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*Corresponding author:

Muhammad Wahyu Prasetyo Adi, Master
of Social and Political Sciences,
Brawijaya University, Indonesia.

E-mail: wahyuprasetyo@student.ub.ac.id

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RESEARCH ARTICLE

Preventing Money Politics: Bawaslu Role in Batu City Regional Head Election

Muhammad Wahyu Prasetyo Adi^{1*}

Abstract: The practice of money politics in Batu City is an old symptom that is still rooted in the political year. Like the 2017 political year, money politics is incarnated in the packaging of goods, from basic necessities to clothing. This is also evident in other political events, such as in 2019 and 2024. The purpose of this research is to analyze Bawaslu's role in preventing money politics in the 2024 political year with a focus on digital media campaigns and community-based education. Through a qualitative approach with a descriptive type, this research focuses on selecting informants by purposive sampling. Using primary and secondary data collection techniques, this study selected informants who have the capacity and understanding of Bawaslu's role in understanding local dynamics with the prevention role theory. The first result is through the digitization of information, namely using Instagram and the official website as a visualization of election material, criminal threats for those who deviate from the appeal to carry out the correct voting process. In this context, the main target is mass media users who do not limit their age. Second, through political education in each village, this orientation is due to the topography of Batu City, where the majority of villages and the 2017 political year is a track record of money politics in the village so that the vulnerability of money politics must be based on its potential. The implications of this research understand Bawaslu's strategy in preventing money politics in the 2024 Regional Head Election.

Keywords:

Preventive Role, Money Politics, Political Education, Digital Information.

About the Author

Muhammad Wahyu Prasetyo Adi is currently pursuing a master's degree in public administration at Brawijaya University, Malang, Indonesia. He is currently interested in research in the fields of politics and elections.

About Author

Muhammad Wahyu Prasetyo Adi, Master of Social and Political Sciences, Brawijaya University, Indonesia.

1. Introduction

Political practices in the Batu City regional head election are old actions that have the potential to occur again in the 2024 regional head election. Genealogically, the flow of money politics practices in the contestation of the Batu City regional head election occurred in 2017. Aminah (2017) In a digital track record, it was conveyed that the practice of money politics by candidates for the regional head of Batu City in the 2017 political year was organized in the form of packaging goods, basic necessities, and clothing by one of the mayoral candidates, Dewanti Rumpoko. This track record has become an attention after so long, the infiltration of money politics practices in the contestation of regional head elections in Batu City has not been able to be visualized in the form of a report. Because in several empirical findings, the practice of money politics ahead of the Batu City regional head election is still so secretly pervasive. Aspinall & Sukmajati (2016) divides the patterns of representation of money politics, including vote sharing, personal gifts, services and activities, group goods, and pork barrel projects. This condition is relevant to the experiential enrichment that has occurred in the 2017 political year, as the possibility of infiltration of money politics is not only oriented towards buying votes but is contained in varied forms.

The issue of money politics will always be warm and sexy in the midst of a democratic country; as a result, this topic will always attract attention to be studied. The urgency of this research is to provide specific enrichment in the Batu City Bawaslu environment by pouring its authority over the potential for money politics. Bawaslu Batu City has actually confirmed that the practice of money politics that occurred in 2017 has entered the report stage, but did not necessarily continue due to unfulfilled administrative matters from the reporter and the reported. Not wanting to create the same event as the election experience, Bawaslu has a duty to prevent the practice of money politics. In its operation, prevention is the most essential step in controlling the practice of money politics in order to be able to overcome it early in the electoral. Moreover, the existence of this deviation is considered a central political legacy (Muhtadi, 2013) that has taken root in shaping electoral perspectives (Alifah & Sari, 2020) to shape voter behavior to be more pragmatic (Ridhuan, 2023). Even in other statements, money politics is not a mistake of perspective or relatively pragmatic behavior, but a manifestation of traditions that have been subordinated and must be present as a form of seriousness from the candidate to convey the mandate. Therefore, the seriousness in creating elections that are *luber jurdil* can only be accommodated by Bawaslu. Nothing but to beautify the good and right election cycle as mandated by the election law.

