

## **Communication in The Political Education Process of Beginner Voters (Study on Regional Head Election for Semarang Regency Indonesia)**

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### **Abstract**

The teacher's role in politics is very important for the younger generation because the younger generation is a novice voter who does not understand politics well. The purpose of this study was to analyze the teacher's role as a communication medium in political education for high school students in the face of regional head elections in the Semarang Regency. Informants in this study were representatives of 40 teachers in each school in Semarang Regency. This study used the descriptive qualitative method. Data were collected by observation, group discussion forums, and interviews. The results show that schools are agents of political socialization that have an important role. Schools have characteristics, programmed, systematic, teachers are important agents in formal political education, especially in high schools in Semarang Regency because teachers are students' academic role models. The role of teachers as media in political education or message delivery systems is because it is believed that the role of teachers as media in schools is able to increase the magnitude and escalation of the communication process in political education. because face-to-face communication is much more real than with other media in political education.

**Keywords:** *Political Education, Communication Media, The Role of Teachers, The Younger Generation, The Regional Head Election in Semarang*

### **Introduction**

In the midst of democratization and political freedom, there has been apathy among novice voters. The phenomenon of political apathy known as the *non-voting group* is quite worrying for the development of a quality democracy. This can cripple democracy. To anticipating and providing solutions to the decrease in citizen participation in exercising their right to vote, it is necessary to improve communication programs as part of political education that emphasizes the cognitive and behavioral dimensions. Therefore, communication holds an important role in every political education program. (Adi Soeprapto, Susilasti DN, 2015)

Increasing the number of abstentions in each implementation of elections in Indonesia can be caused by many factors. One of them is quality political education for novice voters. The history of the new order regime for 32 the year that put politics as something taboo to talk about, causing the level public understanding of politics is low, including knowledge and understanding of constitutional change of leadership and legitimate. (Muhadam & Teguh, 2015)

Political education is fundamental in running the government of this country. If the intelligence of a leader is not balanced with the intelligence and knowledge of the community, it will cause chaos. The lack of political literacy in society can even produce dictatorial leaders. Education in schools today is more focused on the pursuit of good grades, in order to get rankings. However, they do not pay attention to students' awareness of politics and the inculcation of the values of rights and obligations as citizens. (Kymlicka et al., 1997) Is the purpose of such an education to “inculcate” citizenship or teach technical skills, focus on the liberal arts and the cultivation of character or on vocational training to ensure “productive” workers? (Peter Euben, 1997) Students are part of the younger generation who have an important role in determining the course of democracy in Indonesia. Creating democratic and responsible citizens requires comprehensive political education. This is stated in the National Education System Law No. 20 of 2003, Article 1 paragraph 1 states that education and basic and planned efforts to create an atmosphere of learning and the learning process so that students actively develop their potential so that they have the power of self-control, religious spirituality, intelligence, personality, skills needed by themselves, society, nation and state. (Sistem Pendidikan Nasional, 2013) Article 39 of the Regulation of the Minister of National Education of the Republic of Indonesia of 2008 concerning Student Development, the material provided includes democracy, political education, human rights, social sensitivity and tolerance in plural societies and the environment. (Pembinaan Kesiswaan, 2008) The world of education, especially schools, is an important formal medium in the political education of the younger generation.

One group of voters that should be considered is the novice voter. Beginner voters are those who are in the age range of 17-20 years or those who are participating in elections for the first time. (Widodo et al., 2018) Students are the younger generation who become first-time voters. Beginner voters have an important benefit for a democratic party, which is to become a battleground for votes in elections, both local and national. Beginner voter behavior tends to be unstable, have relatively low political knowledge, voters who make choices due to aspects of popularity, voters who tend to be dominated by peer groups, voters who only register themselves. A political group who sees politics as not their business, politics is considered to have no direct impact on their lives, politics does not give them economic influence, they think politics is just an elite affair. This explanation can be understood that novice voters are a group of people who need to be educated in order to become rational and intelligent voters. (Wahdaniyah, 2019)

