

Process of Supervising Campaign Props in Elections GENERAL 2024 IN Bandung Regency

Bambang Rudiansah¹, Elvira Aprilla Anzani², Rangga Muharram Adimanggala³

Fakultas Ilmu Sosial dan Ilmu Politik Universitas Langlangbuana

Article Info

Article history:

Accepted: 13 January 2025

Publish: 1 March 2025

Keywords:

Campaign Props;

Oversight;

General Election.

Abstract

This research stems from the problem of not yet optimal monitoring of General Election Campaign Props in Bandung Regency, because there are still many findings of Campaign Props being installed in places where they should not be. So the researcher formulates problems related to the Process of Supervising Campaign Props in Bandung Regency and to make the research easier, the researcher uses a theoretical approach from Hadari Nawawi (1995:24) and will run optimally if the Proposition of the Process of Supervising Campaign Props for General Elections in Bandung Regency can be achieved. runs well if it is based on the Proposition dimensions of Monitoring, Supervision and Evaluation. The research method used in this research is the descriptive qualitative method and data collection techniques in the form of observation, interviews and documentation.

This is an open access article under the [Lisensi Creative Commons Atribusi-BerbagiSerupa 4.0 Internasional](#)



Corresponding Author:

Bambang Rudiansah

Fakultas Ilmu Sosial dan Ilmu Politik

Email:bambangrudiansah904@gmail.com

1. INTRODUCTION

Indonesia is a democratic country with a multiparty system. Democracy is a political system of government whose government power is limited by law and custom to protect the individual rights of its citizens. One of the characteristics of protecting the individual rights of citizens through democracy is holding general elections (elections).

In Law number 7 of 2017 concerning General Elections in Article 1 Paragraph (1) it is explained that General Elections, hereinafter referred to as Elections, are a means of popular sovereignty to elect members of the People's Representative Council, members of the Regional Representative Council, President and Vice President, and to elect member of the Regional People's Representative Council, which is carried out directly, publicly, freely, confidentially, honestly and fairly in the Unitary State of the Republic of Indonesia based on Pancasila and the 1945 Constitution of the Republic of Indonesia.

However, in holding elections, nominations of election participants must be carried out, both for the general election of presidential and vice-presidential candidates as well as the general election for legislative candidates, which are then called the presidential and legislative elections. Where after the election participant candidates are determined, the election participants or candidates for the presidential and legislative elections carry out outreach in the form of a campaign.

Election campaigns are very important in the process of holding elections, because in this case presidential and/or vice-presidential candidates as well as legislative candidates who are assisted by other parties (success team) carry out outreach in the form of convincing voters by offering participants a vision, mission and work program. election. In Law Number 23 of 2018 Article 1 concerning General Election Campaigns, it is stated that an election campaign, hereinafter referred to as a campaign, is the activity of election

participants or other parties appointed by election participants to convince voters by offering a vision, mission, program and/or self-image. election participants where campaign implementers are parties appointed by election participants to carry out campaign activities.

In reality, election campaigns cannot be separated from Campaign Props, hereinafter referred to as APKs, usually APKs in the form of billboards, banners, posters, pamphlets, brochures, stickers, calendars, flags and the like which are put up by each competing candidate. compete for positions in parliament by considering ethics, aesthetics, cleanliness and beauty of the local city/region.

However, in the implementation of installing campaign props there are non-compliance with ethical, aesthetic rules and even disturbing the comfort of the community; this can be seen by the large number of campaign props being installed on various protocol roads, electricity poles, buildings, and even trees of inappropriate sizes. according to the rules and unlimited amounts.

