COMMUNICATION STRATEGY OF GENERAL ELECTION COMMISSION
IN THE IMPLEMENTATION OF REGIONAL CHIEF ELECTION

(Social Marketing Communication Case Study in The Implementation of Socialization Election Governor and Deputy Governor of Central Sulawesi Province in 2015 In the of Parigi Moutong District)

[1]**Fuad Gazali** ,[2] **Maulina Pia Wulandari** , [3]**Suryadi**
[1] Post Graduate Student, Master of Communication Studies,
Faculty of Social and Political Sciences University of Brawijaya
[2] Supervisor Main, Communication Studies,
Faculty of Social and Political Sciences, University of Brawijaya
[3] Supervisor Second, Public Administration Studies Program,
Faculty of Administration, University of Brawijaya
[1]gazaliabidz@gmail.com

Abstract— **Low interest or participation of the public (voters) to vote in the election of the Governor and Deputy Governor of Central Sulawesi province specially in the district of Parigi Moutong 2015, making General Election Commissions of Parigi Moutong district still provide extra socialization general election. But so far, socialization is still far from the expected. It is still visible from the lack of direct delivery General Election Commissions commissioner Parigi Moutong district to the community, which is still an informative message and use communicator is still less credible to make socialization still less an impact on voters. This study aimed at describing and analyzing the communications strategy adopted by General Election Commissions of Parigi Moutong district in the socialization of the elections by using qualitative research that produced the data descriptive. Mechanical Miles and Huberman the analysis of data and case study approach using the social marketing communication Marketing Mix (4P).**

The results showed that the communication strategy in the implementation of the general election Socialization not been fully implemented either. It is still visible from the message still technical information as well as the role of the general election General Election Commissions of Parigi Moutong district as communicators in socialization not maximized. The problems are: (1). Use of a communication strategy that includes elements of communication, message strategy, a strategy communicator, communicant and media strategy (channel). (2). Electoral Commission role as communicators in conveying the message through the socialization of elections, (3). The impact on the voters exercise their voting rights, only certain voters who could feel.

Keyword — **Communication Strategy, Social Marketing, Elections Socialization**

I. INTRODUCTION

A. PRELIMINARY

1) Background

Based on the Law of the Republic of Indonesia Number 12 of 2003 explains that the election was held to elect the members of the Institute of Representatives, the House of Representatives, the Provincial House of Representatives and the House of Representatives District or City. In 2002 the release of the fourth amendment of the 1945 Constitution, the President and Vice-President (Election), originally performed by the Assembly agreed to a system of direct election by the people so that the President and Vice President implemented through general election the first time in 2004 and the election of Regional Head and Deputy Regional head included as part of a system of direct election by Act No. 22 of 2007

Selection of local leaders in accordance with article 201 of Law No. 8 of 2015 on the Amendment of Act No. 1 of 2015 on Stipulation of Government Regulation in Lieu of Law No. 1 of 2014 on the election of governors, regents and mayors as the Law states that the voices sound simultaneously in the election of Governor and Vice Governor, Regent and Vice Regent, as well as the Mayor and Deputy Mayor that their period ending in 2015, and January through June 2016 was

held simultaneously on the same date and month on December 9, 2015

Election of Regional Head General and Deputy Regional Head is a means of implementation of the sovereignty of the people in the province and regency or municipality based on Pancasila (Indonesian state philosophy, the state ideology. In the case of the Pancasila used as a basis to govern the country) and the Constitution of 1945 Explaining that the Provincial Election Commission is an agency of the general elections which is arranging the election of the Governor and the Deputy Governor and implementation delegated in Regency or City.

Socialization and community participation in the election of the Governor and the Deputy Governor is one of the tasks Election Commission contained in Article 1 (paragraph 10). Article 1 (paragraph 10) explains the Election Commission the dissemination of the conduct of elections. Election Commission tasked to disseminate electoral namely the delivery process and program information about the stages of general election (Election Commission Rules, No. 5, 2015). Karel J. Veeger in (Soerjono Soekanto, 2002) defines socialization as a way to provide insight and understanding to others in order to understand each other.

In a series of regional conclave simultaneous dissemination activities to be very important as the delivery of information to the public. In the delivery of information is always an element of communication and dissemination. Cangara (2004:121) placing communication as the basis of socialization to analyze how individual, collective or group in accordance with the norms and roles (Park, 2014) so that communication activities can be clearly delineated and the best way to describe it.

Socialization election is one of the most important part in the implementation of the conclave area, it was stated by Chairman of the Center for Political Studies and Security, University of Padjajaran (Muradi, 2015) that the lack of socialization conducted Election Commission an impact on the high potential voters do not give voting rights or class white in conclave areas simultaneously, based on survey results and Security Center for Political Studies University of Padjajaran, potential white group was between 15 to 20 percent of the voters list.