Political education needs to be provided to first-time voters because of their inexperience and limited knowledge of politics, making them vulnerable to not exercising their right to vote. In addition, they have a relatively low awareness of the meaning and role of first-time voters in regional head elections. In 2020 regional head elections were held in several regions in Indonesia. Voting in both elections and regional head elections is the minimum form of individual conventional political participation as citizens. (Rafni & Suryanef, 2019)

The phenomenon of decreasing public participation rates is a concern in democratic countries because elections with high participation are one of the indicators of the success of a democratic party. Political education for voters has received less attention from political parties and the government which is implemented as a comprehensive education system. Beginner voters are potential voters in influencing the number of votes acquired. Based on data from the Central Statistics Agency in 2019, in the 2004 legislative elections, there were around 50 million first-time voters. In the 2009 elections, the number of first-time voters was approximately 36 million. In the 2014 election, there were more than 32 million new voters. In the 2019 elections the number of first-time voters was more than 36 million. (Somin, 2010) Semarang Regency is one of those that conduct regional head elections to elect the regent and deputy regent for the 2020-2025 period. This paper aims to describe the role of teachers in political education as communication media to increase political participation not only as voters but also to participate in guarding democracy, especially in the Regional Head Election of Semarang Regency.

### **Political Education**

Education in Indonesia is an effort to form quality human resources based on Pancasila. Education functions to shape the character of the nation's civilization and to develop capabilities in order to educate the nation's life. Education aims to develop the potential of students to become human beings who are faithful, have a noble character, knowledgeable, healthy, creative, capable, independent and become democratic and responsible citizens. (N, 2015)

Political education is a conscious effort made between the government and members of society in a planned, systematic and dialogical manner in order to learn and pass down various concepts, symbols, values, and political norms from one generation to the next. The benefits of political education can train citizens to increase their political participation. Through individual political education, how they collect information from various mass media, are introduced to political structures, political institutions, government institutions.

Political education is to nurture individuals to be able to understand, assess and make decisions about various problems in appropriate and rational ways, including in dealing with biased and controversial issues. Political knowledge will bring people to a certain level of participation. In politics, a person not only develops knowledge, he must also develop attitudes and skills. (Lestari, 2018)

Students are the younger generation who can influence the level of democracy in Indonesia. It is necessary to do political education for students, especially high school students, which aim to prepare political knowledge to exercise their political rights. Political education is part of political socialization that plays a role in shaping political values so as to show how people participate in politics. Political education is not only limited by one's knowledge regarding the role of individuals in participating in the bureaucracy, political parties and government. However, the development of a process of intelligence and maturation of a person towards both individual and collective responsibility to be able to solve national problems in accordance with their authority and capacity, in which there are elements of ethics and mentality in politics. (Levada, 2018)

Political education is an effort to educate the political life of society, to raise awareness of citizens of political sensitivity, awareness of rights and responsibilities. It is important to obtain political knowledge of new voters from both formal and informal channels. Political participation is a political

modernization in the form of activities carried out by citizens to be involved in the decision-making process with the aim of influencing decisions made by the government. (Nur Alamsyah, 2010) Political education is a development for a citizen to be able to better understand, love and have a sense of belonging to the nation and state as well as to existing institutional devices. Political education is actually the responsibility of political parties in providing knowledge regarding the political participation of citizens. Article 7 Chapter V of Law No. 31 of 2002 concerning the functions, rights and responsibilities of political parties;

- a) Political education for members and society to become citizens of the Republic of Indonesia who are aware of their rights and obligations to the life of the nation, state and society
- b) Rating a conducive climate as the glue for national unity and integrity for the welfare of social life
- c) Constitutional gather, absorb and channel the political aspirations of the society in formulating and establishing state policies
- d) Citizen political participation
- e) Political recruitment in the process of filling political positions through democratic mechanisms by taking into gender justice and equality (Undang-Undang Republik Indonesia Noer 31 Tahun 2002 Tentang Partai Politik, 2002)

Political education is regulated in Presidential Instruction Number 12 of 1982 concerning Young Generation Political Education. The political education of the younger generation is a series of efforts to increase political and state awareness to support the preservation of the 1945 Constitution and Pancasila as the nation's political culture. (Instruksi Presiden Republik Indonesia Nomer 12 Tahun 1982 Tentang Pendidikan Politik Bagi Generasi Muda, 1982) Political education is part of the process of reforming the political life of the Indonesian nation in order to create a political system that is democratic, dynamic, stable, effective and efficient.

