

Voters response to public information disclosure policies in the local head election of Ciamis Regency 2024

Kiki Endah^{1*)}, Irfan Nursetiawan², Endah Vestikowati³
Department of Government Studies, Universitas Galuh, Indonesia

Abstract

The lack of political education for the people of Ciamis Regency in local head elections has an impact on the lack of voter information on local head candidates, so that political behavior is based on assumptions and non-rational factors. Voters are vulnerable to negative influences in the local head election process and are rooted in political fraud at the grassroots. This study aims to determine Voters response to public information disclosure policies in the local head election of Ciamis Regency 2024. The research method uses qualitative research with an explanatory approach. The results showed that the level of community response in Ciamis Regency in the pre-election process of local head elections was quite high, as evidenced by the many positive comments and the enthusiasm of the community to express their opinions on social media platforms regarding candidates for Regent and Deputy Regent in the 2024 local head elections. Furthermore, to increase voter participation in future local head elections, the General Election Commission of Ciamis Regency must increase the intensity of socialization, political education, and conduct extensive social media monitoring.

Keywords: political participation, voting behavior, public information, local head election

*)corresponding author
E-mail : kiki_spt@unigal.ac.id

Introduction

The degree of voter participation in the local head elections is one of the milestones of the democratic process and an important step in realizing an accountable government. Openness of public information and the development of information technology are one of the supports for increasing public participation in local head elections. The level of political participation correlates with the level of public trust in the government.

Political openness and stability in Indonesia, Myanmar, the Philippines, and Thailand positively affect economic growth (Fatimah et al., 2024). Political stability and the quality of democracy are closely related to the quality of institutions (Septiantoro et al., 2020). Singapore demonstrates relevant political communication in the modern era, with a political system that acculturates various modern thoughts (Usman et al., 2020). The political behavior of local communities in the policy of openness of public information in Ciamis Regency reflects global dynamics, especially in the country and Singapore demonstrates this.

Communication media has changed significantly, such as the presence of the TikTok application as a political communication strategy in the digital era (Terradillos et al., 2024). Interactions on social media cause polarization and strengthen political

networks (Chueca Del Cerro, 2024). International experience shows that the success of this policy depends on information literacy, the capacity of local institutions, and sustainable political support. This is relevant to encourage the participation of the Ciamis community in decision-making and increase the transparency and efficiency of public services.

One of the factors that influences the level of political participation in society is influenced by a person's characteristics, including economic status, age, gender, and religion (Hartanto, 2020). The level of political participation of the people of Ciamis Regency in 2019 tends to increase. Still, for voters with disabilities, it is at a low level which is influenced by psychological aspects, low political education, and lack of adequate infrastructure (Dedi & Soedarmo, 2020) . Political education for the community is very important to improve the analysis of local head candidates who will be elected.

Political education is an indicator of the development of democracy in the information technology era (Syaifurrohman & Nasution, 2021). Technological developments certainly make it easier for people to access political information. Political literacy is an urgency in increasing community participation in local head elections. The implemented political education consists of cognitive, affective, and psychomotor elements (Hardian et al., 2021).

Political education plays a crucial role as an indicator of democratic development, particularly in the era of information technology that allows for easier and quicker access to political information. Technological advancements allow the public to obtain political information through various digital platforms, such as social media, news websites, and communication applications. However, this easy access also demands increased political literacy among the public to discern credible information and avoid being easily swayed by hoaxes or political manipulation. Therefore, political literacy becomes urgent in enhancing community participation in local head elections, as meaningful participation requires a good understanding of political issues and candidates.

Effective political education encompasses three main elements: (1) cognitive; (2) affective; and (3) psychomotor. In the cognitive element, the public needs to understand the fundamentals of politics, government structure, and public officials' roles and functions. In the affective aspect, political education aims to foster a positive attitude towards political participation and appreciation for democratic values. Meanwhile, the psychomotor element refers to the public's ability to actively participate in political activities, such as voting or engaging in political discussions. With a combination of these three elements, it is hoped that the community will not only possess knowledge about politics but also be motivated and capable of taking real action in political life, ultimately strengthening democracy at both the local and national levels.

