

PUBLICITY THROUGH MEDIA RELATIONS (STUDY ON THE CHOICE OF THE HEAD OF REGION IN 2017 BY THE GENERAL ELECTION SUPERVISORY AGENCY OF THE REPUBLIC OF INDONESIA)

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Abstract

The simultaneous General Election to be held in various regions of Indonesia is the holding of legislative elections with joint executives. Indonesia will begin a new experience of elections like this. At the same time, the second phase of the Pilkada is necessary to prevent the violation of the election, this is the biggest task of the election supervisor, although the violation is also an important task of the supervisor, and ensures the implementation of elections and pilkada based on Luber Jurdil. Public relations tasks, especially in the government, are to improve the smooth flow of information and accessibility with the community in obtaining information, and improve coordination of information dissemination about government policy. Publications that use mass media as a means of disseminating information, one of which is done by Public Relations Bawaslu in achieving publicity by realizing good media relations activities. Media is also described as the most powerful means to support public relations activities or public relations. The concepts in research are public relations, media relations, and publicity. This research uses postpositivism paradigm, with qualitative approach. This research type is descriptive. The results of research conducted in the government agencies of the General Election Supervisory Board of the Republic of Indonesia is about publicity conducted by public relations Bawaslu RI through media relations activities. Activities such as press conference, press briefing, press tour, news release, special event, press luncheon, and press interview to establish good relationship with the media have been done by public relations Bawaslu RI

Keywords: *Public Relations, Media Relations, and Publicity.*

INTRODUCTION

Internet Service Providers (APJII), internet users in Indonesia has been increasing. One of the characteristics of a democratic State is the election that is held periodically, including the election of public officials at the local level (regional head). Giovanni Sartori cited by Suswatoro (2015: 2) states that the election is the most important mechanism in realizing political competition and producing a government that has the legitimacy of the people. In other words as good as any government is designed, it can not be considered democratic unless the officials who lead the government are freely chosen by citizens openly and honestly.

The simultaneous General Election to be held in various regions of Indonesia is the holding of legislative elections with joint executives. This decision was issued through the Constitutional Court Decision (MK) No. 14 / PUU-11/2013 Concerning the Constituent Election. This law decision resulted from the process of granting the proposal to examine the matter of Law no. 42 of 2008 concerning the Election of President and Vice President submitted by Political Communication Experts of the University of Indonesia. Effendi Gazali and the Coalition of Communities for General Election. Based on the consideration of the Constitutional Court, the election of two general elections, namely Legislative and Presidential Election held separately contradictory to the 1945 Constitution,

where article 22E states that elections are periodically, once a year conducted to elect members of DPR, DPD, DPRD, President and Vice President (www.nasional.kompas.com).

With the issuance of the Constitutional Court's Decree, Indonesia will begin a new experience of elections in Zambrud Khatulistiwa Country. The response that emerged from the implementation of the newly elected System of Elections in Asia, among others is the assumption that the elections will simultaneously create the effectiveness and efficiency of state financing, to the effect of strengthening the Political Party's commitment in coalitioning permanently in order to strengthen its power base in higher state institutions.

Although the elections have not been held in full swing, the number of voters recorded in 2015 exceeds 50% of the number of voters who voted for in 2014 Presidential Election. The elections are held in stages at the first stage on December 9, 2015, the second phase of February 2017, June 2018, the fourth phase of 2020, the fifth stage of 2022, and the sixth phase of 2023 (www.news.liputan6.com). The number of 269 regions that hold elections has also exceeded 50% of the total 514 regions in Indonesia. First elections were held at the end of 2015 for the election of 269 heads and deputy regional heads covering 9 gubernatorial and vice-governor elections, 224 bupati and vice regent elections, and 36 mayoral and vice-mayoral elections.

The General Elections Commission (KPU) has stipulated a second wave of elections on February 15, 2017. The elections are followed by 101 provinces, districts and municipalities. The regions that will organize the election consist of 7 provinces, 76 districts, and 18 cities (www.pilkada.liputan6.com). At the same time as the second phase of the election is necessary to prevent the violation of the election, this is the biggest duty of election supervisor, although indeed the violation is also an important task of the supervisor, and ensures the implementation of Luber Jurdil based (direct, public, free and confidential and honest and fair) (antaranews.com).