Research related to the election supervisory body in the space for preventing money politics in the contestation of regional head elections in Batu City has not been carried out; this condition then becomes the space that will be filled in this research. In addition, in analyzing the field findings of the role of prevention, Bawaslu will use the theory of the role of prevention (Soekanto, 2002), which has three indicators, namely active, passive, and participatory, but the research limits it to active and participatory indicators. Similar research ecology related to research that focuses on preventing money politics practices by Bawaslu is relatively many. Riwanto et al. (2021) and Wahyuni et al. (2023) emphasized the importance of collaboration as the main orientation in the monitoring of money politics practices by election watchdogs and civil society. Meanwhile, Ahmad et al. (2025) and Ridhuan, (2023) highlighted the weak administrative law enforcement of money politics in elections. Then Zainal et al. (2021) highlighted that the absence of massive communication between community leaders and institutions is a vital issue for the occurrence of money politics. In the context of village education, Nurhikmah (2022) highlighting the effectiveness of Bawaslu socialization through a socio-cultural participatory approach in the region of regional head and village head elections. The accumulation of this research is an attention, that the theme of preventing the practice of money politics will always be a hot issue in various regions, especially in Batu City, which has not shown its existence.

On the various backgrounds of the problems presented, the purpose of this study is to analyze the prevention strategies carried out by Bawaslu Batu City ahead of the 2024 regional head election political year,

with a research focus on digital media campaigns and community-based education. Through the prevention role analysis knife, this research will dialogue field findings with available theory. Thus, field findings will bring researchers and readers to know the extent to which prevention strategies that have been focused on are able to contribute positively to a healthy and correct election ecosystem. Because the importance of preventive action by the authorities is not only a representation of the government's seriousness in dealing with election irregularities in every political year, but there is a core message to be able and willing to create resistance (resistance) to money politics itself from the roots of a society that has understood an election (Adi et al., 2024).

2. Methods

This research uses a qualitative approach with a descriptive type. In analyzing the data, this research uses thematic analysis, which is conceptually divided into three stages, namely understanding the data, compiling codes, and looking for themes. In technical terms, researchers understand the data as usual as research analysis in general, but there is a code compilation where researchers do through a log book as an initial mapping of understanding a data through a certain code, then look for themes according to the data that has been collected by adjusting the research focus (Braun & Clarke, 2006). Another reason for using this method is because it is relevant in building an in-depth research construction, especially the preventive strategy carried out by Bawaslu Batu City in suppressing the potential for money politics in the 2024 Batu City Pilkada contestation (Silverman, 2021).

The data source of this research is divided into two, the first is the primary data source obtained through interviews with Bawaslu who have duties in their field, selected through a purposive sampling technique. Before conducting interviews, researchers got key informants who were obtained directly when they came to the Batu City Bawaslu office. This informant is in direct charge of systemic prevention measures within Bawaslu. Furthermore, there were two supporting informants who contributed to the interview. In extracting interviews, researchers used a semi-structured format, meaning that it remained oriented to the research focus but was more flexible to various informant denials. This format was chosen because it wanted to create a calmer and relatively less tense interaction over the accumulation of question transcripts (Kvale, 1996).

The second source, related to secondary sources, maximizes the visualization of mass media and social media. The reason for using this is that before conducting one-on-one research, researchers have sorted out some information that is relevant to the research focus. On the other hand, informants testified that everything has been conditioned in the form of digital media space information, meaning that it is easier to access supporting data. Not wanting to close the interactive space and as a form of proof of the novelty of the research, the accumulation of journals from the past few years will be reflected in academic dialogue in supporting updates and strengthening research analysis based on prevention role theory (Bungin, 2018; Soekanto, 2002). Furthermore, the data collection process was carried out using triangulation techniques, namely comparing data from various sources to increase the validity and reliability of research findings (Denzin, 1978; Yin, 2017). This technique aims to obtain comprehensive and in-depth data in a research setting related to Bawaslu's preventive actions in local democracy.

3. Results and Discussion

Information Digitalization

Information digitization is the first aspect of the research theme's findings. The emergence of the theme of information digitization is a form of information delivery to deal with increasingly dynamic social dynamics in the atmosphere of regional head elections. This condition refers to various accumulations of information that tend to be conventional, which will only close the space for community participation. In grounding a

healthy and correct election ecology and election procedures, digital information is carried out through two mechanisms. First, through the use of social media, which in fact is able to target all ages. Second, through the use of the official website of Bawaslu Batu City. In these two utilization mechanisms, one theme of digitalization information is the most relevant style, such as in creating electoral understanding and even election participants.