The tendency of decreasing concern for cognitive aspects or level of knowledge and the lack of public concern in making choices are problems that arise when local head elections take place. Social characteristics and political education are factors that influence the level of voter participation (Mayestika et al., 2022). The existence of government institutions plays a role in increasing political participation in a region (Adnyanaesa & Wayan, 2023). However, ironically, there are still many people who show a lack of understanding of the importance of voting rights in local head elections.

The development of information technology has made the pattern of community interaction transform to digital media as part of conveying ideas to searching for

information related to local head elections. Cross-generational political education is very necessary and can be implemented through optimizing and developing social media, as well as collaborative political education (Sugara et al., 2024). This can certainly minimize the practice of money politics, hoaxes, and black campaigns on social media.

Several studies indicate discussions about political behavior within the scope of local head elections. The first study shows that a rational approach is key to winning in the contest of local head elections (Sumendap et al., 2022). Another study demonstrates that family and psychological factors determine political behavior and decisions (Arief et al., 2024). Additionally, some research states that political actors dominate the political behavior of the community in a certain area (Arasid, 2024). Therefore, political behavior in local head elections is influenced by various factors, including rational approaches, family and psychological factors, as well as the dominance of local political actors.

Subsequent research indicates that the political behavior of the community is influenced by cooperation and togetherness, customs and traditional values, the economic conditions of society, the appeal of economic programs, educational levels, critical thinking and rationalism, the influence of community leaders, and local elites (Brutu et al., 2024). In line with this research, some members of the community choose their leaders based on familial relationships (Zulfikar & Rozaili, 2022). Social image, emotional feelings, and the image of candidates also affect the political participation of the public (Budi et al., 2021). Additionally, the community tends to be apathetic in the local head elections due to a lack of aspiration rights that are absorbed by the local leaders (Kundur et al., 2023). This is supported by other research showing that the closeness of local head candidates to voters is a significant key influencing political participation (Ketut Arniti, 2020).

The political behavior of the community in local head elections is influenced by several complex factors, including a culture of cooperation, familial relationships, and strong traditional values. Economic factors, education, and the appeal of programs also play important roles in shaping the political choices of the public. Additionally, the closeness of local head candidates to voters, the social and emotional image of candidates, and the influence of community leaders and local elites significantly impact political participation. On the other hand, public apathy may arise if people feel that their aspirations are not adequately absorbed by local leaders, which in turn diminishes participation in elections.

Voter data in Ciamis Regency shows a positive increase in public participation in general election activities. The percentage of Ciamis Regency voter turnout in the 2024 general election reached 80% of the total attendance of the Permanent Voter List of 770,943 people, the Additional Voter List of 5,238 people, and the Special Voter List of 5,063 people (source: KPU Ciamis Regency, 2024). The political participation of the people of Ciamis Regency is quite high as evidenced by the highest percentage of attendance being in Ciamis District at 86% and the lowest being in Lakbok District, namely 74%.

In the era of modern democracy, openness of public information is one of the main pillars that supports the creation of a transparent and accountable government. The involvement of voters behaviour in the policy framework for public information disclosure in local head elections cannot be ignored. The openness of public information that can be accessed by the entire community will create harmonization

between the government and the community and build a system of openness in holding general elections (Haniandaresta et al., 2023; Merian Sari et al., 2022).

In line with Law Number 14 of 2008 concerning the Openness of Public Information, article 2 paragraph (1) states that all public information is open and can be accessed by every user of public information. Digitalization has influenced increasing social media as a campaign medium for Local Head candidates (Dwitama et al., 2022). The involvement of the community as voters must of course be balanced with the dissemination of information relating to the implementation of information systems in holding general elections which has implications for increasing transparency and accountability (Shobahah et al., 2021). The distribution of voter data in Ciamis Regency is as follows:

Table. 1 Number of Regent and Deputy Regent Electors Ciamis Regency in 2024

No.	District Name	Number of Voters	
		Male	Female
1.	Ciamis	37,058	38,477
2.	Cikoneng	21,798	21,081
3.	Cijeungjing	20,312	21,026
4.	Sadana	14,813	14,675
5.	Cidolog	7,563	7,621

Source: General Election Commisions Ciamis Regency, 2024.