An institution can not stand alone in carrying out supervisory functions. Public participation is an important factor for electoral success in the current era of openness. The Election Supervisory Board of the Republic of Indonesia is very aware of it. Therefore, in addition to seeing the need for closer cooperation with all election organizers, furthermore the Election Supervisory Body of the Republic of Indonesia has been and wants to involve the public to perform such a broad supervisory function (Suswantoro, 2015: 1).

The Election Supervisory Body of the Republic of Indonesia (Bawaslu RI) from the first pilkada stage has been given the task of overseeing the implementation election of Governor and Vice Governor, Regent and Deputy Regent, Mayor and Deputy Mayor. In its duties, Bawaslu makes the guidelines contained in Bawaslu Regulations, Standard Operating Procedures (SOPs), Technical Guidelines (Juknis), and circulars that will be used for the Provincial Bawaslu, Panwaslu, District / Municipal, Sub-district Panwaslu, Field Supervisory Officials (PPL), and TPS Supervisors in performing their duties oversee the implementation of elections in Indonesia (Document Agency of the Election Supervisory Body of the Republic of Indonesia).

To support these tasks, Bawaslu RI needs to convey Pilkada Supervisory Policies to the public, namely Community Organiasasi (social and community organizations, youth social organizations, and social and political organizations), Adat Leaders, Community Leaders, Student Organizations, Institutions (NGOs), civil society, and civil society, so that each element can participate with Bawaslu in a comprehensive oversight and create a prevention against potential violations that often arise in the implementation of elections previous. Bawaslu needs to make policy delivery to the public in order to build a common understanding about the procedures, stages and technical supervision of Pilkada especially this second stage.

Efforts Bawaslu RI in conveying information to the public regarding the tasks and policies of the Government related to Election Supervision is the task of a public relations or Public Relations. The task of public relations, especially in the government is to improve the smooth flow of information and accessibility with the community in obtaining information, improve coordination of information dissemination about government policies in accordance with the needs and demands of society, and build a positive image, reputation and public opinion (Komarudin 2014: 34). The task of public relations is an important task. Because public relations became the face of the institution and

the first part that intersect directly with the community. To run a smooth flow of information, public relations do promotional activities to achieve publication. In this case, a public relations or public relations plays an important role in achieving publicity.

Publicity according to Pudjiastusi (2010: 63) can be applied to various fields of government, corporate, or personal to gain popularity. Publicity can generate acceptance and trust from the public and be able to form public opinion by broadcasting news, especially by creating events or events first. Part of publicity is publication, the publication that uses mass media as a means of disseminating information. Publicity is basically sending information through press releases, press conferences, press tours, and others to the media in the hope that the information is disseminated to the public (Yuliana, 2014: 104).

By involving the mass media, both print media, electronic media, and online media. This is because mass media have access to information to the public. In addition, the mass media also serves to control the election participants or candidate pairs in the elections. Bawaslu has partnered with the Indonesian National Police and the Attorney General's Office. This includes electoral law enforcement. Any coverage of the candidate can certainly influence voters.

One way that is done by Public Relations Bawaslu in achieving publicity by realizing good media relations activities. A publicist should be able to communicate important messages to the public. Establishing good relationships with journalists is one of the tasks done in running media relations, as journalists are an important part of media organizations. When organizations develop or plan media relations activities, the media is an identity that can not be ignored and must be taken into account (Iriantara, 2011: 34).

The mass media is a stakeholder with a strategic role to provide an overview and input for improving the supervisory function undertaken by Bawaslu. Media is also described as the most powerful means to support public relations or public relations activities. Mass media can also be used to convey messages to the public in large numbers. The power of mass media can form an opinion on ideas or ideas in the public sphere over the problems or questions that are being faced in a particular situation (Darmastuti, 2012: 58).

The presence of media becomes a strategic pillar of democracy. On the one hand media can be a source of noise and a source of division, but on the other hand it can also make wise political lessons and mature voters to be rational voters (www.pilkada.liputan6.com). Therefore, a good relationship between public relations and mass media is needed in order to create news which is expected to make the flow of information transparent, positive, and constructive.

