Perceptions of the People of South Sulawesi Regarding the 2024 Presidential General Election

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ABSTRACT

The Presidential General Election will be held in 2024, several names of presidential candidates are starting to appear on social media and electronic media. With the emergence of these various candidates, it is important to know the public's perception of the 2024 general election. This research aims to analyze the public's perception of the 2024 general election. This research uses a qualitative descriptive research method with a survey method. Determining the sample in this study used non-probability sampling, namely Snowball sampling. All respondents came from South Sulawesi Province spread across several districts and were aged 19 years or over and had participated in previous general elections. The research results show that almost all respondents know that general elections will be held in 2024 and only half know that February 14 2024 is the schedule for the presidential general election. There are several factors that influence people's perceptions, namely background, experience, attention and mental readiness. These several factors produce several important things that are the focus or attention of the public regarding the 2024 general election. First, information about the profile of the presidential candidate, namely the vision, mission, goals and supporting parties of the presidential candidate. Second, information about the implementation of general elections, namely the general election system, conditions and procedures for holding elections, election supervision, voter list, election schedule, election budget and voting places/locations. And the final results show that almost all respondents have not yet decided on their presidential choice for the 2024 general election.

Keywords: public perception, general election in 2024

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INTRODUCTION

Law Number 7 of 2017, Article 1 number 1 of the Law concerning the meaning of elections. "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 members of the Regional People's Representative Council, which are carried out directly, publicly, freely,

secretly, honestly, and justice in the Unitary State of the Republic of Indonesia based on Pancasila and the 1945 Constitution of the Republic of Indonesia,"

Elections for the community and prospective leaders are a political stage in democracy. Elections are held every period, namely once every 5 (five) years. The holding of elections provides political momentum for presidential and vice presidential candidates who will contest the elections in 2024. This momentum will become more diverse because in that year many names of presidential and vice presidential candidates emerged.

Elections are part of efforts to implement democracy and popular sovereignty. The Indonesian people will re-elect leaders, namely the president and vice president. Public participation in elections greatly influences the continuation of the democratic party which is the hallmark of the Indonesian nation.

On Tuesday 14 June 2022, the stages of holding the 2024 General Election (Pemilu) officially began. Voting for the 2024 election will be held on Wednesday, February 14 2024. The 2024 Election stages begin with the stipulation and promulgation of General Election Commission Regulation No. 3 of 2022 concerning Stages and Schedule for the 2024 General Election.

Several names of presidential candidates have started to appear both on social media (online news) and electronic media (television). With the emergence of these various candidates, it is important to know the public's perception both about the 2024 election and about the presidential candidates who will later be designated as presidential candidates and will then be elected in the next election.

Perception is a process involving the entry of messages or information into the human brain continuously making contact with the environment through the senses, namely the senses of sight, hearing, touch, taste and smell (Wirawan, Sarlitom Sarwono, 2006:39). One of the reasons why perception is important in interpreting the situation before the 2024 election is that each human being has a different perception, a different perspective and has different choices for different reasons.

Public perception is important to discuss because the community has an important role in implementing elections. Firstly, in holding elections two things are important, namely voters and those who will be elected. Voters here are defined as the public, while those who will be elected are the presidential and vice presidential candidates. Second, without the presence of the people, elections will never be carried out properly based on the democratic principles adhered to by the Republic of Indonesia. Third, the elections will be held simultaneously with the simultaneous legislative and regional elections. Fourth, many names of presidential candidates have appeared on social media and electronic media, so it is necessary to know in advance the public's perception of who they might choose if the election were held today.

Based on these several things, it is important to carry out this research as information about perceptions among the public. So this research will focus on "Perceptions of the South Sulawesi Community regarding the 2024 Presidential General Election". This study was carried out in order to look at the community's perception of the General

Election, so that it can become material for policy recommendations for the government and the General Election Commission.

METHOD

This research uses a descriptive research method with a survey method, namely by distributing questionnaires. The questionnaire was then compiled and shared using Social Media / WhatsApp.