Table 1.1
Types of Campaign Violations for the Presidential and Vice-Presidential Elections and Legislative Elections in Bandung Regency

NO	CAMPAIGN TYPE	TYPE OF VIOLATION
1	Presidential and Vice-Presidential Election Campaign	<ol style="list-style-type: none"> 1. Installation of campaign props on roads without regulations. 2. Installation of campaign props on trees and electricity poles. 3. Installation of campaign props in public spaces. 4. Installation of campaign props on the sidewalk. 5. Installation of political party flags on roads.
2	Legislative Election Campaign	<ol style="list-style-type: none"> 1. Installation of campaign props on roads without regulations. 2. Installation of campaign props on trees and electricity poles. 3. Installation of campaign props in public spaces. 4. Installation of campaign props on the sidewalk. 5. Installation of political party flags on roads.

Source: Bandung Regency Civil Service Police Unit, 2024

This discrepancy in installing Campaign Props is supported by APK control data, as follows:

Table 1.2
Number of Violations of Political Party Campaign Props in Bandung Regency

NO	POLITICAL PARTY NAME	NUMBER OF VIOLATIONS
1	PKB	1260
2	GERINDRA	619
3	PDI-P	1087
4	GOLKAR	1606
5	NASDEM	1490
6	BURUH	237
7	GELORA	172
8	PKS	912
9	PKN	0
10	HANURA	100

11	GARUDA	4
12	PAN	695
13	PBB	31
14	DEMOKRAT	970
15	PSI	180
16	PERINDO	131
17	PPP	412
18	UMMAT	202
Amount		10.108

Source: Bandung Regency Election Monitoring Agency, 2024

Apart from the number of violations of installing campaign props by political parties, there are also a number of violations of installing campaign props for presidential and vice-presidential candidates as follows:

Table 1.3
Number of Violations of Campaign Props for Presidential and Vice-Presidential Candidates

NO	CANDIDATE COUPLES	NUMBER OF VIOLATIONS
1	Candidate Pair 01	337
2	Candidate Pair 02	189
3	Candidate Pair 03	339
Amount		865

Source: Bandung Regency Election Monitoring Agency, 2024

The availability of this number of violation data provides evidence that many APK installations do not comply with the regulations. The violation data was recorded from 28 November 2023 to 11 January 2024. However, the number of APK violations is still increasing, until the end of the election campaign (quiet period), seeing that there are still many APKs installed and not yet cleaned, this certainly violates Bandung Regency Regional Regulation Number 5 of 2015 concerning the Implementation of Peace, Public Order and Protection Public. Where the installation of this APK violates Article 14 Paragraph (3) Letter B which reads "Packing or placing advertisements, brochures, flags and/or banners along roads, public facilities and trees unless the sticking/installation is carried out in accordance with statutory regulations ”.

However, it is hoped that the government's role can resolve this problem which is the responsibility of the Civil Service Police Unit to be able to curb violations of APK installation, this is because the Civil Service Police Unit is an organization that carries out and implements Regional Regulations. The Bandung Regency Civil Service Police Unit has the authority to remove and discipline APKs that disturb the order, cleanliness and beauty of the city.

However, the Civil Service Police Unit cannot control the APK alone, but must coordinate with the General Election Organizing Body (Bawaslu) and the General Election Commission (KPU). In connection with this, the implementation of coordination between the Civil Service Police Unit with Bawaslu and the KPU was felt to have not been optimal and it seemed that there were still many things that had to be coordinated so that this APK control could be implemented, because from direct searches carried out by researchers, researchers found many APK installations that were inappropriate and scattered along the road. Thus, researchers found several indications that the coordination carried out by the Bandung Regency Civil Service Police Unit was not going well, as follows:

1. The authority of Bawaslu to Satpol PP regarding the control of campaign props has not been implemented properly so that the performance carried out is less than optimal.
2. Not optimal agreement yet between Bawaslu, KPU and Satpol PP regarding inconsistencies in controlling APK.
3. It is not yet clear what Bawaslu is *leading*. The control of campaign display equipment in Bandung Regency resulted in confusion in carrying out enforcement actions.
4. Lack of communication between Bawaslu, KPU and Satpol PP in meeting forums to solve problems related to coordinating the control of campaign props.
5. The existence of political pressure regarding control carried out by Political Parties on Bawaslu, KPU and Satpol PP caused a shortage in its effective implementation of enforcement.