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A. Community Relations

According to the International Public Relations Association (IPRA) cited in Cutlip, Center and Broom (2006: 5) states that the definition of Public Relations is:

"Public Relations is a management function that assesses public attitudes, identifies policies and procedures of a person or organization for the benefit of the public, and plans and conducts an activity program to gain understanding, understanding and support from the public"

While Public Relations by Kasali cited by Soemirat and Ardianto (2012: 15) is a field that requires careful planning in a management approach in certain areas. Overall public relations is an effort done in a planned and sustainable in order to create and maintain goodwill (good-will) and mutual understanding between an organization and the public.

All actions undertaken by a government agency in the effort to foster relationships with the community and foster the dignity of agencies from the view of the community in obtaining understanding, trust, cooperation, and support from the community in the implementation of basic tasks, functions, roles, responsibilities and authority (Komarudin, 2014: 34). Public relations government should socialize policies that require public support that supports the openness of public information and establish good relations with the mass media. So public relations and mass media is certainly expected to convey information and communication that is honest, fair, and balanced.

The core task of public relations is to improve the smooth flow of information and accessibility with the community in obtaining information, improve coordination of information dissemination of government policies in accordance with the needs and demands of society, and build a positive image, reputation and public opinion (Komarudin 2014: 34).

Thus public relations plays a role in efforts to disseminate or publish activities and work programs both addressed to the internal within the organization and society, absorbing the development of situations and aspirations of the community which further became input for leadership in decision making, and then used to facilitate the process of positive interaction on publicity development national or regional and provincial level through cooperation with the mass media.

B. Media Relations

In Indonesia the term media relations began to replace press relations. In various business organizations in Indonesia it is common to mention one part of its PR with that name. This is reasonable given the rapid development of mass media in Indonesia, so that the organization is not just a relationship with the press as a print media but also a relationship with non print media that the level of exposure is high enough to the people of Indonesia (Iriantara, 2011: 8).

a. Media Relations Activity

In an effort to foster media relations, public relations perform various activities that come into contact with the media (Ardianto, 2013: 267):

- 1) Press conference (press conference, media meeting or media meet), which invites journalists to dialogue, with materials that have been prepared carefully by the organizer, while the target of the meeting is the loading of information in the mass media with an invited journalist intermediaries. A visit to the press office is to visit a media office in order to establish a cooperative relationship, to know the ins and outs of media work, or to inform everything about the organization, the issues we are raising, and the activities we have or will do
- 2) Press briefing. In this activity delivered information about the activities of the institution to the press, also held responses or questions journalists. The difference with press conferences, press briefings are done regularly, even done for small things, as long as have news value
- 3) Press tour (Media Tour) is to invite journalists to visit a location, whether located in the environment, or to places or locations that have links to the gait of the institution
- 4) News release (press release, press release, broadcast release) as publicity, that is media that is widely used in public relations activities because it can spread the news
- 5) Special events, special events as an important public relations activity and satisfy many people to participate in an opportunity, able to increase knowledge and meet the public taste. Event is an activity organized to commemorate the important things throughout human life either individually or group held for a particular purpose and at a certain time (Noor, 2013: 8)
- 6) Press luncheon, the public relations officials held a luncheon for media representatives / journalists, so that on this occasion the media can meet with top management institutions to listen to the development of companies / institutions
- 7) Press interview (media interview), which is meeting journalists and resource persons from an institution to explore information or clarify various issues, whether related to organization, mission, and institutional activities.

C. Publicity

Almost everything that the media presents is the publicity of a person, something or institution. Publicity is done to obtain a positive response from the public or the public. This is because it is intended for the public at large in the packing of each message the media must use kaedah in presenting every news (Sumadiria, 2014: 36).

Publications derived from the word "publicare" which means to the public. So, publication is the activity of introducing the company so that public (public and public) can know it. Part of the publication is publicity, the publication that uses mass media as a means of disseminating information (Yuliana, 2014: 104). Publicity is basically sending information through press releases, press conferences, press tours, press briefings and others to the media in the hope that the information is disseminated to the public media.

