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## **Strategic Approaches of Bandar Lampung's Election Supervisory Body in Oversight of the 2024 Election Campaigns**

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### **ABSTRACT**

The Election Supervisory Body (Bawaslu) holds a central mandate to oversee and address election violations, including monitoring vote counting, campaign finances, campaign materials such as banners, and preventing black campaigns and money politics. Bawaslu's supervision is guided by PERBAWASLU No. 11 BN 2023/No. 844 on the oversight of general election campaigns. However, there are frequent violations by political parties and legislative candidates, including the involvement of minors in campaigns, the installation of billboards that disrupt public order, and the use of campaign materials exceeding regulated dimensions.

This study aims to examine the strategies employed by the Bandar Lampung City Election Supervisory Body (Bawaslu) in supervising the 2024 election campaigns and to identify the challenges encountered during this process. The research adopts a field-based approach with a descriptive-analytical method. The findings reveal that Bawaslu Bandar Lampung City employs several strategies, including: socialization and communication efforts, supervision of campaign materials, and monitoring indications of money politics.

However, the institution faces significant obstacles, such as the anonymity of black campaign perpetrators, intimidation experienced by whistleblowers, and limitations in addressing campaign violations effectively. Although Bawaslu lacks full authority in legal enforcement, it remains committed to ensuring electoral integrity and fairness. This commitment underscores the importance of community involvement in fostering a clean and democratic electoral process.

**Keywords:** *Election Supervisory Body, Strategy, Campaign*

## ABSTRAK

Bawaslu memiliki mandat utama untuk mengawasi dan menindak pelanggaran pemilu, termasuk pemantauan penghitungan suara, keuangan kampanye, peralatan pemilu seperti spanduk, serta pengawasan terhadap kampanye hitam dan politik uang. Pengawasan yang dilakukan Bawaslu ini berdasarkan pada PERBAWASLU NO. 11 BN 2023/NO. 844 tentang pengawasan kampanye pemilihan umum. Namun terdapat indikasi kampanye yang dilakukan oleh partai politik maupun calon legislatif sering melanggar aturan dalam kampanye diantaranya mengajak anak dibawah umur dalam kampanye, memasang baliho yang mengganggu ketertiban umum dan melebihi ukuran. Penelitian ini bertujuan untuk mengetahui strategi pengawasan kampanye Pemilu 2024 yang dilakukan oleh Bawaslu Kota Bandar Lampung, dan untuk mengetahui kendala yang dihadapi selama melakukan pengawasan kampanye. Metode yang digunakan adalah penelitian lapangan (*field research*), yang bersifat deskriptif analitis. Temuan hasil penelitian ini adalah Bawaslu Kota Bandar Lampung memiliki beberapa strategi pengawasan kampanye, antara lain: Strategi melalui sosialisasi dan komunikasi; Pengawasan terhadap alat peraga kampanye; Pengawasan terkait adanya indikasi politik uang (*Money Politics*). Sedangkan hambatan yang dialami oleh Bawaslu Kota Bandar Lampung dalam mengimplementasikan strategi tersebut adalah anonimitas pelaku kampanye hitam, intimidasi yang didapat oleh pelapor, dan keterbatasan dalam menindaklanjuti pelanggaran kampanye Pemilu 2024. Meski Bawaslu tidak memiliki kewenangan penuh dalam penindakan hukum, mereka tetap berkomitmen menjaga integritas dan keadilan pemilu, dengan harapan keterlibatan masyarakat dapat memastikan proses pemilu yang bersih dan demokratis.

**Keywords:** *Bawaslu, Strategi, Kampanye*

## INTRODUCTION

Indonesia is a country that adheres to a democratic system, where the voice of the people is considered the voice of God. In this system, a General Election is held to elect representatives of the people in parliament and executive leaders, namely the president and vice president. This general election is an arena for the struggle for people's votes to determine who is entitled to occupy the position, with political parties functioning as a means. Therefore, political parties need to show that they are responsive to the aspirations of the people and are able to gain as much support as possible during the voting.