2. RESEARCH METHOD

In this research, the author used a descriptive qualitative method with a 3 variable supervision approach proposed by Hadari Nawawi (1995:24). Meanwhile, almost all research was carried out at the Bandung Regency Civil Service Police Unit Office, Bandung Regency Bawaslu and Bandung Regency KPU.

In the context of Supervision, the Supervision process determines efforts to unite the activities of work units to achieve the same goals. So according to the Supervision theory according to Hadari Nawawi (1995:24), there are 3 variables that can influence the Supervision process, including: Monitoring; Inspection and Evaluation.

Primary data in this research was collected through interviews, observation and documentation from key informants, while secondary data was obtained from relevant literature, books, photos and documents. The validity of the data was tested through triangulation of sources, techniques and time to obtain diverse perspectives.

3. RESEARCH RESULTS AND DISCUSSION

3.1. Research result

From research conducted by researchers, there were findings of violations in the installation of campaign props for the 2024 General Election in Bandung Regency, this underlies the lack of supervision carried out by related parties in order to create elections that are clean from the installation of random APKs, below is presented the number of violations of APK installation per sub-district in Bandung Regency:

Table 3.1

Total Number of Violations of Campaign Props in Bandung Regency

N O	SUBDISTRICT	AMOUNT
1	Arjasari	386 unit
2	Baleendah	1.115 unit
3	Banjaran	1.065 unit
4	Bojongsoang	418 unit
5	Cangkuang	566 unit
6	Cicalengka	956 unit
7	Cikacung	3.096 unit
8	Cilengkrang	651 unit
9	Cileunyi	2.002 unit
10	Cimaung	884 unit
11	Cimencyan	2.286 unit
12	Ciparay	2.533 unit
13	Ciwidey	2.002 unit

14	Dayehkolot	365 unit
15	Ibun	6.329 unit
16	Katapang	590 unit
17	Kertasari	1.253 unit
18	Kutawaringin	253 unit
19	Majalaya	2.670 unit
20	Margaasih	444 unit
21	Margahayu	7.136 unit
22	Nagreg	4.160 unit
23	Pacet	817 unit
24	Pameungpeuk	645 unit
25	Pangalengan	547 unit
26	Paseh	5.977 unit
27	Pasir Jambu	1.426 unit
28	Rancabali	2.726 unit
29	Rancaekek	184 unit
30	Solokanjeruk	1.305 unit
31	Soreang	1.423 unit
Amount		56.508 unit

Source: Civil Service Police Unit, 2024

As explained in the introduction, the process of monitoring general election campaign props in Bandung Regency is carried out by Bawaslu, KPU and Satpol PP. each other coordinates with each other to create elections that are clean and in accordance with statutory regulations and do not violate the Bandung Regency Regional Regulation concerning the Implementation of Peace, Public Order and Community Protection. However, from the table above, it can be seen that the distribution of campaign props is still scattered and does not meet the requirements of the Bandung Regency Regional Regulations regarding the Implementation of Peace, Public Order and Community Protection.

Apart from that, based on the results of the author's interview, the author received information that Satpol PP as *leading sector* APK control must continue to coordinate with Bawaslu and the KPU because in essence this control is carried out during the general election period.

3.2. Discussion

In the context of Surveillance, Surveillance Supervision needs to be carried out to ensure that activities have been carried out in accordance with the plans and benchmarks set. Supervision also aims to avoid irregularities, fraud, waste, obstacles and injustice.

The Supervision process model introduced by Hadari Nawawi himself is basically intended to monitor and measure a process where leaders create order between subordinates and ensure unity of action in achieving common goals.