The persistently high numbers that did not vote in the election of the chairman of the area makes organizing elections to continue to provide information in the form of an appeal and an invitation to the public (voters) in order to exercise their voting rights, due process of the election of local leader must embody the sovereignty of the people is the subject important in determining the course democracy. Following this line of thought J. Schumpeter in (Huntington, 1995: 5-6) said that in a democracy the leaders elected through fair elections, fair and periodicals, as well as in the system of the candidates freely compete for votes and nearly all adult population is eligible to vote.

In the general election of Governor and Vice Governor in 2015, socializing becomes a major factor in the spread of information. This is done so that voters come to know and understand through about the implementation of the general election. General elections in the context of the implementation of the general elections of regional heads have an important role to achieve community participation as a form of performance Election Commission achievements. Socialization is the process a person learns the patterns of life in the community in accordance with the values, norms and customs that apply to evolve as a society and as individuals, (Sitorus 2003, : 61).

The importance of socialization delivered by the central Election Commission commissioner, Sigit Pamungkas (2015) states that socialization become part of the basic rights of voters to obtain information and the symbol "sovereign people" in a democracy. Their impact on the socialization of the response from the public called the community participation in providing the right to vote. The success or no success an election depends on the activity of the National Election Commission as the general elections in the dissemination to the public. The realization of the activity of "socialization" for the general elections is intended to provide an understanding of various stages of the election, rights and responsibilities of voters. Meanwhile, participants of electoral activity known as "Campaign" are intended to influence the choice of a particular candidate. The target group includes the socialization of strategic groups: pre voters, first time voters, women, marginalized groups and people with disabilities as well as the clergy. While vulnerable groups covering areas of low voter participation, areas of potential violations of elections is high and areas prone to conflict and violence.

Socialization or disseminate information on the implementation of regional head elections are very important in order to minimize the numbers of community participation. This is caused by the intensity of regional head elections in Indonesia is quite high, ranging from selecting the Village Head, Regent or Mayor or Governor, Legislative elections and the presidential election. Conditions like these that led the importance of socialization in order to succeed the electoral operations and increase voter turnout in every election. Socializing influence on the level of participation rate was also closely associated with the strategy implemented by public institutions.

According to Effendy (2005) strategy is the planning (planning) and management goals. To achieve the goal of the strategy does not serve as a roadmap showing the direction, but show how the operational tactics. In spite of it all, the strategy must be carried out on the socialization process right, because the strategy is an overall decision conditional on action to be executed to achieve the goal. Thus, in formulating a communications strategy requires the formulation of clear objectives, especially taking into account the conditions and circumstances can the audience (Arifin, 1984, : 59). The strategy can be seen as a thought, the logic behind the action (Robert, 1997, p. 22). This means that the strategy requires a thought or idea to implement something that will be planned

taking into account the conditions and objectives will be achieved.

Implementation of the General Election of Governor and Deputy Governors took place in Central Sulawesi province conducted by the Election Commission has provided the space for public participation to provide or use their rights as citizens, but it is still widely seen voters registered in the voters list was not using the right voting, particular implementation of elections held in the district of Parigi Moutong, in connection with the site selection studies conducted in the district of Parigi Moutong because of some of the Regency or City which has been carrying out the election of Governor and Vice Governor of the district are still many voters who abstain from vote , Based on data collected voters list in the General Election Commission Moutong Parigi district, 300 938 voters list. By 69% or 207 950 of voters exercise their voting rights, while the 31% or 92 988 did not exercise their voting rights. This decreased voter participation when compared with the general election of Governor and Deputy Governor in 2011 by 74% or 276 745. While the number of voters exercise their voting rights amounting to 205 586. While did not exercise their voting rights at 26% or 71 159.

The following tabulation of the percentage of voter turnout in the general election the Governor and Deputy Governor of Central Sulawesi province in 2015.

No	DistrictorCity	Voters who did not vote
1	Banggai	67.550
2	Banggai Kepulauan	18.276
3	Banggai Laut	7.888
4	Buol	35.469
5	Donggala	64.751
6	Kota Palu	86.309
7	Morawali	28.794
8	Morowali Utara	16.140
9	Parigi Moutong	92.988
10	Poso	37.546
11	Sigi	47.453
12	Tojo Una-una	24.296
13	Tolitoli	34.677
Jumlah		562.137

Source: Secondary Data compiled from the Regional Election Commission Central Sulawesi province in 2015

The Expectations of direct regional head elections is growing political enthusiasm of the people to increase community participation. The reality that occurs in some counties or cities in Central Sulawesi shows the high level that do not use their voting rights, with an average every region has a percentage rate of up 21% to 31%. This makes researchers interested in making Central Sulawesi Province as the research object by setting one district or city as an area of research that Parigi Moutong district.

From some research about the elections held by the institution Election Commission about the lack of voter participation in the exercise of the way to elect, more to technical factors. Results of research District Election Commission in Wonogiri, Indonesia (2015) showed that the first analysis of the high-society participation tends to come from respondents who know the candidate. While the research conducted by the Election Commission District Kulonporogo, Indonesia about the quality of political participation in the administration of elections in the District Kuloporogo 2015, one result is the identification of the types of voter non-participation. With the discovery of non-participatory identification of the type of voters are expected to be a reference for designing models of socialization and voter education in order to increase voter participation in elections.