Publicity from a media perspective by Cutlip, Center and Broom (2006: 12) is information provided by outside sources used by the media because the information has news value. Meanwhile, according to Lesly cited by Iriantara (2011: 190) publicity is the spread of messages that are planned and done to achieve goals through certain media for the specific interests of organizations and individuals without payment certain to the media.

So, publicity is a message deliberately engineered by an organization or company as a source of information published to the public with using media and emphasizing media relations more on publicity (Darmastuti, 2012: 31). The medium does not attract the price to place the information on a newspaper page or in radio and television time slots. Because it is loaded or not is entirely the rights of mass media. The source of the information or the company can not control or determine to load.

Publications media known only for newspapers, magazines, and others. Along with the development of today's source of information not only we find from the mass media such as newspapers or magazines but from the internet. With the internet an information will be very easy to get. Of course through the internet will make it easier for public relations practitioners in publishing information to the public. Through public relations activities that can be published through the internet in the form of articles, press releases about the progress of the company's programs.

According to Hachigan (in Ardianto, 2013: 263) publicity aims to gain public attention through spread in print and electronic media, including newspapers, magazines, television, radio, talk shows and other events, online publicity, groups and websites.

RESEARCH METHODOLOGY

A. Paradigm of Research

The paradigm used in this research is postpositivism. The postpositivist paradigm was born as a paradigm that wants to modify the weaknesses of the positivist paradigm. This paradigm argues that researchers can not get the facts from a reality if the researchers make a distance (distance) to the reality. The researcher's relationship to reality must be interactive. Therefore it is necessary to use the principle of triangulation, namely the use of various methods, data sources, and data (Tahir, 2011: 57-58).

In accordance with the above description, the application of postpositivism paradigm in this study is to look at the phenomenon or event of the whole reality of how publicity through media relations (study on the election of regional heads in 2017 by the Election Supervisory Board of the Republic of Indonesia).

B. Research Approach

The research approach used in this research is qualitative. Qualitative research is rooted in the paradigm of constructivism that aims to explore the meaning of behavior that lies behind human actions. Qualitative research is a study that produces analytical procedures that do not use statistical analysis procedures or other quantification methods (Moleong, 2007: 6).

Qualitative approach is a mechanism of research work that relies on descriptive descriptive words, or sentences, carefully conceived and systematically ranging from collecting data to interpret and report the results of research (Ibrahim, 2015: 52). Prof. Burhan Bungin argues that a qualitative approach is a research process whose target is limited, but its data depth is infinite. The deeper and qualified data obtained or collected, the more qualified the results of the research (Ibrahim, 2015: 53).

Based on the above, the research approach used in this qualitative research is also used for the reason because the researcher aims to know the publicity through media relations (study on the

election of regional heads in 2017 by the General Election Supervisory Board of the Republic of Indonesia).

C. Types of Research

There are various possible pillars in this type of research, namely descriptive, explorative, and explanative. The type of research used by researchers, namely the type of descriptive research supported by qualitative data.

Descriptive research is a study intended to describe, describe, or describe the state of the object under study as it is, according to the circumstances in which the research was conducted (Ibrahim, 2015: 59).

The data collected are in the form of words, images, and not numbers. This is due to the application of qualitative methods and all that is collected is likely to be key to what has been studied. Thus, the research report will contain data citations to illustrate the presentation of reports and the data may come from interviews, field notes, photographs, videotapes, personal documents, notes or memos, and other official documents (Moleong 2007: 11) .

From that explanation, it can be concluded that qualitative research is considered to be able to answer a research, because in this study, aimed to know publicity through media relations (study on the election of regional heads in 2017 by the Supervisory Agency of the General Election of the Republic of Indonesia).

RESULTS AND DISCUSSION

Public Relations of the General Election Supervisory Board of the Republic of Indonesia is part of the Central Government in carrying out supervisory functions, which has a wide scope in carrying out its functions and duties. Not just connecting with others, launching propaganda to achieve goals, building relationships, with media partners and as a traffic information coordinator with service users. Therefore, public relations from the government should always know the background of a policy and decisions taken by the leadership.