General elections are a process held by a country that considers itself a democratic country. In Indonesia, the implementation of elections is regulated in the 1945 Constitution (UUD 1945). (Jurdi 2018) The provisions regarding elections in Indonesia are regulated in several articles. First, Article 1 paragraph (2) of the 1945 Constitution which states that sovereignty lies in the hands of the people and is implemented in accordance with the Constitution. From here, it can be understood that one form of implementation of people's sovereignty is elections. Second, Article 7 of the 1945

Constitution which stipulates that the President and Vice President serve for 5 years and can be re-elected for one additional term. From this article, it can be concluded that elections in Indonesia are held every five years. Third, Article 19 paragraph (1) of the 1945 Constitution which states that members of the DPR are elected through elections, which confirms the existence of elections as a means of democracy. Fourth, Article 19 paragraph (2) of the 1945 Constitution which states that the composition and position of the DPR are regulated by law, which refers to the law governing elections.

During the election period, campaigns are held as a means for prospective candidates to introduce their vision, mission, and programs that they will realize to the public. Each region has a General Election Commission (KPU) that is directly involved in the election process. Therefore, the KPU holds various activities well in advance to invite the public to participate in this democratic party, so that they play a role in choosing leaders or people's representatives. (Yuwita 2018)

Election supervision is essential to prevent potential violations and fraud, such as money politics or vote manipulation. The purpose of this supervision is to ensure that the election is conducted fairly, honestly, and democratically. (Alaydrus, Jamal, and Numiyati 2023) Independent institutions such as the KPU, Bawaslu, as well as community and media organizations are tasked with monitoring all stages of the election, from preparation to vote counting, so that all processes are transparent, accountable, and in accordance with the rules.

Effective supervision ensures that elections are fair and democratic, and elect leaders who truly represent the aspirations of the people and are able to face the country's challenges. In addition, supervision also strengthens public trust in the election process and the democratic system in Indonesia. Election supervision should be based on a vulnerability index, which can be a reference for identifying areas that require special attention in preventing and handling violations. The election vulnerability index is a tool to measure the level of risk or potential for fraud in the general election process. Based on experience from previous elections, several possible vulnerabilities that need to be considered in Indonesia for 2024 include: money politics; information technology; neutrality of government officials; campaign props. (Indonesian Election Supervisory Body 2023a)

Bawaslu has the primary mandate to supervise and take action against election violations, including monitoring vote counting, campaign finances, election equipment such as banners, as well as monitoring black campaigns and money politics. In addition, Bawaslu is also tasked with fostering and supervising the implementation of the duties of election officials at all levels (Law No. 15 of 2011, Article 74 Letter b). Based on Law No. 7 of 2017 concerning General Elections, Bawaslu not only functions as a supervisor, but also as an implementer of decisions in every stage of the election. The main challenge for Bawaslu, both now and in the future, is to strengthen its strategic role in ensuring inclusive elections and supporting national development. (Wati and Pomegranate 2022)

The 2024 election in Indonesia is the biggest democratic celebration, which includes the election of the President, Vice President, and members of the DPR, DPD,

and DPRD at the provincial and district/city levels. The political campaign will take place in Bandar Lampung City, with the potential for the emergence of pragmatic and transactional political practices. In this context, Bawaslu has special authority to supervise the campaign, both openly and through socialization. Campaigns involving minors and the installation of banners on trees, as regulated in KPU Regulation No. 23 of 2018, are violations. This book will examine Bawaslu's strategy in supervising the 2024 Election campaign in Lampung Province.

The use of social media as a campaign tool in political contestation is increasingly intensive along with the increasing use of digital platforms. This certainly requires appropriate mitigation steps to minimize the negative impacts and vulnerabilities arising from political dynamics in cyberspace. Based on the Election Vulnerability Index Book (IKP) for the 2024 Simultaneous Elections and Elections released by the Election Supervisory Agency (Bawaslu) of the Republic of Indonesia, Lampung Province was recorded as having a vulnerability level of 64.21% with a moderate category. With this figure, Lampung is ranked seventh, while DKI Jakarta recorded the highest election vulnerability in Indonesia. (Indonesian Election Supervisory Body 2023a)

Bawaslu has significant authority, including receiving, examining, reviewing, and deciding on election administration violations through adjudication hearings. Thus, Bawaslu not only acts as a supervisor, but also as a judicial institution responsible for enforcing the law related to resolving election administration violations. (Mahsun, Dwi Hendro Wibowo, and Zunnuraeni 2022) The supervision carried out by Bawaslu is based on PERBAWASLU NO. 11 BN 2023/NO. 844 concerning supervision of general election campaigns. (Indonesian Election Supervisory Body 2023b)

Every organization must have a strategy to achieve its goals. Various strategies are implemented in the organization to achieve the goals that have been set. (Salusu 2008) Kooten in Salusu said that there are several types of strategies, the first is Corporate Strategy (Organizational Strategy); second, Program Strategy (Program Strategy); third, Recourse Support Strategy (Resource Support Strategy); and fourth, Institutional Strategy (Institutional Strategy).