Based on these results, the involvement of the public in using their voting rights in the implementation of regional presidential election is one measure the achievement of the democratic system. Political culture and dominant political map becomes a major factor in the implementation of the public to choose. But the two things are important existence Election Commission to discuss, how to socialize Election Commission, neutrality, and execute their mandate as the general elections. In order dish-dish Election Commission program is on target and were able to raise awareness of the public to participate, without the intervention of some political circles. Therefore, the importance of this study is to determine how communication strategies do Parigi Moutong District Election Commission on the implementation of socialization related to Election Governor and Deputy Governor of Central Sulawesi province. Then to analyze the communication strategies, researchers used a social marketing approach.

By using social marketing analysis tool, the focus of this research is to analyze the Election Commission Communication Strategy Moutong Parigi district, role as communicator and the impact of socialization Elections Governor and Deputy Governor of Central Sulawesi province that has been implemented. Then, the party to whom the research is the Commissioner of the District Election Commission in Parigi Moutong.

II. BASIC FRAMEWORK THEORETICAL

A. Social marketing

The concept of social marketing was first introduced to the discipline of marketing Kotler & Zaltman (1971). Since then many other authors have contributed to the discussion about everything that is social marketing and how it differs from commercial marketing (Andreasen, 2002; Donavon, 2011; Hastings & Saren, 2003; Leather & Hastings, 1987).

Social marketing focuses on how marketing can change consumer behavior to benefit individuals or society (Kotler and Lee, 2008). Discipline social marketing covering all the activities of the center for commercial marketing of traditional facilitate exchange processes, customer focus, analysis of the situation and the dependence on market research, market segmentation, identifying target markets, consideration of environmental forces, the central strategies is the 4Ps (Product, Price, Place, Promotion), and attention to the financial impact of the implementation of the marketing strategy (Hershfield & Mintz, 2011; Kotler & Lee, 2008). Although both social and commercial marketing concerned with behavior change, social marketing focuses on individual behavior change in a manner beneficial for both the individual and society, while commercial marketing behavior change benefit the company and its stakeholders (Kotler & Lee, 2008).

Social marketing is a strategy to change behavior, combining the best elements of traditional approaches to social change in the planning and integrated framework of action and take advantage of advances in communications technology and marketing skills (Kotler & Roberto, 1989, : 24). The definition offered by Kotler, Roberto and Lee (2002 : 5) is useful for the use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify or abandon behavior for the benefit of individuals, groups or society as a whole , Social marketing relies on voluntary compliance of legal forms, economic coercion or influence. Kotler et al. (2002) argues that social marketing is often used to influence audiences in changing their behavior one by one or more. As well as the following: (1). improve health - health problems (2). prevent injuries - safety issues (3). protecting the environment - environmental issues (4). Contributing to society - society development issues.

Social marketing a form of continuous mutual activity based on the concept proposed by Hastings (2008), which begins with the analysis of the situation which is an analysis to determine the social problems that exist in the community. Then determine the purpose of a social marketing program to be implemented by the social problems faced by the target adopter After that marketers do offer the program through marketing principle known as 4Ps (Productions, price, place, promotion).

B. Formulating bid

In this stage of formulating bids discusses how a program aimed at the target adopter's designed with a specific purpose (Hastings, 2008 : 70). In this process uses the principle of marketing mix that aim to facilitate the planning of the program and also to communicate to an audience. Based on the explanation marketing mix principle in question is:

1. Product: Everything is offered in the form of ideas, ideas and behavior change to the target adopter (Hastings, 2008 : 72). According to Kotler and Lee (2008 : 208-210) there are criteria of product in social marketing are:

a. Care Product: This product explains the benefits, values and beliefs will get to the target adopter after adopting behavior.

b. Actual Product: This product explains about real objects or services offered to the target adopter.

2. Price: The sacrifice is the cost to be incurred by individuals to adopt behaviors that are offered. As described (Kotler & Lee, 2008) that the costs required to adopt a behavior consists of monetary and non- monetary. Monetary costs related to the costs incurred to purchase products that are tangible support. While non- monetary costs are costs as well as time, risk, effort, energy and feeling uncomfortable when adopting new behaviors.

3. Place: is the distribution channel to deliver the products offered to the target audience (Lefebvre & flora, 1988: 299). As well as the use of the aim to facilitate the target adopter to participate directly involved in the behavior offered or buying goods and services on offer.

4. Promotion: is any attempt to convey the message effectively and efficiently, both through advertising, personal selling and others (Weinreich, 2011: 16-19). Promotion is a form of persuasive communication aimed at influencing the target adopter to act as desired by social marketers (Kotler & Lee, 2008: 268). Noteworthy in the process of persuasive communication, especially social marketing, among others:

a. Message: what will be delivered to the target audience, what you want to do to your target, know and trust.

b. Messenger: who delivered his message

c. Creative Strategy: what will actually be delivered and shown and how to present it.

d. Communication channel: when and where the message will appear.