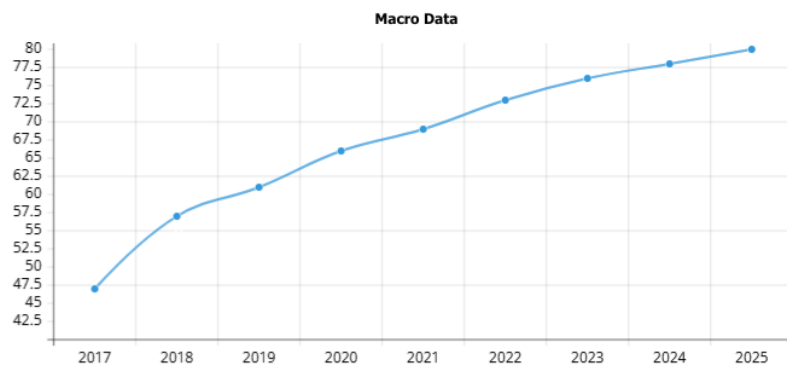
Preventing the practice of money politics through the use of the digital era is a necessity in the midst of dynamics that increasingly demand efficiency and effectiveness. As found in the field when conducting interviews with informants, the use of mass media is represented through the official website of Bawaslu Batu City and social media, especially Instagram and WhatsApp. From various digital media utilization, it does not close the space for anyone to access by Batu City elections. Especially WhatsApp, Bawaslu utilizes it as a media channel in infiltrating information on the importance of choosing candidates properly and correctly according to the electoral creed in WhatsApp groups to then be channeled to Batu City community groups, so that information on preventing money politics practices is increasingly infiltrated massively and aggressively. This is then proven by the number of Batu City community reports from the 2017 to 2024 elections, as in the table below;

Year of Political Report	Name of Reporter	Report time	Report Result
2017	NVL	One month ahead of the election	Giving money, sarongs and mukenas in forums by certain candidates
2024	MDLH	Voting for a particular candidate during the Quiet Period	Giving nominal money to hundreds of certain candidates
2024	MIA	Voting for a particular candidate during the Quiet Period	Giving nominal money to hundreds of certain candidates
2024	LS	Voting for a particular candidate during the Quiet Period	Giving nominal money to hundreds of certain candidates
2024	DN	Voting for a particular candidate during the Quiet Period	Giving nominal money to hundreds of certain candidates

Source: (Aminudin, 2017; Bawaslu, 2024; Ibrahim, 2024)

The table above provides information that there are several achievements in the report, paying attention to 2017, at which time the data obtained in the report held by the general election supervisory committee (panwaslu), which was then in the following political year by the election supervisory body (bawaslu). In this context, it is a report that emphasizes different authorities; this data is a form of comparison for different political years and has increased in the context of reporting alleged money politics practices by regional head candidates. This means that the shift in Batu City society towards the practice of money politics has experienced an increase in understanding and higher initiatives. In addition, in the news above, there is an element of deliberation in abbreviating the name of the reporter, because it is to maintain the identity of the reporter who has a response to the act of money politics.

In the perspective of the theory of the role of prevention in an active context, the utilization of mass media by Bawaslu Batu City is very relevant in changing the wider community as a subject of social control, not only as a legal object. Because when using mass media as the main orientation in providing information related to money politics education, it is likely that it can be accepted by a wide segment of society without limiting the age of voters. As in the macro data below, which benchmarks the use of social media as a mechanism for Bawaslu Batu City in supplying healthy and correct election information based on digitalization.

Picture 1 Indonesian Social Media Users

Source: (Yonatan, 2023)

The visualization of social media users above is very appropriate if digital activities become the first orientation in taking preventive actions against money politics. Through macro data, the difference between 2017 and 2025 as a political year is very high, as in 2017 it was 47.5% while in 2025 it reached 80% of social media users. In the end, the potential is huge when mobilizing preventive information through social media, because the practice of money politics always evolves from form to form; there is no limit to activities that usually violate election ethics. This finding justifies Misran et al. (2021) that social media is a new transformation for election watchdog institutions, as the limited means of negating money politics will disappear when political contestation still requires a large cost burden, both for organizers and election participants themselves. So it is a necessity that social media becomes part of providing an oriental understanding space for the needs of social construction.

