpuk-564e5430524535455253557a5241253344253344>,.