C. Segmentation and targeting

Segmentation and targeting is done to determine who the target adopter of social marketing activities. Segmentation is a series of activities to share some of the population gets smaller and then chose him to be the targets used as objects of social marketing activities in accordance with requirements (Hasting 2008 : 62). Segmentation in the study of social marketing by Kotler and Lee (2008, : 118) is divided into:

1. Demographic:

Differentiating the target by age, gender, education, income, marital status and family size.

2. Geographic:

In this approach differentiated segmentation based on place of residence.

3. psychographic:

Distinguish targets based on social class, lifestyle, values and personal characteristics.

After segmenting the set targets, Targeting is how social marketers to select from segmentation have been done in order to get an audience that fit their needs. Hasting (2008, : 64) explains the principle of doing the targeting is as follows:

a. Viable: the intended target market should potentially be able to receive the impact of the issues that will be addressed in the context of social marketing.

b. Accessible: how can we convey or communicate the social product in conformity with the targeted communities.

c. Responsive: the intended target must be really targeted to receive social marketing activities properly. Otherwise, the social marketing activities will be in vain.

Messages Effective Social Marketing Communications

In principle, social studies marketing still use the principles of commercial marketing in an effort to communicate in order to influence the target its audience. Communication activities aimed to persuade the target audience, usually the communication process is referred to as the promotional activities. As described by Kotler & Lee (2008, : 268) that the promotion is a persuasive communication designed and delivered to inspire the target audience.

For the creation of effective social marketing messages, Kotler and Lee (2008, : 269) further pointed out some things that need to be considered by marketers to create a message that is:

1. Key Message:

A summary of the entire message, it is not a slogan and tagline. But the entire message summary includes practices or behaviors that you want to offer.

2. Target Audience:

Social communicator or marketer must have a clear target audience. The target audience is usually classified by demographic and Geographic. If you know the segmentation before determining the target, then this will be very helpful in audience knowledge, beliefs and behaviors desired by social marketers.

3. Communication Objective:

Shows what the marketer wants his audience know (thinking), believe, feel and perform actions based on the communication that has been done.

4. Positioning statement:

Instill product image, about what she thought and felt by audiences when running the desired behavior.

5. Benefit to promise:

Explain the benefits to the target adopter if they develop the expected behavior.

6. Support for the promise:

They were mostly will help convince the target audience to be able to perform the desired behavior and the benefits that may be more than they want.

7. Openings:

How to plan and select media channels that can deliver media channels marketers can deliver messages to the target audience and the desire to adapt the content of the message has been delivered.

Of the elements described Kotler & Lee to create a social marketing communication messages that are effective, that all these elements are interrelated. Kotler and Lee (2008, : 269) suggests the most effective way to create a message and send a message is to select a credible communicator, appropriate communication media and developing social marketing communication strategy planning.

D. Communication strategy

Communications strategy is the success of effective communication activities are largely determined by the determination of the communication strategy. On the other hand if there is not good communication strategy effect of the process of communication (especially the mass media of communication) is not likely to have negative effects. Meanwhile, to assess the communication process can be assessed by using models of communication. In the process of communication activities ongoing or completed the process then to assess the success of the communication process, especially the effects of the communication process used communication model study.

According to Effendi (1981 : 84) in the book titled "Dimensions of Communication" states that "communication strategy is a guide on planning communication (communication planning) and communication management (communications management) to achieve a goal. To achieve these objectives the communication strategy should be able to demonstrate how the tactical operations should be carried out, within the meaning of that approach (approach) may be changed at any time depending on the circumstances ". Related to the above, the communication strategy is essential to use the socialization program conclave area, so that the delivery of the message or information can get to the target or audience.

Planning of multi-media strategy and single strategy communication medium has a dual function (Effendy, 2000 : 300):

a.Disseminate communication messages that are informative, persuasive and instructive systematically to the target to obtain optimal results.

b. Bridging the "cultural gap" due to the ease of obtaining and ease operation mass media is so powerful that if left unchecked will destroy cultural values.

A strategy is also an overall decision conditional on action to be executed to achieve the goal. To formulate communication strategies, in addition to the necessary formulation of clear goals, also primarily takes into account the conditions and situations audiences (Arifin, 1984 : 59).

Communication Strategy according to Smith (2005 : 3) in the Strategic Planning for Public Relations is an activity or communication campaigns that are informational or persuasive to build understanding and support for an idea, an

idea or cases, products or services planned by an organization either for-profit or nonprofit, have goals, plans and alternatives based research and have an evaluation. According to Ronald D. Smith (2002 : 5) The communication strategy begins with research and ending with evaluation conducted periodically. This strategy is applied to the particular circumstances involving the organization of different public and related organizations, either directly or indirectly.