On another matter, the activation of delivery in the form of social media has the potential to create understanding, criticism to the point of supervising when elements of society are no longer positioned as recipients of rules (legal objects) about elections. As research (Farida et al., 2024) In the juridical analysis of Law Number 7 of 2017 concerning General Elections, the tendency of the public to become passive when only positioned as legal objects, the main indicator in the social context is due to the absence of digital innovation in reading current electoral needs, so that people are limited when reporting or criticizing the conditions of the political year elections. Moreover, the construction of supervision procedures is sometimes still administrative and complicated to be verbose, meaning that when criticizing a form of abuse of candidate authority through bribery must be dictated based on rigid procedures. So that through the use of social media, it is a wider and wider space for the electoral to be able to directly report at that time on the occurrence of irregularities. It does not mean cutting the administrative agenda, but rather accelerating the process of action if a report has been created even though it is not in the form of face-to-face delivery. As in the picture 2 below, related to the normative form of delivery from Bawaslu to the people of Batu City.

The picture above informs social media users to create a correct election construction based on the rule of law, because if money politics deviations still occur, it will only bring the recipient or briber into the flow of punishment in accordance with the provisions of Law No. 10 of 2016 article 187a, imprisonment for a minimum of 36 months and a maximum of 72 years. Up to a fine of Rp.200,000,000 to Rp. 1,000,000,000. The rule of law that has been published on social media platforms should remind those who access it. Through this composition, both electoral and legally valid candidates will consciously not require a form of money politics practice, or claim on the basis of not knowing the normative products that have regulated the practice of money politics, consequently this provides a deterrent effect to bring the actors involved in the criminal environment (Priyantoro & Triadi, 2024).

Picture 2 Information on Money Politics Prohibition



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bawaslukotabatu Hallo #sahabatbawaslu Kota Batu

Ayo Tolak Politik Uang !!

"Penerima dan Pemberi politik uang akan mendapatkan hukuman sesuai dengan ketentuan uu no 10 tahun 2016 pasal 187a, penjara paling singkat 36 bulan dan paling lama 72 bulan serta denda paling sedikit RP 200.000.000 dan paling banyak RP 1.000.000.000"

Source: (Bawaslu Kota Batu, 2024)

The accumulation of delivery by Bawaslu through Instagram social media is ultimately not only in one or two forms of images, but is visualized with variations. Another image that talks about the importance of creating a good and correct election as the election procedure gets a response from one of the electoral in one of the visualization results, namely in Figure 2 below;

Picture 3 Electoral Participation on Bawaslu's Information



Source: (Bawaslu Kota Batu 2024)

From the picture above, it is interpreted that the community through one of the accounts replies in the interactive space based on the comment column, this tendency is the result of mapping on the electoral decision to dare to supervise in the 2024 regional head election process as well as leading to a form of organic participation from the electoral in reading Bawaslu's goals. Subjects that are relevant to participatory as stated by (Soekanto, 2002), strongly support entities in a country to contribute to the process of activities,

including the Batu City regional head election agenda. Through his statement, "*siap awas cegah tindak*" is a form of community alignment with the great goal of democratic elections. Tilaar (2009) provides similar attention, that the creation of a noble democracy can only be conditioned if community participation becomes the aggregate of the planning and development of the goals of local government agencies. Siregar et al. (2024) It also represents participation in politics, that through statements from the community against submissions by local governments in various mechanisms is a form of decision-making. People who begin to understand and know the aggregate delivery of the importance of rejecting money politics will have more ability to assess its effectiveness.

Bawaslu institutions have the responsibility to increase public participation. Making people critical of the dialog space of money politics practices is not something easy, because the nature of money politics itself is sensitive and very vulnerable. As the findings (Selian, 2020) that, the sensitivity of money politics touches on a form of betrayal if the community dares to supervise to report the incident to Bawaslu. This stigmatization of betrayal also has the potential to cause skepticism and a crisis of sensitivity to actions that clearly deviate from the systematic elections (Fachrudin, 2013). Thus, the importance of participation was mentioned earlier by Osborne, (1993) through the widest possible opportunity without limiting the limitations of digital potential to create more flexible two-way communication amid the tendency of insecurity.