Determining the sample in this study used non-probability sampling, namely Snowball sampling. The technique for determining the sample is that initially the number is small, then this sample is asked to choose their friends to be used as samples. And so on, so that the number of samples increases. In this study, all respondents came from South Sulawesi Province spread across several districts and were aged 19 years and over and had participated in previous general elections. Distribution of this questionnaire was carried out from May 31 2023 to June 10 2023. During the research period, the number of samples who filled out the questionnaire was 111 people but only 110 could be analyzed.

FINDING AND DISCUSSION
Research Result
Factors That Influence Perception

Perception is defined as a process of a person's observation of the environment using the senses they have so that they become aware of everything in their environment (Indra Tandra, 2018). In this case, the perception of the people of South Sulawesi regarding the 2024 Presidential General Election.

There are several factors that influence a person's perception of the existing situation, some of these factors are:

1. **Background factors**

Background, background that influences the things selected in perception. For example, people with higher education or extensive knowledge of religion have certain ways of selecting information. (Rahmat Dahlan, 2017)

In this research, there are several backgrounds of the respondents in this research, namely gender, age and regional origin.

From the results of this research, of the 111 people who filled out the questionnaires distributed, only 110 could be analyzed, with 75 women and 35 men.

For age background, 39.1% are aged 18-25 years, namely millennial voters, 36.4% are aged 26-33 years while the rest are aged 34-70 years.

Meanwhile, regarding domicile background or regional origin, 28.2% live in Maros Regency, 25.5% live in Makassar City and 17.3% Bone Regency, the remainder are residents who live in Gowa, Bulukumba, Barru, Palopo, Enrekang, Pangkep, Sinjai, Luwu, Selayar and East Luwu.

2. **Experience Factor**

The same thing as background is the experience factor, experience prepares a person to look for people, things and symptoms that may be similar to his personal experience (Rahmat Dahlan, 2017).

In this research, the experience factor referred to is experience in activities and activities that respondents carry out on a daily basis or in other words the work that the response has and experience in organizations, whether religious organizations, student associations/organizations/Youth/Non-Governmental Organizations or even experience with political parties.

Based on the results of research conducted, most of the respondents were students, 37.3%, then 21.8% were government employees, 11.8% were teaching staff and 9.1% worked as entrepreneurs. The rest are private employees, housewives, staff, extension workers and those who do not work.

Furthermore, for the experience factor, respondents did not participate in religious organizations or student associations/organizations/Youth/Non-governmental organizations. From the data obtained, 60.9% did not participate, 19.1% joined but were not active and 20% joined and were active in religious organizations. And for student/youth/non-governmental organizations, 41.8% did not join, 30.9% joined but were not active and 27.3% joined and were active in the organization.

Meanwhile, regarding the experience of joining political parties, as many as 110 people or 96.4% did not participate in political parties and the remainder or as many as 4 people joined and were active in political parties. This data explains that more respondents in this study did not join a political party. And only a few people join and are active. Meanwhile, none of the respondents had joined a political party and were not active.

This research also examines the reasons why respondents want to join a political party. However, 74.5% of respondents apparently chose not to join a political party. As for the other respondents, they wanted to join for several reasons, namely because they wanted to become a party member/administrator, wanted to become a member of the legislature, wanted to study politics, and some had no plans to join a political party.

3. **Attention Factor**

The attention factor usually does not capture all the stimuli around us at once, but focuses on just one or two objects. Differences in the focus of attention between one person and another will cause differences in perception. (Rohmaul Listyana and Yudi Hartono, 2015).

In terms of the attention factor, in this study it is related to how often respondents access the news.

From the results of this research, 68.2% rarely access political news, 13.6% often access political news, 7.3% never access political news and 10.9% access political news very often.

4. **Mental Readiness**

A person's mental readiness for stimuli that will arise. (Rohmaul Listyana and Yudi Hartono, 2015). In terms of public perception or in this case the respondents in this study, the mental readiness factor of the respondents to take part in the 2024 general elections.

The research results show that 66.4% of all respondents who filled out the questionnaire stated that they were willing to take part in the 2024 election. 20.9% said they had not yet decided on their position and the remaining 12.7% did not want to participate in the 2024 election.