The usefulness of the communication strategy (Smith, 2005, : 67), among others:

a. A plan, a direction desired action consciously.

b. A way, a specific maneuver intended to outwit an opponent or competitor.

c. A pattern, in a course of action.

d. A position, a way to put the organization in a neighborhood.

e. A perspective, an integrated way of looking at the world.

Rogers (1982) in (Cangara, 2014 : 64) gives definitions as a draft communication strategy that is made to change human behavior in a larger scale through transfer new ideas. Middleton (1980) in (Cangara, 2014 : 64) states that the communication strategy is a combination of the best of all the elements of communication from the communicator, message, channel (media), the receiver until the effect (effect) that is designed to achieve the purpose of communication optimal. Furthermore, according to Arifin (1984:72) In reaching effectiveness of a communication strategy is required steadiness message content is adjusted to the audience. In addition, the use of methods of communication strategy will also affect the delivery of the message by the communicator to the communicant.

Selection strategy is a crucial step that requires careful handling in the communication planning, because if the election strategy of erroneous or wrong, the results can be fatal, especially in terms of loss of time, materials and labor. Therefore, the strategy is also a secret to be hidden by the planners.

Interest in the Central Communications Strategy

Communication Strategy is a blend of communication planning (communication planning) with management communication (communication management) to achieve its intended purpose. This communication strategy should be done, in the sense that the approach may differ from time to time depending on the circumstances. (Effendy, 2013, : 32).

R. Wayne Pace, Brent D. Peterson, and M. Dallas Burnet in (Effendy, 2013, : 32) says that the purpose of the communication strategy consists of four objectives, namely:

a. To secure understanding, to ensure that there is a sense in communicating.

b. To establish acceptance, how the reception was continuously nurtured well.

c. To Motive action, activation of motivation.

d. The goals which the communicator sought to Achieve, how to achieve the goals to be achieved by the communicator of the communication process.

The communication strategy is certainly a macro level and the process take vertically pyramid. The communicator in the top of institutions of the country, whether it be the executive, legislative or judicial - using the media, both mass media and mass media through the hierarchy decreases downward. Properly vertical communication, not only lasted downward communication, but also of upward communication Study regarding communication takes vertical macro can't escape from the assessment of the linkage between one component with the other components in the communication process (Effendy, 2013, : 33).

E. Components in the Communication Strategy

Communication is a complex process. In order to formulate the necessary communication strategy some thought to account for factors supporting and inhibiting factors. It would be better if the strategy was considered components of the communication and the supporting factors and inhibitors at each of these components. According to (Effendi, 2013, : 35-39) to note from the communicant as targets for communications, media, messaging and communicator are:

a. Recognizing Target Communications

Before we launch communication, we need teach anyone who would be the target of our communication. Of course this depends on the purpose of communication, whether that communicant just know (informative method) or that communications perform certain actions (method of persuasion or instructive). Whatever the purpose, the method and the number of targets, the self-communicant needs to consider the following factors:

1). Factors Reference Framework

Communication message will be conveyed to the communicant should be adjusted to the reference frame (frame of reference) it.

2). Factors circumstances

The situation here is the communication situation when communicant will receive the messages we convey. Situations that could hamper the communication can be expected previously, can also come on suddenly when communication was launched.

b. Selection of Media Communication

To achieve the target of communication we can choose one or a combination of multiple media, depending on the objectives to be achieved, the message will be delivered, and the techniques to be employed.

c. Objective Assessment of Communication Links

Message communication (message) has a specific purpose. Determining the techniques that should be taken, whether it is technical information or persuasion techniques or engineering instruction. Whatever the technique, communication must understand that communication messages. Communication message comprises the content of messages and symbols. The contents of the communication message can be one, but a symbol that is used can vary, such as language, image, color, gesture (gesture), and so forth.

d.   Role of Communicators in Communications

Some of the important factors are when he launched the communication, namely the appeal of the source (source attractiveness) and the credibility of the source (source credibility).

1). The appeal of resources

A communicator will succeed in communication will be able to change the attitudes, opinions and behavior communicant through the mechanism of appeal if the communicant feel that communicators join him. In other words is the communicant feeling. There are similarities between the communicator to her so communicant willing to abide by the contents of the message launched by the communicator.

2). Source credibility

The second factor that could lead to successful communication is to trust in the communicator communicant. This belief is much to do with the profession or expertise of a communicator.

Furthermore James McCroskey (1966) in Cangara (2014, :134) explains that the credibility of a communicator can be obtained from competence (competence), attitude (attitude), purpose (intention), personality (personality) and dynamics (Dynamism). Competence is mastery owned a communicator on the issues under discussion. While the attitude of the speaker whether he personally showed expressly or tolerant in purpose principal show what it has delivered good intentions or not. Personality indicates whether the speaker has a warm personal and friendly, whereas the dynamics indicate whether the material presented was interesting or the boring.