### **Political Participation**

Political participation is the activity of a person or group of people to actively participate in politics by electing leaders who can directly or indirectly influence government policy. Forms of this activity include voting in elections both at the national and local levels, attending general meetings, becoming a member of a political party, participating in being a participatory supervisor in elections. (Budiardjo, 2007)

Voter education is usually carried out continuously before the election. The actors who routinely carry out voter education are the General Election Commission as the organizer of the election, however, the role of political parties and civil society in voter education is still minimal. The role of political parties in the dissemination of voter education is usually limited to the campaign of the candidates they are promoting.

The forms and processes of political education are divided into two, namely non-formal forms and processes, in which activities take place in non-political social institutions, such as the family environment, religious environment, social environment, and work environment. Second, formal forms and processes that are open in nature where activities take place in informal institutions. According to Ramlan Surbakti, in providing an understanding of political education, political socialization must first be explained. (Surbakti, 1992) argues that: Political socialization is divided into

two, namely political education and political indoctrination. Political education is a dialogue process between message givers and recipients. Through this process, the member's society recognizes and learns the values, norms and symbols of the country's politics from various parties in the political system such as schools, governments, and political parties.

### **The Role of The Teacher**

The teacher is one of the human factors in the teaching and learning process that plays a role in efforts to build potential human resources in the field of development. Therefore, teachers must play a role and professional status meet the needs of a developing society. For teachers, this is not only a "teacher" who imparts knowledge, but also as an "educator" and guide for transferring values providing guidance for children's learning. In order to carry out their duties properly, teachers must have certain conditions, especially: professional requirements, biological requirements, psychology requirements. Teaching requirements and teaching methods, the details can be described as follows:

- a) Biological requirements are physical health, which is a healthy means of avoiding various diseases
- b) Professional requirements, which require him to educate, teach and train and develop his professionalism based on the development of science and technology.
- c) Professional requirements, which require him to educate, teach and train and develop his professionalism based on the development of science and technology. include: having goals and guidelines for life, being able to see things objectively and responsibly.

Teaching requirements for teaching, namely:

- a) Knowledge, sufficient scientific knowledge required for educational activities and mastery of the material
- b) Skills: Teachers must carry out their duties properly
- c) Attitudes towards education, work and seen as a divine calling
- d) The existence of a teacher's position code of ethics, norms that govern interpersonal relationships humanity between teachers and students and guardians of students

Teachers are professional educators who volunteer themselves to accept and assume some of the responsibility for education that is borne by their parents. The teacher is defined as someone who is authorized and responsible for the education of students, both individually or classically, both at school and outside of school

The role of the teacher such as **informer**. In this case the teacher acts as a teacher who provides information both academically and in general. **The Organizer**, teachers play an important role in managing academic activities, such as making syllabuses, workshops, curricula, etc. **Motivation**, the teacher also plays a motivating and encouraging role. Strengthen the discovery of potential and student growth activity and creativity make the teaching and learning process full of vitality. **Driving**, the teacher plays a role in guiding the learning activities of the students depending on their ambition. Sponsor, in this case, the teacher's role is to generate ideas in the process of stimulating children's creativity. Transmitter, the teacher's role as a sender means acting as a communicator of various

wisdom and educational knowledge. **Facilitator**, the role of the teacher as a facilitator means providing convenience to children. For example, students create an atmosphere in the teaching and learning process in a way that creates an effective teaching process. Intermediate, the role of the teacher as a mediator means as a student mediator, Mediate or provide a method to clear jams when students discuss events. Evaluator, the role of the teacher as an evaluator means that he is required to assess the success rate of students.

Most people think that a teacher is someone who helps others learn. He doesn't just explain, select, train, give lectures, design topics, do homework, evaluate student performance, and manage subjects. In addition, they have to keep sticky notes, organize courses, create learning experiences, talk to parents, and mentor students.