Public Perceptions about the 2024 Election

Perception is an almost automatic process, and it works in almost the same way in each individual, but nevertheless it typically produces different perceptions. Perception is a process involving the entry of messages and information into the human brain. The information and messages received appear in the form of stimuli that stimulate the brain to process it further which then influences a person's behavior (Handayani, Melisa. 2013).

In determining the public's perception of elections, it is necessary to have information received from outside. This research shows that the majority or 84.5% know that a democratic party will be held, namely the 2024 general election, while 15.5% do not know. However, only 51.8% or only half of the respondents knew the date the 2024 presidential election would be held. Namely on February 14 2024, while 48.2% did not know that date.

Then, Article 3 of Law No. 7 of 2017 states that the implementation of elections must fulfill 11 principles which include: Independence; Honest; Fair; Legal certainty; Orderly; Open; Proportional; Professional; Accountable; Effective; and Efficient. This article explains that one of the principles of holding elections is openness. Be open to the information needed by the public as voters.

1. **Profile of Presidential Candidates**

In this research, information about the profile of a presidential candidate is interpreted in several ways, namely the personal biography of the presidential candidate, the vision, mission and goals of the presidential candidate as well as the political party supporting the presidential candidate or in other words the parties supporting the presidential candidate.

A profile is a side view, outline or biography of a person or group of the same age (Sri Mulyani, 1983:1). The biography of a presidential candidate is certainly something that is important for the public to know. Although in every presidential election, the presidential candidates are people who are known to the public, both from electronic media and mass media. Presidential candidates are often government officials who have been nominated before or are officials from the regional level or from the ranks of government such as ministers.

From the results of research conducted, 61.8% of respondents considered that the profile, vision, mission and goals of presidential candidates were the most important things to know in the upcoming 2024 presidential general election. Then, as many as 40.9% of respondents chose that information regarding the political party holding the presidential candidate was no less important in the general presidential election.

These two things, namely the presidential candidate and the party supporting the presidential candidate, are the main information that the public will seek or want to know.

Even though the two are one unit, there are still differences because the presidential candidate is a person whose character and historical leadership background can be assessed, while the supporting political party is a means of making the democratic political activities carried out successful.

Political parties are a necessity in modern democratic politics. As an organization, a political party is ideally intended to activate and mobilize the people, represent certain interests, provide a way of compromise for competing opinions, and provide a means of legitimate and peaceful succession to political leadership (Amal Ichlasul, 2012) .

Indonesia is a democratic country so the existence of political parties is a necessity. Since 1945, political parties in Indonesia have existed until now, although there are parties that have disappeared and there are new parties. As reported on the Wikipedia.com site, in the 2019 elections, several parties representing the national parliament were recorded, namely PDIP, Golkar, Gerindra, Nasdem, PKB, Democrat, PKS, PAN and PPP.

In the presidential election, several parties will put forward 1 (one) pair of presidential candidates who will run in the election, so that this is in line with the results of research conducted, namely that 40.9% of respondents stated that the main thing they wanted to know was the party of the presidential candidate. This means that there is quite a large influence between the presidential candidate and his supporting party.

In the presidential general election, several parties have selected candidates as presidential candidates who will be put forward in 2024.

2. Holding the 2024 Presidential General Election

2017 concerning General Elections (Pemilu), the Election Organizer is the institution that organizes the Election which consists of the General Election Commission, the Election Supervisory Body, and the Honorary Council of Election Organizers as a unified function of organizing the Election to elect members of the People's Representative Council, members of the Regional Representative Council, the President and Vice President, and to elect members of the Regional People's Representative Council directly by the people.