Berlo (1962) in Cangara (2014 : 134) explains that the credibility of a communicator can arise if he has the communication skills (communication skills), a broad knowledge of the material that was brought (knowledge), being honest and friendly (attitude) and able adapt to the socio-cultural system (social and cultural system) community is facing.

III. RESEARCH METHODS

This research method use qualitative research method with case study approach. The approach is approach to explain and interpret the case without external intervention. This approach saw a decisions, as well as how to apply and what the outcome (Salaim, 2001, : 93). In this approach the researcher to make a complex picture, studying words, a detailed report of the views of respondents and do studies on the natural situation (Creswell, 2014, : 15). The Location of the research is at the Office General Election Commissions of Moutong Parigi district, Central Sulawesi Province, using purposive sampling as selection techniques informant. Technique of collecting data through observation, interviews and document research. Analysis of data use Data collection, data presentation, data reduction and conclusions or verification of data (Miles & Huberman, 2014). Meanwhile, to test the validity of the data by triangulation by using more than one method data source in the study of social phenomena (Bryman, 2008, : 379).

IV. RESULTS AND DISCUSSION

Overview Implementation of Socialization Election of Governor and Vice Governor Elections socialization is the process of delivering information about the stages and the general election program, so that the public or voters will better know and understand about the purpose of the general election. In the implementation of socialization, Election Commission Parigi Moutong District communication and cooperation with various stakeholders including, Parliament, Government Agencies, Elements officials, NGO (Non-Governmental Organization), Community Leaders Parigi Moutong district to support and successful implementation of Elections as with Government. This communication is done by way of coordination, socialization and a special approach or territorial and based functional groups.

Dissemination Governor Election Central Sulawesi province in 2015 that the existence of the organizers in preparing materials socialization need to be considerations that selectively so that the message is informed to the community can be understood or understood well, and have a duty to promote all matters relating to elections to the whole society that would require a more extensive explanation more about the ins and outs of the election.

Communication Strategy General Election Commission Of Parigi Moutong district in the implementation of socialization election of Governor and Vice Governor of Central Sulawesi Province

Socialization election of Governor and Vice Governor of Central Sulawesi province in 2015 in the district of Parigi Moutong been accomplished by implementing a strategy with all the elements (elements), namely communication communicator, message, receiver (communicant) and channel (media). However, the findings of the field that the planning is still less than optimal characterized by the use of strategies in the communicator has not been at the level of the real, which is still a lack of Commissioner (communicator) down to the field to provide socialization to the community, but only use a team of volunteers called the volunteers democracy involving those students to convey socialization.

In addition General Election Commission of Parigi Moutong district in implementing the socialization involves also the organizer of the District level, The District Electoral Committee, Voting Committee and Group Organizers Voting and utilizing the elements of Villages. This could definitely affect the credibility and appeal of the source as a communicator. As noted Efendi (2013 : 35-39) that the most important factor in self-communicators that have appeal sources and source credibility.

Similarly, in the use of messaging strategies, General Election Commission of Parigi Moutong district making or designing a message more use of national charge (Indonesian language messages) on the implementation of socialization, whereas in the district of Parigi Moutong plurality tribes still visible. Meaning that people in the district of Parigi Moutong many also use their local language. But there is also the

message delivered using local languages, but it is done through broadcasting in Radio.

The messages shown they are informative. Based on the research field that messages are delivered only technically inform about the elections as "telling on election day", "if you have already registered as voters" and so forth. Referring to the explanation Kotler and Lee (2008, : 269) that need to be considered by marketers in creating the message is "key message" which is a summary of the entire message, not a slogan or tagline. But the whole message including habits or behaviors that you want to offer is yet to be seen on the implementation of socialization conducted by the Election Commission Parigi Moutong district in Governor and deputy Governor of Central Sulawesi province in the district of Parigi Moutong.

Understanding people, especially who will be the target of communication is very important, because all communication activities directed at them. Targets socialization conducted by General Election Commission of Parigi Moutong district form of sharing segmentation of voters, its voters segments, segments of women, religious leaders segments, Segmentation of disabilities and marginalized segments of society.

Selection of the communication media in conveying information is taken into consideration with the characteristics of the content and purpose of the message to be delivered, as well as the media owned by the public so that the message can be affordable and can be up to the audience. Media use conducted by General Election Commission of Parigi Moutong district in implementing socialization using print media (newspapers, leaflets, stickers, brochures and billboards) and electronic media (Radio).

The implementation of communication strategies that have been implemented by the General Election Commission of Parigi Moutong in the socialization of elections aiming to achieve the desired result it is with their socialization can make sure there is a sense in communication and can achieve the goals achieved by the communicators in the communication process. As described by R Wayne Pace, Brent D. Peterson and m Dallas Burnet in (Effendy, 2013, : 32) That the purpose of the communication strategy consists of four objectives, namely:

1. To ensure that there is a sense in communicating
2. How does it continue to be fostered by the reception was good.
3. To activate for motivation.
4. How to achieve the goals to be achieved by the communicator of the communication process.