Media relations is an important role as a form of public relations activities. It is necessary to first understand the difference between media needs and the approach used in media relations. The purpose as a means of publishing an information to be submitted by the organization to the public. For that, public relations continues to maximize the role of this media by involving the media in public relations activities, such as disseminating information.

Government public relations has a duty to improve the smooth flow of information, by improving the coordination of information dissemination of government policies in accordance with the needs and demands of society, certainly able to create a conducive and dynamic climate in order to secure the stability and political security of national development, and maintain the image of Bawaslu through a series of activities to establish a good identity in the eyes of the community.

Bawaslu can not work alone, so it is with the media together to oversee elections or elections to cooperate in spreading the information. Media as one of the information centers consumed by the public has a strategic position to publish what is done by Bawaslu in the supervision of legislative elections, presidential elections, and elections. And through the media policies, programs and information on supervision conducted by Bawaslu can be published as widely as possible which is certainly known in general.

Media has the power as a very effective opinion formers, for it needed a way to build trust. Humas Bawaslu continually seeks to maximize the role of the media by involving the media in public relations activities, such as disseminating information. Efforts made by Bawaslu RI in an effort to foster good relations with the media, according to Ardianto, 2013: 267), namely: Press conference, Press briefing, Press tour, News release, Special event, Press luncheon, and Press interview.

Activities according to Ardianto mentioned in the previous paragraph, if equated with that done by public relations Bawaslu, that all the activities have been done. The activities are: (1) Press conference, conducted (2) Public discussion, conducted once a month on Friday or tentatively

following the schedule of leaders in Media Center Bawaslu, (in the case of the Bawaslu Media Center, 3) Media Gathering, conducted once a year to two times adjusted to the budget, this activity not only presents Fun only but there is a discussion forum among the Commissioner with the mass media.

Other activities not mentioned above can also be viewed on the Bawaslu website at www.bawaslu.go.id. Through the website shows the bulletin from Bawaslu, press release, regulation, agenda of activity schedule, dispute resolution, election supervision result and news almost always updated.

Almost everything presented by the media is the publicity of a person, something or institution. Publicity is done to obtain a positive response from the public or the public. Bawaslu itself can be said to have made such efforts, using the media and emphasizing media relations more on publicity. Dissemination of information with publicity has four advantages according to Yuliana (2014: 105), namely: Higher Credibility, Nonpaid form of communication / no media cost, Publicity may tell more details, and can be trusted. On the other hand publicity also has a negative impact, to cope with it Bawaslu has its own way.

Assessing a publicity effort has been well-publicized or not, Bawaslu uses monitoring media through third parties and also uses an application base for evaluation. With the monitoring media Bawaslu can cope with the negative impacts that arise quickly. Content or offenses that receive special attention from Bawaslu, which often occurs in presidential and legislative elections, and local elections are money politics, black campaigns, inaccurate DPTs, and the inflation or manipulation of vote results.

CONCLUSION

From the results of data analysis and discussion conducted by researchers during conducting research activities in Public Relations of the General Election Supervisory Board of the Republic of Indonesia, it can be concluded as follows:

1. PR strategy that becomes the target component that is the community. Public relations government role in efforts to disseminate or publish activities and work programs both addressed to the internal within the organization and society, absorbing the development of the situation and aspirations of the community which further became input for the leadership in decision making,
2. Media Relations is an activity conducted by public relations by establishing good relations with the media. The objective as a means of publishing information that will be submitted by the organization to the public, through media relations activities in the form of press conference, press briefing, press tour, news release, special event, press luncheon, and press interview have good relationship with the media has been done by Bawaslu RI.
3. Public Relations continues to maximize the role of the media by involving the media in public relations activities through various activities of media relations, such as disseminating information.
4. Publicity aims to gain public's attention through dissemination in print and electronic media, including newspapers, magazines, television, radio, talk shows and other events, online publicity, groups and websites.
5. Electoral supervision used by election supervisory bodies such as Bawaslu formally established by the state. While the involvement of the community in conducting election monitoring through monitoring institutions is more often referred to as election monitoring activities.

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