According to Hadari Nawawi, supervision is influenced by three variables that influence each other. According to Hadari Nawai, supervision can run effectively if it includes:

1. Monitoring

Monitoring is a process to collect as much information as possible about the implementation of a job. Monitoring not only aims to collect information about

abuse, deviation from applicable provisions but also monitoring aims to collect all information including the success of a job.

In essence, supervision through monitoring is one way to ensure that appropriate supervision is carried out. Supervision through monitoring can be carried out effectively if each agency involved adapts to each other and can work together properly.

So why is it that supervision through monitoring cannot actually work effectively?

It turned out that this was caused by a lack of communication between Satpol PP, KPU and Bawaslu regarding controlling campaign props, for example when Satpol PP was going to monitor the installation of APKs, Satpol PP felt that he had to be deployed through a letter of assignment from Bawaslu, this was done by Satpol PP because Election supervision is completely in the hands of Bawaslu, so Satpol PP cannot move suddenly and in a targeted manner.

In contrast to the KPU, basically the KPU states that its institution does not really take part in monitoring campaign props, this is because the KPU itself only provides location plans for wherever APKs must be installed, so this monitoring must be carried out by Bawaslu, so this does not mean that the KPU Hiding their hands from the APK installation problem, the KPU itself, like Satpol PP, can only wait for a report from Bawaslu regarding the APK violations committed.

2. Inspection

Examination is an activity to utilize the findings in the previous process. What is meant by the previous process is the information obtained during the monitoring process. The inspection itself was carried out to find out where the APK installations were located which did not match the location plans given by the KPU to each election party.

So why can't the inspection run properly?

These inspections cannot run as they should due to the differences in task forces carried out by each agency, as discussed in the Monitoring dimension, where the main key to this APK problem is the almost complete responsibility of Bawaslu, this is because Satpol PP and The KPU is only an accompanying agency if Bawaslu reports the results of its inspection for follow-up.

However, the size of Bandung Regency and the inadequate number of Bawaslu members mean that inspections of APK installations cannot run well, so that we can often see many APKs installed carelessly on the shoulders of the road and destroying the beauty of the city. So, in this case Bawaslu as the main key in the General Election has a big responsibility in overcoming the APK installation problem.

3. Evaluation

Evaluation is a set of interconnected actions to measure implementation and based on goals and criteria. Evaluation is not only carried out at the final stage but also throughout the entire process of implementing a job. The existence of an evaluation helps agencies that collaborate with each other to find out what steps to take furthermore in things that are done mutually in order to achieve results that are in line with what is expected.

Then why is the evaluation in the Campaign Props Monitoring Process not running properly?

After carrying out the research process, it can be concluded that the evaluation carried out in the APK monitoring process was carried out individually by each agency, there was also a working meeting held by Bawaslu, Satpol PP and KPU to discuss the monitoring process for this Campaign Props only. meeting held only just asking "what will be done in the future regarding the APK problem" does not talk about "how is the performance of each agency in the process of supervising APK installation" so that in this case the evaluation carried out is just a routine evaluation of each agency so there is no problem solving which can provide a way out of this inappropriate APK installation.

4. CONCLUSION

Campaign props are basically a communication channel used by each prospective participant to attract the attention of the public so they can support them, however, the installation of campaign props that are carried out irregularly violates The Bandung Regency Regional Regulation (Perda) related to environmental health is Bandung Regency Regional Regulation Number 31 of 2000 which has the theme Cleanliness, Beauty, Order and Environmental Health. This creates an environment that is unpleasant to look at, so there must be a monitoring process carried out by the relevant agencies to control the inappropriate installation of campaign props. In this case, to facilitate the research process, the Hadari Nawawi Theory was chosen through the 3 dimensions of Monitoring, Inspection and Evaluation for creating APK installations that are in accordance with what is desired, but this supervision theory cannot run optimally if each agency cannot understand each other.

5. ACKNOWLEDGEMENT

The author expresses many thanks to the informants who willingly give all the information and data the author needs.