### Education as a Communication Process

Education is communication in the sense of the word that in the process it has two components consisting of humans, namely teachers as communicators and students as communicant. Usually at the lower and middle levels, the teacher is called a teacher, while the student is called a student, at the high level, the teacher is called a lecturer while the student is called a student. At any level, the communication process, the teacher and the learner are at essentially the same. The difference is only in the type of message that will be delivered with quality or not. The difference between communication and education lies in the intended purpose or effect, when viewed from the expected effect. The purpose of communication is general, while the purpose of education is specific. This specificity in communication gave birth to special terms such as information, propaganda, indoctrination and education. The purpose of education will be achieved if the process is communicative. If the process is not communicative, it is impossible for the educational goals to be achieved. How do you make the process of delivering a lesson by a teacher to students to be communicative.(Nur, 2013)

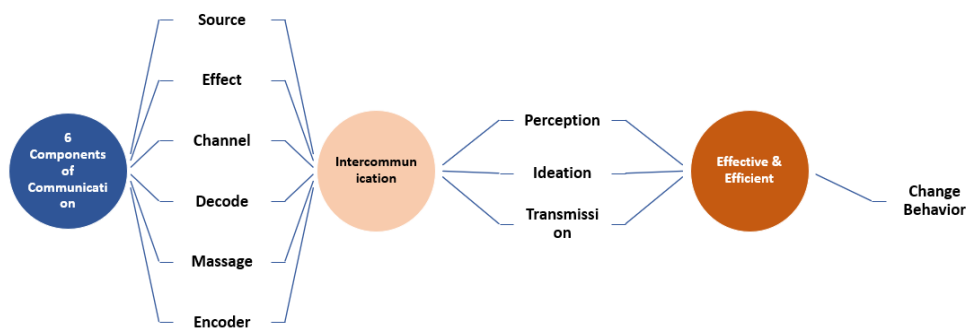


Figure 1: Communication Process in Education

### Methodology

This type of research is descriptive qualitative. The focus of this research is the role of teachers in political education for high school students in the Semarang Regency Regional Head Election. The research informants were determined purposively, namely the General Election Commission, student and teacher representatives from Semarang Regency with a total of 40 people. The subjects of this study were teachers and novice voters in Semarang Regency regional head election. The data collection procedure was through focus group discussions, in-depth interviews and documentation studies. Data

analysis techniques with the following stages, namely data collection, data reduction, data presentation and drawing conclusions. Data were also analyzed using triangulation, namely confirmation of observation data, interview data and documents related to first-time voters.

### Participants

Informants in this study were representatives of 40 teachers in each school in Semarang Regency.

### Data Collection Instruments

his study used the descriptive qualitative method. Data were collected by observation, group discussion forums, and interviews.

### Findings

Political education as a means of political socialization to its citizens. Political education teaches the general public and first-time voters, in particular, to become more familiar with the political system in Indonesia. So, it is hoped that the socialization of political education is a means to shape political attitudes and orientation of political people. It is through this political socialization process that community members acquire attitudes and orientation towards political life that takes place in society.(Surbakti, 1992)

Political education has a strategic meaning, namely, first, to reconstruct existing values and build new values. Second, through political education, it functions to build people who are skilled at demanding and overseeing every policy, so that the policy is truly present to bring the spirit of justice in society. Third, to build a process of social transformation fairer in society(Pambudi, 2010)