Although it is no longer an essential benchmark for creating healthy and good political behavior based on electoral ethics. The fragmentation of information digitization is an indicator to create a faucet for the creation of broad participation without restrictions and to communicate directly without coming to the Bawaslu office. Latif et al. (2024) stated that the benefits of the massive development of social media platforms through various applications can change the transition of public decision-making due to diverse and varied framing. This condition is a very promising thing for Bawaslu Batu City when looking at the potential for regional head elections that are prone to the practice of money politics. Because changing behavior that has the potential to create this corrupt act can only be framed with a series of information that better represents the assertiveness and seriousness of government agencies that are not resistant to the times.

Political Education and Banner Installation in Every Village and Sub-District

The second strategy by Bawaslu is to conduct political education for village and kelurahan communities in Batu City. The action of requiring more democratic elections through education in each village and kelurahan is a rational consequence when the 2017 political year experience starts from the village, especially Giripurno. The experience of money politics carried out by the candidate for mayor of Batu city at that time by Dewanti Rumpoko, was indicated through a series of distributions of basic necessities for money. Utilizing the political legacy of Edy Rumpoko's position as Mayor of Batu as the husband of a regional head candidate, Edy did so by mobilizing each village head to hold a general meeting forum, in which the forum was ultimately used as a space to strengthen relations with constituents by Edy to Dewanti with various social proximity products (Aminudin & Wahyudiyanta, 2017). Shefter (1994) has alluded to this issue that the construction of benefit sharing among individual politicians to constituents and workers in an effort to gain political support is relatively personal. As a result, clientelism or relations in a personalistic relationship over materials can be exchanged for political support that strongly emphasizes direct face-to-face contact (Hutchcroft, 2014).

The series of money politics products from the 2017 Pilkada experience then provides justification for Bawaslu Batu City, that this fragmentation is very varied, not only oriented towards money but more on the distribution of money itself (money and goods) (Aspinall & Sukmajati, 2015). Although political education is an old way that is very pervasive in the atmosphere of preventing the practice of money politics, Bawaslu provides justification with this mechanism, the community becomes more directly educated. In research (Laloan et al., 2024; Shadrina & Wijaya, 2024), Political education is the most crucial domain in touching voter behavior, because in the process, there is an organic agreement to come to participate in forums

provided by public institutions. Mitigating political deviations that aggregate the delivery of institutional substance is the answer when this vulnerability is still easily accomplished in a polite manner.

Political education in every village and kelurahan is one of the achievements of Bawaslu ahead of the 2024 political year. Because this year, the delivery by the informant encourages the creation of anti-money politics villages. In its track record, the anti-money politics village is very suitable for creating a society that fights against the existence of money politics practices. These findings have been implemented in Multigading Village, Yogyakarta, by (Pahlevi et al., 2020) based on Bawaslu's program to change the pattern of voter behavior from the village community level. The anti-money politics village program is the most appropriate choice, because in its implementation, there must be a consistent and sustainable literacy culture. This means that understanding towards the harmony of democratic elections is increasingly fostered to stimulate rational voter behavior in creating a more ideal region (Adi, 2023). However, in actualization it is still not fully able to be organized as a whole in every village and kelurahan in Batu City, this consistency is still experiencing turmoil due to the site of the new anti-money politics village, so this is the most appropriate projection during the next political year to further concentrate the escalation of political education in rejecting money politics.

The importance of political education in the village is also an important part when the electoral background does not have competent knowledge. This means that the high and low levels of education taken by the electorate are able to contribute positively to their voting behavior, as previously confirmed in the study (Glaeser et al., 2007), The starting point for a democratic democracy is oriented towards the educational background of constituents. Participation becomes easier to actualize because the barriers of limited knowledge are increasingly limited and do not contrast. Referring to BPS Batu City, that the average education of Batu City residents only reaches Junior High School (SMP), even the growth of the average length of schooling or (RLS) is relatively slowing down in 2024, seen in 2023 stepping on 9.85 years or equivalent to junior high school only increased by 0.02 in 2024 to 9.87 years (BPS Kota Batu, 2025). This matter then becomes an issue if the measure of education is very meaningful in influencing voter behavior. Given the relatively long consequences if you do not consider the importance of education in eradicating the practice of money politics, both from a large political burden to the consequences of creating corruption (Prihatin, 2022).