6. BIBLIOGRAPHY

Book

- Agus, D. (2000). *Manajemen Prestasi*. Jakarta: Erlangga.
- Nawawi, Hadari H. 1995, *Pengawasan Melekat Di Lingkungan Aparatur Pemerintah*, Erlangga, Jakarta
- Handyaningrat, D. S. (1990). *Pengantar Studi Ilmu Administrasi dan Manajemen*. Jakarta : CV Haji MasAgung.
- Handoko, T. H. (2016). *Manajemen*. Yogyakarta : BPFE.
- Hasibuan. (2011). *Manajemen Sumber Daya Manusia*. Jakarta: PT Bumi Aksara.
- Huberman, M. d. (1994). *Analisis Data Kualitatif*. Jakarta: UI Press.
- Ibid. (2011). Bandung.
- James, A. S. (1996). *Manajemen Jilid II*. Jakarta: PT Prenhalindo.
- Kebudayaan, D. P. (2008). *Kamus Besar Bahasa Indonesia*. Jakarta: Balai Pusat.
- Mangkunegara, A. A. (2009). *Manajemen Sumber Daya Manusia*. Indonesia: PT Remaja Risdakarya.
- Manullang. (2008). *Dasar-Dasar Manajemen*. Yogyakarta: Gajah Mada University Press.
- Mellong. (2017). *Metode Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya.
- Pipin. (2005). *Pemerintahan Daerah di Indonesia*. Bandung: Pustaka Setia.
- Siswanto, H. (2005). *Pengantar Manajemen*. Riau: UIN Sultan Syarif Kasim.
- Sugiyono. (2012). *Metode Penelitian Kualitatif Kuantitatif dan R&D*. Alfabeta.
- Terry. (2011). *Principles Of Management*.

Scientific Journal

- Wirda. 2020. *Penegakan Hukum Terhadap Pelanggaran Pemasangan Alat Peraga Kampanye Pada Pemilu Tahun 2019*. Fakultas Syar'ah dan Dakwah Universitas Islam Negeri Ar-Raniry: Banda Aceh
- Barry Sanjaya. 2022. *Efektivitas Penggunaan Alat Peraga Kampanye Sebagai Media Komunikasi Politik di Era Pandemic Covid-19*. Fakultas Dakwah dan Ilmu Komunikasi Universitas Islam Negeri: Mataram
- Ade Silvi Febiola Robet. 2019. *Pelanggaran Hukum Terhadap Penggunaan Alat Peraga Kampanye Dalam Pemilihan Umm Legislativ di Kabupaten Jember*. Fakultas Hukum: Universitas Jember
- Cindar Bumi Makmur. 2018. *Pelaksanaan Pemasangan Alat Peraga Kampanye Pada Pemilukada Kabupaten Luwu 2018*. Fakultas Ushuluddin Filsafat dan Politik: Universitas Islam Negeri Alauddin Makassar.
- Oklin Madila, Welly Waworundeng, Alfon Kimbal. 2019. *Koordinasi Desa Dalam Pelaksanaan Pembangunan Desa (Studi di Desa Pampalu Kecamatan Beo Selatan Kabupaten Talaud)*. Fakultas Ilmu Sosial dan Ilmu Politik: Universitas Sam Ratulangi.

A. Government Laws and Regulations

Law of the Republic of Indonesia no. 7 of 2017 *About* General elections

Bandung Regency Regional Regulation No. 5 of 2015 *About* Implementation of Peace, Public Order and Community Protection

PKPU Number 15 of 2023 *about* Election Campaign

Bandung Regency KPU Decision Number: 585 of 2023 *about* Determining Locations for Installing Campaign Props in the 2024 Election

Bawaslu Regulation Number 11 of 2023 *about* Supervision of Campaign Stages.

Bawaslu Regulation Number 7 of 2022 *about* Handling Election Fraud Findings and Reports