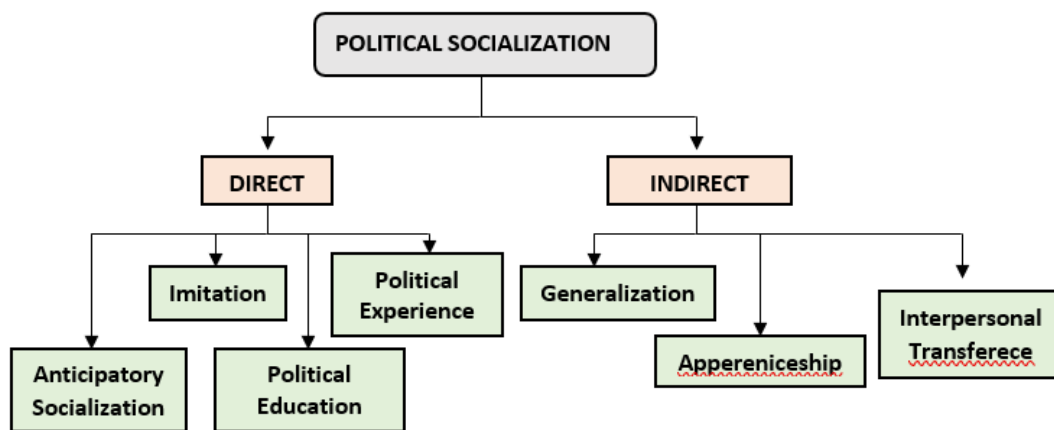


Figure 2. Model of Political Socialization

The information from the chart above is political socialization is divided into two, direct and indirect political socialization. Direct political socialization consists of **anticipatory socialization**, the method used is to prepare oneself about the desired political plan. for example, parents or teachers can define the roles of good citizens, so that young generations can anticipate the roles demanded by the national political system. **Imitation** is political socialization using the imitation method. usually what is imitated are political behavior, political skills, political expectations and political attitudes. for example, the younger generations choose political parties because they imitate their parents' choices.

**Political education** methods by engaging in dialogue, rational and open. For example, the subjects of Citizenship Education through schools that aim to realize “good citizenship” are carried out by means of a scientific approach and not indoctrination. **Political experience**, this method requires political contact with the official decision-maker.

Indirect political socialization consists of **generalization**, common values held by society play an important role in shaping the political culture in a society. **Apprenticeship**, non-political activities such as scouts, activities in school organizations, community organizations such as Karangtaruna are forms of political learning. **Interpersonal Transference**, the experience of personal relationships with parents in the family, or teachers at school, becomes the experience of the younger generation to connect with authority figures. (Sunarso, 2007)

Schools are agents of political socialization that have an important role. Schools have the characteristics, programmed, systematic because using this curriculum is evident in civic subjects. Political education has the aim of forming citizen awareness of rights and obligations in accordance with the constitution. so that the Citizenship Education subject is an important subject for the realization of a democratic government based on law. School is a formal education by carrying out a learning process at a structured and systematic level. Through formal education, political education which aims to increase political literacy can be carried out effectively with the sense that students as the younger generation and the nation's future generation will play a role in building society, so they must be equipped with political education.

Development of Democracy, Human Rights, Political Education, Environment, Social Sensitivity and Tolerance in the Context of a Plural Society:

- a) Develop and strengthen the role of students in student organizations according to their respective assignments
- b) Student leadership exercises
- c) Carry out activities based on the principles of honesty, professionalism, transparency
- d) Carry out the obligations and rights of themselves and others in the social environment
- e) Carry out study groups, speeches, scientific discussions, debates
- f) Carry out new student orientation activities that are academic and without violence, either physically or mentally
- g) Implement greening, shading the school environment (Pembinaan Kesiswaan, 2008)

Citizens' skills are being able to channel their aspirations well in the framework of forming good and smart citizens. The method is that students form small groups aimed at learning to interact, exchange ideas, discuss, gather information, develop action plans according to their maturity level. Discuss developing skills by researching political issues through mass media and electronic media so as to hone students to think critically. Beginner voters must also have an attitude in channeling their political aspirations and be accountable for these aspirations. Students must also understand the skills of legislative checks and balances or legal review in relation to these processes and functions so that they can be a control in the democratic process in Indonesia. School is a formal education where teaching and learning interactions take place between teachers and students. In schools, students receive guidance from teachers in conveying information, namely knowledge, forming attitudes and skills in political education. The high school level is the right level to instil the values of political education,



especially political culture. The majority of students aged 17 years at that age have the right to participate in general elections both locally and nationally, so they are called novice voters.