Based on table. 1 There are 5 (five) districts in Ciamis Regency which are the research locus, including Ciamis District, Cikoneng District, Cijeungjing District, Sadananya District, and Cidolog District. The number of voters is almost dominated by male voters. The potential for voters with various genders and educational backgrounds will certainly have an impact on the number of community participation. This research focuses on the political behavior of local communities in facing the election of Local Heads, namely the Regent and Deputy Regent of Ciamis Regency in 2024.

The results of the Poltracking survey conducted by the Golkar Party DPD Ciamis Regency showed that Herdiat Sunarya gained 86.4% popularity, Yana D. Putra 61.4%, and ling Syam Arifin 61.2% as Candidates for Regent of Ciamis in 2024 (Arofiati, 2024). The local community can of course judge the Regent candidate, not only in terms of popularity. The openness of information and the level of understanding of public political education will have an impact on the quality of holding local head elections. However, other phenomena have emerged in this digital era, such as the phenomenon of spreading hoaxes, and of course, require a digital monitoring system (Charisma & Munadhil, 2023; Neni Nur, 2020).

Supervision the implementation of local head elections that are inclusive and synergistic towards results with integrity, quality, and integration (Agriyansyah & Adriadi, 2022; Idrus et al., 2023).The community is an important resource as voters in holding local head elections. This research urgently focuses on community behavior as a benchmark resource for political participation, which is correlated with the implementation of public information disclosure policies.

The implementation of public information disclosure has increased the accessibility of the public as voters in receiving information related to the holding of local Head elections. However, the development of information technology and social

media has caused a new phenomenon that has led to the practice of leading opinions, and the spread of hoaxes is considered to be the truth of news or events.

This research aims to examine the influence of social media and access to the political networks of local head candidates in Ciamis Regency in the local head election 2024. This study seeks to analyze the extent to which the use of social media plays a role in building a positive image for candidates and how it impacts the level of engagement and interest among voters in Ciamis Regency.

Digitalization has become a medium for transforming the rapidly growing political behavior of voters on social media platforms and online media, in bringing about the interests of individuals and community groups with candidates. This research aims to find out the voters' responses in the Local Head election of Ciamis Regency 2024 and focuses on the public information disclosure policy in organizing general elections.

Research Methods

This research uses qualitative research with an explanative approach. Data analysis in this research includes data reduction, data presentation, and conclusion, and is supported by data certainty (Adiah & Intan, 2022; Fajarianti et al., 2022). The research carried out focuses on social phenomena and focuses on the political behavior of the community before the 2024 Local Head elections in the Ciamis Regency. This makes it possible to determine the level of people's tendencies as voters in local head election activities.

Observations and sentiment analysis are carried out through in-depth analysis with sources from social media and other online media platforms. The approach used uses Social Network Analysis. This research method approach aims to determine communication networks and data characteristics (Hidayat et al., 2023). This approach includes: identifying political actors, measuring influence, and analyzing interaction patterns. This allows the identification of opinions and emotions contained in social media posts regarding local head candidates through sentiment analysis. The stages in data processing include (1) data collection; (2) data classification; (3) data analysis; and (4) data presentation. This can be illustrated as follows:



Figure. 1 Data Processing Flow

This approach includes the identification of political actors, measurement of influence, and analysis of interaction patterns. Thus, it allows for the identification of opinions and emotions contained in social media posts related to local head candidates through sentiment analysis. This analysis helps to understand the positive, negative, or neutral sentiments of the public towards specific candidates, which in turn provides

insights into public perception. Additionally, interaction patterns, such as the frequency of comments, number of likes, and level of post dissemination, can also serve as indicators of how effectively local head candidates can attract attention and build relationships with their voters.

The software used in this research includes Publish or Perish and VOSviewer to analyze scientific literature related to public information openness and the political behavior of local communities. Publish or Perish was utilized to collect and evaluate bibliometric data, such as citations, h-index, and publication trends from various academic sources, such as Google Scholar or Scopus. Meanwhile, VOSviewer was employed to visualize network relationships among research topics, authors, or institutions, helping to identify patterns and clusters within the literature relevant to this study.

