

Political Sensitive Design: Raising Public Awareness of Political Money

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Abstract. The urgency of this research is how we as the Society 5.0 generation invite the public to be more sensitive to the law and increase public awareness that financial politics should not be enforced because it can lead to violations of the law and legal practices that should not be carried out. The aim of this research is to determine the awareness of people who do not yet know about money politics. This research uses a qualitative descriptive writing method, namely a writing method used to objectively describe, describe and explain the object of writing. Political Sensibility is a forum for development and understanding for people who are not yet aware of regulations that can harm many people, for example money politics which results in the destruction of democracy. From the problems mentioned above, it is necessary to have a forum as a place for development and understanding for people who are not aware of regulations that can harm many people, for example with the existence of money politics which results in damage to democracy. Increasing Public Awareness Regarding Political Money through Political Sensitive Program Designs.

Keywords: *Awareness; Money Politics; SDGS 2030; Society; Polical*

INTRODUCTION

The Indonesian state which asserts itself as a legal state as stated in Article 1 paragraph (3) of the 1945 Constitution of the Republic of Indonesia also has a legal system (BPUPKI, 1945). Interestingly, Indonesia adheres to three legal systems at once that live and develop in society and state administration, namely the civil law system, the customary law system, and the Islamic legal system (Besar et al., 2020). Indonesia is the fourth largest country in the world and has a population of 273.87 million as of 31 December 2021 (Dukcapil, 2021). Indonesia is currently facing the challenge of achieving the Sustainable Development Goals (SDGs), of which there are 17 goals, one of which is related to "Peace, Justice and Strong Institutions" which is included in the 16th

goal. However, it cannot be denied that we are facing the Era of Society 5.0, which is currently taking place globally, which is a sign that humans have lived side by side with technology (Robert & Brown, 2020)

Society 5.0 is defined as a human-centered society that balances economic progress with solving social problems with a system that highly integrates virtual space and physical space (Sugiono, 2020). In this Era of Society 5.0, all community activities are not only human-centered but also technology-based (Susilawati & Khaira, 2021). Era Society 5.0 requires three main abilities that every individual needs to have, namely: creativity, critical thinking, communication and collaboration.

In fact, this main ability has not been implemented effectively given the lack of

public awareness, especially in the field of law where many people are still tied to money politics cases (Nur M. Kasim, 2023). Based on Bawaslu data, the level of public participation in reporting money politics in the 2020 simultaneous local elections is relatively high (Jama, 2021). From the data on the handling of alleged money politics violations, totaling 262 cases that have reached review and investigation, there are 197 public reports and 65 cases were Bawaslu findings. The figures for handling money politics were collected until December 17, 2020 (Ardianto, 2020).

From these data it can be concluded that public awareness of the prohibition of money politics still needs to be increased and disseminated so that the Indonesian people can minimize money politics cases and avoid money politics cases (Sari et al., 2023). The urgency in this research is how we, as a generation in Society 5.0, invite people to be more sensitive to the law and increase public awareness that financial politics should not be enforced because it can lead to violations of law and legal practices that should not be allowed to occur in Indonesia considering that currently Indonesia is prepare for SDGS 2030 which is one of the global goals namely "Peace, Justice and Strong Institutions"(Panzi et al., 2023).

Several studies have shown that implementing campaign financial transparency in elections can help to better reveal the sources and uses of political money

(Kalla & Broockman, 2018). Research has suggested that limiting political donations and campaign spending can reduce the influence of money in politics (Indrayana, 2017). Public education campaigns examining the impact of political money on the process Politics and policies can increase public awareness (Mas'oeed & Savirani, 2017). Some of the limitations of previous research include the difficulty in measuring the real impact of policy changes, as other factors influencing the political process can also play a role. Apart from that, the problem of non-compliance with regulations is still a major obstacle in reducing the influence of money in politics ('Cassandra' Tai et al., 2022).