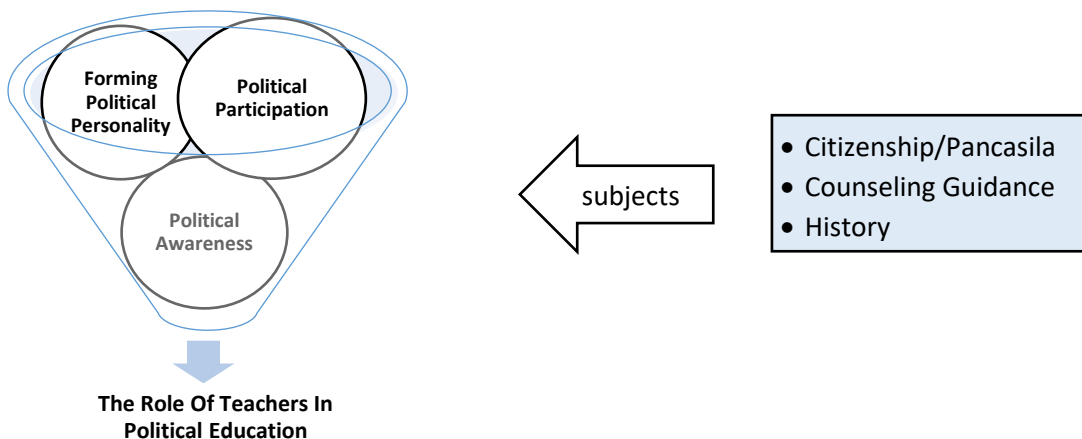


Figure 3. The Role of Teachers in Political Education

Political personality is an individual's attitude towards a political problem which will determine a person's level of political awareness, this can be seen through the level of education or knowledge of individuals in political issues so that they are able to position themselves from these conditions in positive participation. Level participation and public intelligence will correlate to the quality of democracy and democratic products such as laws and regulations.

(1) in the preparation of lesson plans carried out by teachers of citizenship subjects, namely by integrating the values of political participation into the lesson plans; (2) the implementation of learning is carried out using a value approach method and using a scientific approach, namely by carrying out the activities of Observing, Asking, Trying, Reasoning, and Communicating; (3) the determinant factor in fostering political participation is the political education system taught in schools, supporting activities that have a positive influence on students' political awareness.

Integration of Civics material with electoral issues, namely **first**, the socialization of the election before the election ceremony to schools by the general election commission. This activity aims to educate students about electoral issues, carried out through the presentation of electoral material, interspersed with discussions and questions and answers as well as generally ends with a video showing the procedure for voting at a polling station. This kind of method needs to be done considering that students as pre-voters and novice voters have limited knowledge so that they do not understand the flow of the direct democratic process, this is what is vulnerable to causing them to become objects of pragmatic political interests of a handful of irresponsible political elites. who just want to mobilize their voice without providing political education. Students as pre-voters and / or first-time voters are often described as follows (1) Voters who are unstable and tend to be apathetic; (2) Voters who have relatively low political knowledge; (3) Voters who tend to be dominated by groups (peer group); (3) Voters who make choices because of the popularity of political parties or candidates proposed by political parties; (4) Voters who come to polling stations (TPS) just cancel or invalidate his rights. Voter education is important for first-time voters considering that new voters are often considered to be new to the acceptance stage (acceptability) and have not yet reached political choices. It is

dangerous for the sustainability of a democratic process in Indonesia which relies on the political participation of citizens. However, this socialization activity can at least be said to contain several weaknesses, including (1) it is only carried out before the general election so that it is unsustainable and sustainable; (2) electoral outreach activities tended to only be carried out in certain schools so that information was clear election from valid sources such as the General Election Commissions not all students get; (3) socialization activities that are not carried out regularly tend to form perceptions among students that electoral information is only needed before an electoral event, this is of course deviating from the purpose of voter education which is aimed at increasing the political participation of students, not only direct participation through voting. at TPS but also in the form of political participation activities in other social contexts because voter education is not only provided with electoral education but also includes the scope of rights, obligations and responsibilities of citizens in a democratic country of Indonesia.

The form of voter education with **the second** student orientation is the volunteer democracy program, consisting of several segments of voters that have been determined by the General Election Commissions including women's groups, marginalized groups, people with disabilities, religious groups, and first-time voters. One of the educational locations for first-time voters targeted by democracy volunteers is school. Students are included in the category of beginner voters for those who have meet the requirements in accordance with the Election Law and pre-voters who need electoral and democratic information as a provision to fulfill their rights and obligations as citizens, not only political participation in elections. The volunteer democracy program was rolled out ahead of the 2014 legislative general election, specifically targeting novice voters, carried out in several schools in certain areas according to the distribution that had been determined by volunteer democracy segments of new voters. Democracy volunteers are recruited by General Election Commissions from people who care and want to participate in the democratic process through disseminating information and educating community groups around them according to the voter segments that have been determined by General Election Commissions. However, related to the weaknesses of this program for voters, especially for students as first-time voters / pre-voters, it is the same as the electoral outreach activities, namely the volunteer democracy program is not sustainable.