Results and Discussion

Voters behavior is a dynamic that is present in local head elections as individual attitudes and actions in the form of involvement or participation in voting. Community involvement in local head elections cannot be separated from the public openness of information so that own impact on behavior political public. Community political behavior has entered several social media platforms and involves individuals and individuals, individuals and groups, and even groups and other groups.

The local head election is a momentum in producing leaders who support equitable development and poverty alleviation. The election stages in 2024 include (1) the preparation stage; and (2) the implementation stage. At the implementation stage, there is a campaign for scheduled regent and deputy regent candidates. In implementing the campaign, social media becomes a tool for introducing the vision, mission, and work programs of local head candidates.

During the preparation and implementation stages, we should adhere to the principles of independence, honesty, fairness, legal certainty, orderliness, openness, proportionateness, professionalism, accountability, effectiveness, efficiency, and accessibility. Accessibility in the context of election head area covers two aspects main, the is selection process must be easily accessible to all citizens, including those in the area with isolated or their own limitations physical, and information related election head area must available in a way clear and easily understood by society-wide. This includes information about candidates, their platforms, procedures for elections, and well rights and obligations of voters.

Voters Behaviour to candidates campaign

One of the internal media spread information moment This Lots using social media. Social media has an important role in influencing people's political behavior (Dwitama et al., 2022). Social media functions as political communication in providing education, persuasion, mobilization, and interaction (Randyca et al., 2024). About local head elections, public information provides perception information regarding local head candidates, work programs offered, and sources of campaign funds, up to the election process, then the public will know more about the figure of the local leader candidate who will be elected. The political behavior of the community shown in local head elections cannot be separated from the information provided via social media regarding the history of the candidate for leadership, their achievements vision, and mission (Supit et al., 2022). The research results specifically show:

Table. 2 Politic Behavior of Ciamis Society

Category	Incumbent	Other Candidates
Dominance on Social Media	Gained 70% of attention	25% of attention
Exposure to Online News	65% of related articles	30% of related articles
Public Support	High (70% of respondents)	Moderate (20% of respondents)
Reason for Preference	Trust in performance	Innovation and new ideas
Impact of Openness Policy	Increased trust	Encouraged new participation

Source: data analysis results, 2024.

Based on the research results, the incumbent's electability rate reached 70%. However, this result resulted in no other candidates registering to become Ciamis Regency Regent candidates in 2024. The greatest possibility is the emergence of an empty box in the 2024 Ciamis Regency local head election. The quick count results of the Indonesian Survey Institute Denny JA show that the Herdiat Yana pair received 89.18 percent of the votes. Meanwhile, the empty box or serial number 1 only received 10.82 percent. The total votes that have been received are around 91.00 percent (source: detik.com, 2024).

Community political behavior within the framework of public information policy is an important aspect in realizing the election of local head candidates who can be better known to the public. To prevent "buying a cat in a sack" who does not know the profile of the potential leader, vision mission, and work program that will be implemented. Profiles of prospective candidates for Regent and Deputy Regent of Ciamis that appear on online platforms, especially online news portals, namely Herdiat Sunarya and Yana D. Putra. This is demonstrated by the interaction of political consolidation in the forum for introducing potential candidates for Regent and Deputy Regent of Ciamis.

The forum was facilitated by volunteers who nominated candidates for local head of Ciamis Regency for the 2024-2029 period. Of course, there is political interaction between the community and prospective local head candidates. There are several stages in determining prospective Regent and Deputy Regent candidates who require support from political parties (Saputro et al., 2020). This concrete step provides freedom to parties who want to use it wisely and responsibly, especially as a means of introducing themselves to local head candidates to the voting public based on diversity in social interactions. Several essential things in political interaction in the digital era are inseparable from ease and access to information, profiles of local head candidates, and program introductions.

Conflict in leadership can be an indication of a problem, but not infrequently this is a process of solving problems (Meyliana & Erowati, 2020). Leadership is reflected in including a person's quality and ability to influence, direct, and manage people in an organization. This will of course affect the level of individual popularity among society. Accessibility of information and recognition of prospective local head candidates is an urgency in the successful holding of local head elections.