Bawaslu Bandar Lampung itself has a vision of "Realizing Bawaslu Bandar Lampung as a Trusted Supervisory Institution in the Implementation of Democratic, Dignified, and Quality Elections." So, to achieve this vision, Bawaslu Bandar Lampung has the following missions: building a strong, independent and solid election supervisory apparatus and institution; increasing public trust in the quality of supervision performance in the form of prevention and action, as well as dispute resolution quickly, accurately and transparently; strengthening the national control system in a structured, systematic, and integrative technology-based supervision management; developing effective and efficient supervision patterns and methods; increasing community and election participant involvement, and increasing institutional synergy in participatory election supervision; and building Bawaslu as a center for learning election supervision. (Ramadan 2024)

From what is explained above, the author gets a research problem, namely, what is the strategy of the Bandar Lampung City Bawaslu in supervising the 2024 election campaign? And what are the obstacles in implementing this strategy? Therefore, the purpose of this study is to determine the strategy for supervising the 2024 Election campaign carried out by the Bandar Lampung City Bawaslu, and to determine the obstacles faced during campaign supervision. The benefits of this study are expected to provide contributions of thought and knowledge that discuss related themes. Problem limitation is also needed so that the discussion does not spread everywhere, the problem limitation in this study is only to discuss the scope of the efforts and strategies of the Bandar Lampung City Bawaslu in supervising the 2024 Election campaign.

## **LITERATURE REVIEW**

Researchers try to find literature from previous studies to strengthen the explanation in the discussion and avoid plagiarism or duplication. This step is taken to fulfill the code of ethics in writing scientific research and to enrich the references that can be used in research. From the literature that has been reviewed, several studies were obtained that are relevant to this research, including research by Nancy Magdalena (2023) entitled "Bawaslu's Strategy to Prevent Money Politics Practices Ahead of the 2024 Election in Bekasi City, West Java Province", this study found that Bawaslu's strategy in preventing money politics in Bekasi City was not optimal, especially in terms of communication, because not all programs were on target. Several obstacles, such as the public being reluctant to be witnesses and a limited budget, also affected its effectiveness. (Magdalene 2023) What differentiates this research is the focus of the discussion.

Then the thesis written by Faizal Amir (2023) with the title "Strategy of the Bandar Lampung General Election Supervisory Agency in Preventing Money Politics from the Perspective of Fiqh Siyasa Tanfidziyyah", this study discusses the strategy of the Bandar Lampung City Bawaslu in preventing money politics which includes four steps: providing political education about the dangers of money politics, building the commitment of election participants to avoid money politics, establishing participatory supervision villages, and involving communities and universities. (Amir 2023) What is new about this research is the theory used.

There is also an article written by Fachryzal Maulida and Hendra Wijayanto (2023) entitled "Effectiveness of Bawaslu's Strategy to Prevent Abstaining Votes in the 2024 Election", which found that Bawaslu's strategy in preventing abstaining has been running well, but the public has not responded or implemented the strategy seriously. As a result, the effectiveness of Bawaslu's strategy in preventing abstaining in the 2024 Election has a neutral impact on the public. (Maulida and Wijayanto 2023) What differentiates this research is in terms of research problems.

## **METHOD**

This research is field research, which is descriptive analytical in nature. (Arukunto 1998) In this case, the researcher tries to describe and illustrate the strategy and role of Bawaslu Kota Bandar Lampung in supervising the 2024 Election campaign. This study is qualitative with a descriptive and phenomenological pattern, namely describing what is from the 2024 Election campaign supervision process carried out by Bawaslu Kota Bandar Lampung. Literally, descriptive research is research that is intended to make observations about situations or events. In a descriptive way, researchers do not need to seek and explain the interrelationships of raw data accumulation, test hypotheses, make predictions, although these things can also be covered in the descriptive analysis method. (Suryabrata 1995)

Primary data sources are data collected directly by researchers through interviews and observations. In this study, the purposive sampling method was used to collect data from sources who provided information verbally. (Sugiyono 2018) The researcher used a prepared instrument to obtain the data. The informants that the author took to be interviewed included:

**Table 1.1**  
***Research Informants***

<b>No</b>	<b>Name</b>	<b>Position</b>
1	Apriliwanda, SH	Chairman of the Bawaslu of Bandar Lampung City
2	Riki Ardian, SIP, MIP	Staff of the Lampung Province Bawaslu
3	Erwin Prima Rinaldo, M.I.P.	Head of PPPS Lampung Section

Secondary data is data collected from various sources, (Fadli 2021) such as books, journals, and scientific research, which serve as a complement to primary data. Field data will be more accurate if supported by secondary data from literature, so that both complement each other.