Recent research in politically sensitive designs for increasing public awareness of political money may attempt to improve and update previous research with more sophisticated approaches and more holistic methods (Siregar & Maryanah, 2022). In the digital age, it is important to understand how political money flows through online platforms, such as social media and crowdfunding sites (Ansolabehere et al., 2003). This requires digital footprint analysis and new tools to track the flow of political money online (Potters & Sloof, 1996). Previous research has tended to focus on the short-term impact of political money (Fisman & Miguel, 2007). Studies that consider long-term impacts, such as changes in long-term policies or influences on public issues that emerge gradually, could be an important

contribution (Norris, 2012). Developing public education campaigns that are more innovative and relevant to younger generations who tend to communicate via social media and online platforms (Arismaya & Utami, 2019). This can include the use of multimedia content and technology-based strategies (Romli, 2019).

Therefore, researchers are interested in creating a program to increase legal awareness in society so that people are more sensitive to politics related to money politics, namely "Increasing Public Awareness Regarding Political Money through Political Sensitive Program Design".

RESEARCH METHODS

This study uses a descriptive qualitative writing method, namely a writing method used to describe, describe, and explain the object of writing objectively (Fadli, 2021). Meanwhile, descriptive data was obtained from primary literature in the form of scientific articles and secondary literature such as journals, webpages, and official spatial planning documents (Dr. Umar Sidiq, M.Ag Dr. Moh. Miftachul Choiri, 2019). Research subjects can involve community members from various social, economic and political backgrounds. These groups may include voters, political activists, or even political candidates. The data used must be relevant to the research topic, such as news articles, campaign reports (Mukrimaa et al., 2016). Data can be collected through

social media content analysis and research journals. content analysis can be used to dig deeper into understanding (Macnamara, 2018).

Data collection techniques in this study were carried out by tracing literature from scientific literature and journals, secondary in the form of books and tertiary in the form of webpages (Mila Sari, 2020). The data obtained is then analyzed so that it can be used as supporting material for writing. After the literature and data have been collected, a writing plan is prepared together with the supervisor. After obtaining agreement regarding the formulation of the writing plan, the collection of literature is classified according to the needs and the literature is also listed in the bibliography. Data collection by means of literature study was carried out to find out the problems that arise in the community. The existence of a literature study will make a strong basis for taking action on the problems that have been found (Rusandi & Muhammad Rusli, 2021).

The summary of the data framework is compiled starting from the stages of problem formulation, filtering study sources, analyzing data, formulating concepts to solve problems, drawing conclusions, and compiling this research (Saleh, 2017).

DISCUSSION

Phenomena that often occur in Indonesia always appear polemical in the process of implementing elections in

Indonesia is money politics. during the three elections in the reform era, Indonesia Corruption Watch analyzed the increase in money politics in Indonesia (Amalia et al., 2021). In the 1999 elections, there were 62 cases of money politics. The perpetrators were dominated by big parties such as Golkar and PDI Perjuangan. The 2004 election found 113 cases, while in 2009 the number of cases increased to 150 cases. The perpetrators are still dominated by political party officials. the implementation of the first simultaneous elections in Indonesia was held in 2019. Political money is the biggest threat in every election in Indonesia (Satriawan & B, 2022). One of Indonesia's political cultures in the democratic party is showing fraudulent behavior, dishonesty, lies, in campaigns by fooling the public with the lure of the political elite by giving money or goods in voting for certain candidates in elections (Mujani et al., 2018). Money Politics is one way for a person or group of people to overthrow their political opponents in an incorrect, immoral, lying and misleading way (Baehaki, 2021). In addition, many candidates have been promised to humans such as free umrah, will help build roads, free of land and building taxes, which is essentially the goal of individuals to be able to win the hearts of the people by promising various things (Baehaki, 2021).

Previous research conducted by the West Bandung Regency KPU Research Team, took the title: Money Politics Practices

in the 2014 Legislative Election: Case Studies in Kab. West Bandung (Aminuddin & Attamimi, 2019). Furthermore, research conducted by Jonasmer Simatupang and Muh Subekhan, entitled: The Influence of Money Politics Culture in Elections on the Sustainability of Indonesian Democracy, National Journal of Law, Semarang State University, Vol 4 Number 3 of 2018, p. 1297-1312 (Ulum, 2020). Furthermore, the research conducted by Dendi Lukmajati, took the theme: Practices of Money Politics in Elections in Indonesia, Journal of Politics, Faculty of Social and Political Sciences, Diponegoro University Semarang, Vol 7 Number 1 April 2018, p. 2-24 (Satria, 2019).