In the context of the local head elections in Ciamis Regency, Public Information Disclosure enables the public to access clear information about the candidates' vision, mission, and work programs. When the public has complete and transparent information, they tend to participate more actively in the political process, including

providing support based on informed assessments. The more effectively candidates utilize information transparency to communicate programs that are relevant and closely aligned with public issues, the greater their likelihood of being endorsed by political parties.

The more effectively local head candidates utilize information transparency to communicate relevant programs that align with public issues, the greater their chances of receiving support from political parties. Such support from political parties is crucial, as it can enhance the legitimacy and credibility of candidates in the eyes of voters. When political parties see that candidates have a good understanding of community needs and can communicate them clearly, they are more likely to offer support in the form of resources, networks, and campaign efforts. With this support, candidates can expand their reach and increase their appeal among voters, thereby improving their chances of winning in the local head elections.

Political parties serve as channels of political communication within a complex modern society, viewing the public as a critical component to advocate for. Therefore, it is crucial for local head candidates to provide clear and transparent information about their vision, mission, and work programs and to engage in dialogue with political parties in Ciamis Regency to build a shared consensus for the benefit and needs of the community.

A consensus between the local head candidates of Ciamis Regency and political parties emerges when the candidates' vision and mission align with the party's platform and meet community needs. Candidates need to present themselves as leaders capable of aligning policies with the aspirations of the public, demonstrated through transparency in information. This process allows political parties to see that candidates can strengthen their connection with grassroots voters and enhance the overall image of the party.

The results of this study indicate the emergence of a blank box in the local head elections in Ciamis Regency in 2024. This situation is caused by the dominance of several political parties supporting the candidates for Regent and Vice Regent, namely Herdiat Sunarya and Yana D. Putra. Nevertheless, according to statements from the Democratic Party, there is optimism that the pair of Regent and vice-regent candidates running in the 2024 Local Head Elections in Ciamis Regency can secure 80% of the votes.

Political parties can serve as channels for political communication and convey various messages to voter groups influenced by voters' perspectives from media consumption (Andriana, 2022). The political communication strategies employed by political parties can involve communication components that focus on the effects of the information disseminated (Meifilina, 2021). In the digital age, the influence of social media remains dominant in effectively carrying out communication, as social media can impact the public by uploading content such as videos, photos, infographics, and engaging captions, prompting responses from the audience (Alam, 2021).

Political parties play a vital role as channels for political communication that can shape and direct voter perspectives. The political messages conveyed by parties are tailored to the characteristics of voter groups, which are often influenced by their media consumption patterns. Thus, the political communication of parties does not merely focus on delivering information but also considers how those messages are received by voters, taking into account the platforms they use and their media consumption tendencies. This effort enables political parties to develop more effective

communication strategies, where the information presented significantly influences public opinion and shapes their perceptions of the party.

Convenience and Quickness of Accessing Information

The digital era further amplifies the influence of social media in political communication strategies. Political parties leverage social media to disseminate engaging visual content, such as videos, photos, infographics, and brief descriptions that can elicit positive responses from the public. Through this visual and interactive approach, political parties can reach voters more broadly and rapidly, creating opportunities to enhance political participation in the community. This also allows parties to build a sustainable positive image and strengthen their connection with their voter base, making social media an extremely effective tool for political persuasion in contemporary society.

The convenience and quickness of accessing online media cannot be separated from the fact that almost all people are connected to the internet. With the internet, people have easier and faster access to information from various sources throughout the world. This allows for increased knowledge, education, and awareness about various issues. Digital transformation has encouraged people to search for and obtain information from various online media.

Access to public information about prospective local head candidates is an essential issue in the level of community political participation in a region. Populist programs and popular figures can increase the level of public trust in a leader (Cinthya Lois & Widowati Herieningsih, 2020). Existence in the community and online media has an impact on the electability of local head candidates.

The popularity of a prospective local head candidate refers to the level of support or acceptance of a person among society or certain groups. As a result of online searches, the prospective candidates who emerged have been reported in online mass media. Online reporting has an impact on electability levels and is caused by the application of the Internet as a communicative medium, and this can shape a person's political image (Permatasari, 2022).