The data collection techniques used by the researcher are observation, interviews, and documentation. The data presentation technique used by the author is the table technique, where the data is arranged in rows and columns neatly. The function of this presentation is to show the relationship between one data and another. (Fathoni 2011) The data analysis used refers to the Miller and Huberman model, which includes three steps: data reduction, data presentation, and drawing conclusions (including decisions, drawings, and verification). (Sugiyono 2018) This method will be applied to analyze the data in this study.

## **RESULTS AND DISCUSSION**

The findings of this study are that Bawaslu Bandar Lampung City has several campaign supervision strategies, including: Strategy through socialization and communication; Supervision of campaign props; Supervision related to indications of

money politics. Meanwhile, the obstacles experienced by Bawaslu Bandar Lampung City in implementing this strategy are the anonymity of black campaign perpetrators, intimidation received by reporters, and limitations in following up on violations of the 2024 Election campaign.

### ***Bandar Lampung City Bawaslu Strategy in Monitoring the 2024 Election Campaign***

The Election Supervisory Body (Bawaslu) was established based on Law No. 22 of 2007 to oversee the election process. Its main tasks include supervising election stages, receiving complaints, and handling administrative, criminal, and election code of ethics violations. (Bawaslu Banda Aceh 2019) Bawaslu is an independent institution tasked with overseeing the implementation of elections in Indonesia, including legislative and presidential elections, with a primary focus on overseeing fair and transparent political campaigns. In Bandar Lampung City, Bawaslu consists of 5 members, including a chairman and 4 other members, whose terms of office last for 5 years. Each member oversees a specific division, and Bawaslu membership is selected based on their ability in supervising elections. Bawaslu Bandar Lampung City is located at Jl. Way Besai No. 1, with a structure involving 5 members and 16 secretariat staff in carrying out its duties and authorities.

The strategy of Bawaslu Bandar Lampung City in supervising political campaigns includes supervision of the implementation of campaign rules, media monitoring, supervision of the use of campaign funds, and handling violations that occur. Bawaslu also collaborates with various parties, such as political parties, media, and civil society, to ensure integrity and transparency in the election process.

In an interview with the staff of the Lampung Province Bawaslu, namely Riki Ardian, SIP, MIP, it was explained that campaign supervision was carried out directly in Bandar Lampung City, which was the center of attention in the implementation of supervision. The Bandar Lampung City Bawaslu has the authority to supervise campaigns in the city, including the campaigns of presidential, DPD, and DPR RI candidates. For these campaigns, the Lampung Province Bawaslu delegated the task of supervision entirely to the City Bawaslu. However, for the presidential, DPD, and DPR RI level campaigns, the Provincial Bawaslu remains directly involved in supervising the campaign stages.

In the socialization and communication strategy, collaboration between the Lampung Province Bawaslu and the Bandar Lampung City Bawaslu in supervising the 2024 Election can be analyzed using symbolic interaction theory. (Zanki 2020) This theory highlights the importance of symbols and meanings formed through social interaction. In this context, the cooperation between the two institutions reflects symbolic interaction involving representative symbols related to their respective roles and responsibilities. To make the election a success, the two institutions communicate effectively through their institutional symbols, such as the institutional structure, protocols, and rules they apply, which reflect a shared commitment to overseeing each stage of the election.

Thus, collaboration between Bawaslu can be understood as a form of structured and holistic symbolic interaction, which builds a strong foundation in carrying out supervision effectively. This synergy, from a scientific perspective, confirms that symbols, meanings, and strategic communication are key elements in ensuring the sustainability and quality of democracy, as well as increasing public trust in the election process. Further research on the dynamics of symbolic interaction in cooperation between election supervisory institutions can provide a deeper understanding of the effectiveness and challenges faced in maintaining the integrity of the election process.