Political education plays an important role in realizing a democratic life. A democratic life does not only require laws and regulations as rules in its implementation, but also requires a democratic attitude. Included in this is the attitude of admitting defeat, being willing to cooperate with other groups to form a stable government order for a just, prosperous and safe life. So that one of the important roles of political education for novice voters is to create a democratic community life, namely as citizens who think critically and act democratically through activities to instill first-time voters in three things, first, democracy is a form of social life which most guarantees the rights of citizens of the community itself. Second, democracy is a learning process that cannot simply imitate other societies. Third, the continuity of democracy depends on success transforming democratic values: freedom, equality and justice and loyalty to a democratic political system.

Education must involve three elements at once in a dialectical relationship that steady, namely educators, educated and reality world. The first and second problems are conscious subject, while the problem the third is the object that is realized or realized. From a communication perspective,

educators can position as a transmitter (communicator), students (audience) and the reality of the world is the context in which the message is in the frame interests and goals to be addressed. the relationship between educators (communicators) and those being educated (audience) a) teachers teach/deliver, students learn/receive; b) teacher knows everything, student do not know anything; c) teacher thinks, student thought; d) teacher talks, students listen; e) the teacher chooses and imposes a choice, students obey; f) teacher subject to the learning process, student is object.(Freire, 2000)

In such a situation, the educator is at the center of everything, so it is normal for students to follow identify themselves as his teacher as an ideal human prototype to be imitated. With such education, it becomes the best means to maintain the continuity of the status quo throughout the ages. Such education does not become a conscious power, a powerful impetus for change and change. According to Freire, the pattern or model of education at most will only change a person's storage / interpretation of the situation he faces, but will not be able to change his reality. (Freire, 2000).

Political education has three objectives: shaping political personality, political awareness, and aims to forming the ability to participate in politics in individuals, so that individuals become political participants in a positive form. Based on this understanding, it is clear that political education is an educational process that cannot be done quickly, instantly (Ahdiyana et al., 2009). The role of teachers as media in political education or message delivery systems because it is believed that the role of teachers as media in schools is able to increase the magnitude and escalation of the communication process in political education. because face to face communication is much more real than with other media in political education.

### **Discussion and Conclusion**

Political education is a wise effort made between the government and members of society in a planned, systematic and dialogical manner in order to derive and transmit various concepts, symbols, things and political norms from one creation to the next. Political education has the aim of changing and shaping a person's behavior to suit the political goals that can be made each individual as a responsible political participant. Political education in a broader sense is to form a social order in accordance with the political identity to be applied. Participatory political education is important as a medium for conveying concepts politics which has the ultimate goal of making novice voters more politically literate. Politically literate novice voters are novice voters who are aware of their rights and obligations so that they can participate in the life of the nation and the country in every development process. Political education is needed, especially to educate the current young generation who will later become the nation's next generation.

Students as first-time voters are required to be politically literate to be able to act as controllers in the running of the government. To create new voters to become politically literate, political education is needed from the start. Political education does not emphasize only the concept of science but on the real practical benefits that are pragmatic for students towards the formation of persons who become politically organized. Political education aims to form a political person who is active and participatory in the conditions of the state and nation. Individuals who have good political literacy will try to build a society to create prosperity and order in the nation and state.

The role of teachers in political education in schools is a preventive method to eliminate mass conflict in political activities. The condition of Indonesian society which is heterogeneous and divided into several groups triggers the emergence of conflict. Therefore, society, in this case, students, is expected to have political intelligence, so that they are no longer objects in elections, but they can become critical subjects in determining their political choices, as well as being a driving force for the maturation of political parties to further fight for the aspirations of the people, not interests of individuals or groups.

Recommendations for further research are not only related to the political education model at the conceptual level but research related to the implementation of the political education model so that it can be analyzed whether the political education model is effective.

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