The level of accessibility of prospective local head candidates is also influenced by social media. In the digital era, popularity is often measured through the number of followers or the number of interactions on social media platforms. Social media, including Instagram and Facebook, provide information that the public wants, as well as serve as a medium for public communication interaction. Various actions or initiatives that receive broad support from society can also increase a person's popularity. The distribution of news in online mass media is still dominated by the pair of local head candidates Herdiat Sunarya and Yana D. Putra. The social media statistics for one of the prospective local head candidates for Ciamis Regency in 2024 show the following engagement: they have posted a total of 320 times, have 23,400 followers, and are following 514 accounts.

There is positive interaction between the community and local head candidates via social media. This is a medium to get to know the candidate for local head of Ciamis Regency more closely. The use of social media can also be used as a political strategy (Sanggam et al., 2022). The public as voters will get a more comprehensive picture of each local head candidate without having to rely on conventional media such as newspapers and/or television. The public as voters will know more about the candidate's profile, vision and mission, work program, and campaign activities in the form of text, images, and videos.

Interaction via social media can certainly provide messages and impressions of an adaptive leadership style. This leadership will have an impact on changes and/or dynamics of government that are oriented towards improving community welfare with a participatory pattern. This allows for collaboration and synergy in government administration, and dialogue is important in every decision and policy making.

Internet access has increased from year to year. Data on the percentage of household members accessing the internet has recorded an increase, namely from 61.18% in 2022 to 65.05% in 2023 (source: <https://data.ciamiskab.go.id> , 2024). This can be an opportunity for prospective local head candidates to use their official social media accounts to share personal information and complete biographies, work experiences, and educational backgrounds of candidates can be found on their profile pages.

This openness of information can give voters direct access to relevant information that can influence their decisions on holding local head elections. The popularity of prospective local head candidates is one thing that is quite influential in an election process (Bria & Sengkoen, 2022). Local head candidate Herdiat Sunarya has taken advantage of this by having various official social media accounts, such as Facebook Fanspage, TikTok, Twitter, and news links.

The public will get to know a candidate's figure and actions well, so you can be sure that half of the sense of trust has been formed, followed by the candidate's experience and track record so that it has its appeal to the public. In the era of open public information, sympathizers are open to determining the political direction of certain local head candidate pairs.

Supervision of political interactions on social media has not been fully carried out by local head election organizers. This is due to limited human resources and technological resources in implementing political campaign supervision. Supervision is carried out to ensure peace and order during local head elections. Due to the use of social media in communicating with the audience No Again necessity, however, is a need (Tranggana, 2023). Public institutions have a role in supervision campaigns on social media and have an impact on order maintenance election head area.

Reporting in online mass media also provides opportunities for interaction political between the candidate head area and the public. Interaction This can cover various forms, starting from a digital campaign for increased visibility and popularity, to direct dialogue with the inhabitant through comments, messages private, or session questions online. This digital political practice is seen as an innovative step and some say it is a step toward mastery (Silitonga & Roring, 2023).

However, online mass media also played a role in strengthening or lowering the popularity of a candidate. News, opinion public, and response public to information disseminated online you can own impact significantly to perception public to a will candidate head area. However, there is something to worry about ie related to attitude independence in read A news about will candidate head area.

Disseminating Vision, Mission, and Working Program

Emotional bonds are psychological connections between individuals and other individuals, influenced by factors such as ethnicity, religion, ideology, gender, regional origin, and ideals. These factors often determine the support and choice of prospective leaders. Vision, mission, and working programs will bring local head candidates into importance.

Digitalization has changed room politics and become more complex with many features, such as comments, messages live, and live streaming sessions are possible public To communicate in a way directly with candidates, convey questions, and get answers in real-time. Social media does not only function as a source of information but also as an interaction platform directly between local head candidates and voters. This creates a more open and transparent dialogue between prospective local head candidates and voters in an era of open public information (Hilman & Utami, 2022; Karimullah et al., 2023).