Anyway for the creation of a social marketing communication messages are effective Kotler and Lee (2008, : 269) argues that in creating messages and send messages is to select a credible communicator, appropriate communication media and developing social marketing communication strategy planning.

Role General Election Commission Parigi Moutong district as a communicator in the implementation of socialization Governor Election

Has a very strategic position in determining the success of the election of Governor and Vice Governor of Central Sulawesi in 2015, it is certainly not separated from the role General Election Commission of Parigi Moutong district as communicators in disseminating information about the elections. As communicators must have the ability and skill in communicating and can manage well when communicating communication between individuals and groups, so that a message is able to influence or major impact on the message conveyed.

Influence or impact of course also a result of how the communicator in designing or designing the program to be well received by the public (voters). Based on the explanation Hasting (2008, : 70) that how a program aimed at the target adopter's designed with a specific purpose. In this process the principles of marketing mix aims to simplify the programming and communicate to an audience. Based on the analysis of the principle findings in the field of marketing mix by General Election Commission of Parigi district Muotong in developing promotional programs elections dissemination to the public (voters).

1. Product

Product in social marketing is a form of ideas, ideas and behavioral changes that are offered to the target adopter (Hastings, 2008, : 72). In this research the products offered in the form of behavior for the use of the right to vote in general elections. Behavior that is offered through the program in the form of socialization election announcement informing election include just an appeal or notice that is informative as notices "Election Day" and "Let's come up at the polling stations". Information notice day "voting and let's come up at the polling stations" can't provide changes to the behavior of voters who do not exercise their voting rights. Items are delivered also through socialization more material is delivered to the participants of the election (candidates for regional heads) as candidacy socialization materials, materials dissemination campaign candidate, campaign finance and socialization materials socialization materials voting, counting and recapitulation of votes for election.

2. Price

Price in social marketing is the cost of sacrifices that must be expended by individuals to adopt behaviors that are offered. As described Kotler and Lee, (2008) that the costs required to adopt a behavior consists of monetary and non-monetary. Monetary costs related to the costs incurred to purchase products that are tangible support. While no-monetary costs are costs as well as time, risk, effort, energy and feeling uncomfortable when adopting new behaviors.

From the findings of the data in the field that the price to be paid by the voters is the time and energy, that is, they spend the time to come in the polling stations and wait for hours to exercise their voting rights. But in social marketing, that both parties should mutually beneficial. That is when the target audience is adopting the behavior offered by marketers, the provision of contributions or compensation to the target audience should be there. But in the socialization elections

conducted by General Election Commission Parigi Moutong district does not provide the things that can be perceived by voters to replace the time and energy.

3. Place

Place is a distribution channel for conveying the products offered to the target audience (Lefebre and Flora, 1998, : 299)). As well as the use of the aim to facilitate the target adopter to participate directly involved in the behavior offered. General Election Commission Pargi Moutong district in the dissemination of general elections to choose strategic places, like go to the market, schools and other public places that have agreed to be the location of the socialization of the general election. Based on the findings of field data that location determination is only done in one place (certain sub-district).

4. Promotion

Promotion is any attempt to convey the message effectively and efficiently, both through advertising, personal selling and others (Weinreich, 2011, : 16-19). Promotion persuasive also a form of communication aimed at influencing the target adopter to act as cooled by social marketer (Kotler & Lee, 2008, : 268). Noteworthy in the process of persuasive communication especially social marketing, among others:

a. Message: what will be delivered to the target audience, what would you pleased to be a target, know and trust. From the findings of the field the message delivered in the form of messages that are still informative that "information on the voting day", "let's come at the polling station", "how to choose (piercing)", and the technical implementation of election information.

b. Messenger: who deliver the message. Exercising socialization elections conducted by General Election Commission Moutong Parigi district, Tim democracy involving student volunteers, a team of volunteers formed democracy represents a segment of voters, organizers ad hock (Voting Committee, The District Electoral Committee, Group Organizers Voting).

c. Creative strategy: what will actually be delivered and shown and how to present it. Of the messages conveyed through socialization, General Election Commission of Parigi Moutong district expressed largely in the form of technical materials about the elections as convey the registered voters in the Governor election and Deputy Governor of Central Sulawesi province.

Communication channel: when and where the message appears. Socialization elections held General Election Commission of Parigi Moutong district when associated with the common voter categories, they carry out in the markets and related categories of voters conducted in schools level up (Senior High School).

Impact of Communication Strategy General Election Commission on the effectiveness of the community socialization Parigi Moutong

Communication strategies applied in the socialization of course does not necessarily have an impact on participation in voting. Based on the findings the application strategy of communications, field is still far from the expected results. Enthusiastic voters exercise their voting rights only certain voters who use this means of delivering information through socialization uneven accepted or understood by all voters.