In addition, speaking of the importance of political education, it is a form of organizing for the fear of the occurrence or steps towards the destruction of democracy, the normalization of education in each village as mentioned earlier by (Astuti & Marlina, 2022) The Batu City area is a necessity if mapping is done on the background of voters who are relatively low in education. Because the components of Batu City itself mostly contain villages, namely 19 villages, with 5 villages accompanied by a topography that is not too broad and large. The two impacts that have the potential to create normalization of regional head candidates to take unilateral actions through money politics that negate the existence of vision and mission are not a coincidence. The long-rooted corruptive behavior then adopted, adapted by various candidates, is considered an implication of patron-client closeness to the electoral process that can only be controlled by the government as the election organizer. Therefore, this research also confirms that the nature of education that is very oriented towards the prevention of money politics by the government is not a coincidence (Abdurrohman, 2021; Arsyad et al., 2022; Inti Priswari, 2020; Kondoy et al., 2024; Sjafrina, 2019).

Bawaslu Batu City, as a government institution that has a concentration of authority in requiring education, has mapped this. The hope of education, in addition to preventing the destruction of democracy from a fundamental level, is to provide a sustainable understanding that the impact of political education is a reminder to vote at the next level, moreover being able to create resistance to the practice of money politics by the community organically (Adi et al., 2024), such as legislative elections, presidential elections, and even village head elections. Given that power is in the hands of the people, choices in elections determine the pattern of future leadership. Designing that the implications of money politics only result in political corruption that benefits a few parties, and abdicates organic responsibility. In addition, erasing the stigma of the political

year as a place to compete based on material, which is an indication of the state's failure to create competitive behavior based on the election principle, namely Luber Jurdil (direct, general, free, secret, honest, and fair) as stipulated in Law (UU) of the Republic of Indonesia Number 7 of 2017 concerning General Elections (Pemilu).

This step also does not stop at the counseling system in each village, but Bawaslu Batu City's steps are also revealed in the form of large banners in each village and kelurahan. This plays a role in reminding the results of joint studies with the village and kelurahan communities, which are held in the form of forums to always be active and participatory in reading the dynamics of the 2024 Regional Head elections (Soekanto, 2002). This means that people do not forget that the study of the implementation of education has result of correct voter behavior based on democratic principles. Like the picture below;

Picture 4 Banners in Every Village



Source: Researcher Findings 2024

As in the picture above, the visualization of meaning still revolves around reminders. It has not yet reached the threat to the briber or the bribed itself. Whereas the existence of money politics really needs firmness rather than just reminding in the form of a statement. Supposedly, Bawaslu designed the banner like a pamphlet issued on Instagram media. Where there is firmness through normative sources, both the recipient and the briber are equally punished. Thus the projection in realizing democratic elections without the practice of money politics in the body of the 2024 Batu City regional head election becomes more competitive and healthy.

4. Conclusion

The prevention of money politics by the Batu City Election Supervisory Board is carried out with two mechanisms. The first is using information digitization, in practice implemented through the Instagram social media. Bawaslu uses rules as the most vital component in requiring various forms of a series of statements. This is to provide assertiveness to the community affiliated with social media, especially Instagram. In addition, the comment column space becomes a place for interactive participation, which Bawaslu does not limit if there is a desire from the community to pour their contribution to the 2024 Batu City regional head election. The next digitization of information is contained through the website, in this context, it is more centered as a place to report or for electoral needs that want to access it. Second, using political education based on village and kelurahan communities, with the topographical conditions of 19 villages and 5 villages

being the reason why Bawaslu has formed an anti-money politics village but is still at an immature stage. This projection greatly contributes positively to the 2024 regional head elections and the next political year. This research provides attention that Bawaslu has created an educative culture through both digital and conventional utilization. Nevertheless, this study suggests that future research should review how the reporting procedure for acts of money politics practices and research on the behavior of voters who have transitioned to a series of preventive actions of Bawaslu Batu City, because this is a benchmark for the strategies that have been carried out by the Batu City election supervisory agency.

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