There are three Election Organizing Parties (PP) referred to in the Law, namely:

1. The General Election Commission (KPU) is an Election Organizing institution that is national, permanent and independent in carrying out elections. The KPU created several types of committees, namely:
   1) The District Election Committee (PPK) is a committee formed by the Regency/City KPU. to carry out elections at the sub-district level or other names.
   2) The Voting Committee (PPS) is a committee formed by the Regency/City KPU to carry out elections at the sub-district/village level or other names. PPS formed a Voting Organizing Group (KPPS) to carry out voting at polling stations and to update voter data.
   3) The Overseas Election Committee (PPLN) is the committee to carry out elections overseas. PPLN created the Overseas Voting Organizing Group (KPPSLN), a group formed to carry out voting at overseas polling stations and as Voter Data Updating Officers.

2. The Election Supervisory Body (Bawaslu) is an election organizing institution that supervises the implementation of elections throughout the territory of the Unitary State of the Republic of Indonesia. Consist of :
   1) Provincial Bawaslu
   2) Regency Bawaslu
      Regency Bawaslu creates a sub-district General Election Supervisory Committee (Panwaslu) and sub-district/village Panwaslu. Sub-district Panwaslu makes Polling Place Supervisors (TPS Supervisors) who are officers formed to assist Sub-District/Village Panwaslu.
   3) The Election Organizer Honorary Council (DKPP) is the institution tasked with implementing the code of ethics for Election Organizers.

Election organizers are institutions that manage matters related to the implementation of elections. In various countries, this institution is known by various names such as the General Election Commission (Election Commission), General Election Department (Department of Elections), General Election Council (Electoral Council), General Election Unit (Election Unit), and General Election Body (Electoral Board), (Alan Wall, etc.)

In this study, 33.6% of respondents stated that it was important to know various information related to the implementation of elections. The research results show that the information regarding the holding of the presidential election in question is the general election system, terms and procedures for holding the election, election supervision, voter list, election schedule, election budget and voting places/locations.

Butler et. al., it is more rational and covers almost all dimensions of election implementation. Butler et al.'s criteria include the dimensions of regularity of election time, election organizers, voters and the election process. However, this does not mean that Butler's criteria are without weaknesses. There are external factors that escape Butler et's criteria. al., such as the position of the mass media, which will influence the implementation of democratic elections. (Ultimate, 2009)

In essence, this form of perception is perception that is not only carried out by sight, but also with complete sensory equipment in order to produce maximum data that is in accordance with the reality in the field. Where the stimulus is strong, the results obtained will be more specific. After that, the individual interacts with the perceived objects, the results of the perception can be divided into two, namely:

1) Positive perception is a perception that describes all knowledge (whether you know or not) and responses that are continued with efforts to utilize it. This will be continued with activeness or accepting and supporting the perceived object.

2) Negative perception, namely perception that describes all knowledge (whether you know or not) and responses that are not in harmony with the object being perceived. This will continue with passivity or rejection and opposition to the perceived object (Eliska Pratiwi, I Nyoman Sujana and Iyus Akhmad Haris, 2019).

From the explanation of the forms of perception above, namely positive perception and negative perception. In this research, it is related to the readiness of respondents to vote if the election were held today, and the results show that as many as 54.5% of respondents have not yet decided which presidential candidate they will choose. Meanwhile, the others who voted included Ganjar Pranowo, Prabowo Subianto, Anies Baswedan, Ridwan Kamil, Sandiaga Uno, Erick Thohir and the rest did not vote.

The results of this research show that currently the public is not ready to hold a general election, proven because up to now, the people in South Sulawesi in this research have not been able to determine their presidential choice for the 2024 election.

CONCLUSION

Public perception is an important thing for the government to know and understand because it can provide input, attention and improvements for government implementation, especially the implementation of the 2024 presidential general election which will soon be held. People's perceptions can be influenced by several things, namely background, experience, attention and mental readiness. There are several important concerns for the public in the presidential general election, namely the profile of the presidential candidate including the vision, mission, goals and parties supporting the presidential candidate as well as information about the implementation of the election, including the general election system, terms and procedures for holding the election, election supervision, voter list, election schedule, budget. elections and voting places/locations... The limitations of this research are that the respondents in this research were only representatives from several districts in South Sulawesi Province, so the expected results are still far from representative of the Indonesian people who will hold elections in 2024. However, the author hopes that the results of this research will be useful for further research related to General Elections in Indonesia.

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