A more open and transparent dialogue between prospective local head candidates and voters in the era of open public information allows for a wider and deeper exchange of opinions and information regarding the vision, mission, and work programs promoted by each candidate. Interaction on social media will move the public perception of prospective local head candidates and have a negative impact, namely the emergence of spread news false or disinformation. News hoaxes through the media social can influence the perception public and confuse climate politics (Salman Farid, 2023). Institutional supervision is needed to maintain a democratic climate in holding local head elections.

Digital politics can be implemented through the initiation of political campaigns using social media and allowing prospective candidates to promote their activities, such as visits to society, public debate, and other social activities. Voters can see directly the activities of prospective candidates and assess their commitment to the public. This is also possible voters For to follow as well as in the campaign through sharing content and inviting Friends To support the candidate they choose.

The utilization of digital technology can be implemented promptly, with the expectation that public trust in electoral activities can be enhanced (Lubis et al., 2022). Additionally, digital media can save time and costs in delivering political messages. This digital political communication not only serves for personal branding but can also be used to resolve conflicts between the government and the community (Nofiard, 2022).

By utilizing digital platforms, the government can respond to public complaints and feedback quickly and transparently, which in turn helps to alleviate tensions and build public trust. Open communication through digital media facilitates easier access to two-way dialogue for the broader community, allowing public aspirations to be conveyed directly to authorities.

Moreover, the use of social media as a communication tool also provides the government with opportunities to clarify policies that may not be well understood by the public, thereby minimizing the potential for misunderstandings or tensions. Combining traditional and social media for communication may be the best solution to maintain engagement and communication with potential voters (Hayat et al., 2021).

The public showed a positive response through likes and comments embedded in the social media posting activity of one of the prospective local head candidates for Ciamis Regency. The distribution of constructive news makes the political climate conducive at the local level. Social media increases political awareness and voter participation by providing easily accessible information and more personalized interactions (Kusnadi et al., 2023). Well-informed voters tend to be more active in the political process and more Likely To cast their votes in local head elections. A person's social network on social media influences big to preference political. Recommendations or support from friends, family, and figures in the society they are following can influence views and decisions in politics.

Informed voters tend to be more active in the political process and are more likely to cast their votes in local head elections. An individual's social network on social media has a significant influence on their political preferences. Recommendations or support from friends, family, and community figures they follow can affect their political views and decisions. Therefore, local head candidates need to leverage social media as a tool to convey information and build connections with voters. By establishing a strong presence on social media, candidates can reach more voters and create positive dialogue, thereby increasing community participation in the elections.

In the context of the Ciamis Regency local head election, this means that the campaign message is effective and can spread quickly through social networks, influencing many voters. Therefore, social media can increase transparency and accountability candidate head area. Voters can easily monitor and criticize the actions and statements of prospective candidates. Discussions and debates that occur on social media platforms help the public For more critical and observant in evaluating the quality and credibility of each prospective local head candidate. This is an indicator of the implementation of democracy at the local level.

Conclusion

Voters response in public information disclosure policy in the Ciamis regency shows a role in the dynamics of democracy at the local level. With existing policy openness information public, voters have access more to information about policy of development government, decision-making processes, and budget management as a form of transparency in government administration.

Voters political behavior in the context of open information in Ciamis Regency also reflects a level of awareness of democratic rights. By utilizing available information in a way more open, the community can be more critical of the assessment of prospective local head candidates and can measure the extent of the commitment of the prospective leaders in carrying out their mandate. Enhancement of participation and involvement public in the political process Local can also increase accountability and transparency of government, strengthening good governance, as well as strengthening the foundation of inclusive and participatory democracy at the local level.

Thus, the public tends to be enthusiastic in determining local head candidates. The openness of public information is not only an administrative instrument but also a tool important in building more relationships tightly between government and society to reach sustainable and inclusive development for society. Monitoring factors in politics should also be carried out on open online media to create peace in holding local head elections.

Thus, the public tends to be enthusiastic about determining their local head candidates. The openness of public information functions not only as an administrative instrument but also as an important tool for building closer relationships between the government and the community to achieve sustainable and inclusive development for all segments of society. Monitoring of political factors should also be conducted on open online media to create peace in the implementation of local head elections.

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