Bawaslu Bandar Lampung City plays an important role in supervising the implementation of political campaigns to ensure that they are in accordance with applicable rules and norms. They monitor interactions between political parties, candidates, and the public to ensure that communication and behavior in the campaign are transparent, fair, and in accordance with the law. Thus, Bawaslu Lampung helps create a context of interaction that supports clean and integrity-based elections.

According to the Head of Bawaslu for Bandar Lampung City, Apriliwanda SH, there are several important things that must be considered in handling campaign violations. First, the campaign team must be registered with the KPU, because if they are not registered, they cannot carry out the campaign. This registration must be done no later than three days before the campaign is held on November 28, 2023. In addition, election participants are required to report the Initial Campaign Fund Report (LADK) to the KPU; otherwise, they cannot carry out the campaign, and can even be disqualified. All campaign fund flows must be reported to the KPU. Election participants are also required to submit a campaign implementation notification letter issued by the police. Without this letter, the campaign is considered illegal, and the police and Satpol PP have the right to disband it.

Based on interviews and observations, the communication strategy used by the Bandar Lampung City Bawaslu in handling campaign equipment violations is a persuasive approach. (Azwar 2007) In this case, Bawaslu first provides notification to political participants if violations are found against campaign props. If the notification is not complied with, Bawaslu Bandar Lampung City will remove the violating props. Persuasive communication aims to change the attitudes and behavior of related parties, both through oral and written communication. (Jumantoro 2001)

In interviews with political party candidates, they stated that Bawaslu's strategy was quite good, especially in terms of socialization related to the installation of campaign props. However, the candidates wanted the socialization or technical guidance to be carried out for a longer period of time, so that all political participants could understand the code of ethics for installing campaign props optimally. They hoped that the socialization would be carried out long before the election, not just close to the election time.

Bawaslu Bandar Lampung City not only conducts supervision through interpersonal communication, but also monitors social media such as Instagram,



Facebook, Twitter, WhatsApp, and other platforms. This is done to monitor black campaigns or the spread of hoaxes that can damage the integrity of the election.

To prevent fraud such as money politics, Bawaslu Bandar Lampung City formed a task force (Satgas) which aims to reduce or prevent the practice of money politics, especially one day before the election. Although the election generally went well, the role of the community is very important in ensuring that the election process remains clean. The community needs to be actively involved in handling and eradicating money politics, so that the elected leaders truly have quality and are not the result of transactional practices involving payments.

### ***Obstacles for Bandar Lampung City Bawaslu in Implementing the 2024 Election Campaign Monitoring Strategy***

In the election process, reporters often face obstacles in the form of intimidation from certain groups who threaten them, so many are afraid to report violations they witness. To overcome this challenge, Bawaslu must rely on witnesses who are willing to provide information, even though they often face the same pressure. Therefore, it is important to take steps to protect and empower reporters and witnesses to feel safe in providing information. Bawaslu remains committed to imposing strict sanctions on election participants who are proven to have committed campaign violations, with sufficient evidence. This effort is very important to maintain the integrity, fairness of the election, and strengthen the foundation of democracy in Indonesia.

Obstacles or constraints in preventing money politics in elections include, first, the low level of people's economy. The practice of money politics is often unavoidable because many people are trapped in socio-economic conditions that are still far from prosperity. Second, the limited knowledge of the community, where many consider money politics to be commonplace and not a serious problem in elections. Third, the permissive culture of society, where there is still a tendency to accept gifts of goods or money as a form of "social responsibility," which strengthens the practice of money politics. (Kuntag, Palilingan, and Paseki 2023)

Bawaslu has the authority to supervise, inspect, and provide recommendations regarding election campaign violations, but they do not have full authority to take direct action like law enforcement officers (police, prosecutors, etc.). If a violation occurs that indicates a criminal act, Bawaslu must submit the case to the authorities for legal follow-up.

## **CONCLUSION**

Bawaslu of Bandar Lampung City implemented various strategies to oversee the 2024 Election campaign, such as socialization, monitoring campaign equipment, and preventing money politics, by involving various parties such as political parties and civil society. However, Bawaslu faces obstacles such as the anonymity of black campaign perpetrators, intimidation of reporters, and limitations in following up on violations that indicate criminal acts. Money politics is also a serious challenge, especially due to the

vulnerable socio-economic conditions of the community. Although Bawaslu does not have full authority in legal action, they remain committed to maintaining the integrity and fairness of the election, with the hope that community involvement can ensure a clean and democratic election process.

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