Based on the explanations and the findings of the concept of social marketing is very possible to be used in the implementation of the socialization of the general election to improve community participation in using their voting rights, As noted in the previous chapter that social marketing is a concept that focuses on changing individual behavior by combining the best elements of traditional approaches to social change in the planning and actions integrated framework and take advantage of advances in communications technology and marketing skills (Kotler & Roberto, 1989 , : 24). As well as Kotler, Roberto & Lee (2002) argues that social marketing is often used to influence audiences in changing their behavior one by one or more. As well as :

1. Improving health (treatment of health problems)

2. Preventing injuries (handling of safety issues)

3. Protecting the environment (handling environmental issues)

4. Contributing to the community (community development issues Handling).

Of the four points above, one of which can contribute to the community, meaning that in the implementation of the socialization of community election (voters) can be persuaded to do things that can contribute to accomplish the successful implementation of the general election the Governor and Deputy Governor of Central Sulawesi province in 2015, namely exercise their voting rights in order to contribute to the implementation of the general election the Governor and Deputy Governor of Central Sulawesi province in the Parigi Moutong district.

The impact on the strategic use of communications made by the District Election Commission Parigi Moutong still apparent that the use of their voting rights, only the people (voters) are certain rational voter and the voter level of education is high. This is one form of delivery of effective communication has not been implemented to the maximum, based on the adoption of social marketing communications that to create effective marketing communication (Kotler & Lee, 2008, :269) planners need to consider several elements in creating a message, namely:

1. The key message is an explanation of the entire message, not just a slogan or tagline (announcement), but the whole explanation of the message content is the behavior and habits offered.

2. Target Audience that social marketers must have a target audience that is clear, so if you already know the target audience first, then it will be very helpful in the public knowledge, beliefs and behaviors desired by social marketers.

3. Openness is a way to plan and select media channels that can deliver the message to the target audience and can evoke a desire to adapt the content of the message.

From the description above can be interpreted that the socialization of the general election the Governor and Deputy

Governor of Central Sulawesi province has not used the key messages to convey information on the general election marked only in the form of delivery that is an announcement to tell the time and voting place. On the other hand also in determining society (voters) General Election Commission Parigi Moutong district already dividing by determining a segment of voters, but its implementation in the field is only implemented in specific areas, namely in the capital district, it is very impact on audiences in areas other.

CONCLUSION

After the researchers passed the stage of data analysis and discussion, we can conclude several important points on the research focus about communication strategies, the role of communicator and the impact of socialization of Elections Governor and Deputy Governor of Central Sulawesi province in General Election Commission of Parigi Moutong district.

1. Implementation of the communication strategy is the success of an effective communication activity that can be determined from the determination of the communication strategy. In determining the conduct socialization communication strategy is still in the order of the organizational structure of General Election Commission, and delivery still informative message (to know) without having to make a persuasive communication to change.

2. Communicator has a strategic role to deliver messages or information vital to the achievement of organizational goals. Surely communicators who have the credibility and appeal of resources as well as having extensive knowledge sources. General Election Commission of Parigi Moutong district as a communicator in the implementation of socialization of Governor Election assisted by the organizers of the District level, which certainly does not have the credibility and appeal of resources in carrying out electoral socialization.

3. Determination of the communication strategy may result in the results achieved. Socialization of implementation of Governor Election held still a lack of attention to key messages to be delivered, but mostly just convey information in the form of an announcement or tagline, so that only certain voters can receive the information.

Suggestions for further research

From some of the findings obtained in this study on the communication strategy in the implementation of the socialization elections General Election Commission Moutong Parigi district, there is a suggestion as the some contribution and academic organizations, namely:

1. Marketing research of social adaptation, of course, analyze the communication in the organization, by analyzing information about where the implementation of a communication strategy that focuses on the elements of communication, especially the relationship between communication strategies in socialization with interest the voters to exercise their voting rights. In addition, this study focuses only on communication strategy as a factor in the implementation of socialization elections to increase voter participation, but do not consider other elements that could be a factor causing the lack of voter participation. Therefore, further research can be conducted to analyze the socialization with other communication dimension as a factor in the lack of interest of voters to exercise their voting rights.

2. The study of science communication is very diverse and wide, so it is in the possible to do research on the organization General Election Commission Parigi Moutong district using studies of science communication.

Recommendation

1. To determine the communication strategy in the implementation of the socialization is expected that the District Election Commission implements selected Parigi Moutong more attention to dissemination through communication elements that strategy more credible communicator and have insight into election announcements, message strategy that is designed according to the needs of the people (voters) and the nature of the message is not just informative but rather to a persuasive message, strategy determination audiences are not only focused on the segmentation of the electorate, but rather encompassed all levels of society (voters), as well as use of the channel (media) that is easily reached and generally accepted.

2. Role of the District Election Commission Parigi Moutong as communicators in order to maximize the use of the communicator as a channel of communication with voters, the communicator that is in use in each sub-district have a stock that is level with General Election Commission commissioners Parigi Moutong district.

3. In order to research the impacts resulting from socialization election Provision Governor and Deputy Governor of Central Sulawesi, namely certain voters who exercise their voting rights.

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