There are several previous theoretical findings that are relevant to this research, namely the Theory of the Influence of Money in Politics. This theory shows that political money has a significant influence on the political process and general elections (Bologna, 2016). The Theory of the Influence of Money in Politics is a concept in political science that examines the impact and role money plays in the political system and elections. This theory highlights the role of money in funding political campaigns. Theory of Public Awareness and Political Understanding. This theory suggests that public awareness about politics can influence voting behavior and political participation (Tomaž, 2023).

Political Sensitive Design

The Politics Sensitive Program is an empowerment program regarding law which can be in the form of management training related to legal awareness. The design of the Politics Sensitive Program begins with the design of a team/committee that will be involved in the Politics Sensitive Program with Universities as supervisors. The team/committee draft structure needed is the chairman, secretary, treasurer and outreach team.

The Politics Sensitive Program can provide several advantages including the following:

The Politics Sensitive Program is an empowerment program regarding law which can be in the form of management training related to legal awareness. As a place of supervision for political parties that carry out money politics against the public (Commission et al., 2020). With this program, it can minimize if there are political parties who commit fraud, they will be reported to the authorities. As a center for channeling inspiration and criticism of leaders who carry out KKN if they are caught committing a crime and of course harming the community.

Implementation Strategy

The Application of Public Awareness of Money Politics Towards SDGS 30 is divided into 3 stages namely:

1. Pre Program.

The pre-program begins with the recruitment of executive members who also serve as community service. This recruitment was carried out for approximately 2 weeks to recruit students. After the recruitment is complete, it is followed by data collection where the students come from, then selecting team and committee positions is then carried out so that students know their duties and can be responsible until the program is complete. Then prepare an activity plan from start to finish. The program is carried out at least once in the area of each student. After that, a special team consisting of all committee members worked closely with related parties, such as the government and the population and civil registration service (Dukcapil) regarding community gathering.

2. Program Implementation

The implementation process starts with licensing with the previous authorities who are also looking for a space or place to procure the Politics Sensitive program. After that the students were distributed according to their respective regions and given accommodation in the form of designated program procurement sites. The Politics Sensitive Program was started by providing outreach to educate the public regarding legal awareness regarding the practice of money politics. After that it is followed by supervision and monitoring

by the university which has been determined during the program period.

3. Post Program

The post-program begins with the awarding of certificates to the community who have participated in the socialization and the committee which in this case is also a special team and a teaching team. Post program is also marked by an evaluation. Then it ends with preparing a report related to the results of the Political Sensitive program activities. After post-program, it is hoped that the community can feel the benefits, namely having awareness of money politics towards SDGS 30.

Results Expected from the Research:
Political Sensitive Design: Raising Public Awareness of Political Money.

1. Increased Public Awareness:

The research is expected to demonstrate a notable increase in public awareness regarding the significance of political money and its impact on the democratic process. Design strategies, the study aims Enhanced Civic Engagement:

The implementation of Political Sensitive Design is anticipated to foster a greater sense of civic engagement among the participants. By incorporating interactive elements and emotional connections in the design, the research endeavors to motivate individuals to become more active and informed participants in the political process. Improved Transparency and Accountability:

Through the exploration of Political Sensitive Design strategies, the research is expected to reveal new ways to promote transparency and accountability in political financing systems (Supriyanto & Wulandari, 2013).

2. Positive Emotional Impact:

The research anticipates that Political Sensitive Design will evoke a positive emotional impact on the participants (Schneider et al., 2017). By utilizing creative design elements that resonate with the public, the study aims to instill a sense of urgency and concern about the influence of money in politics.

3. Valuable Design Insights:

The research endeavors to provide valuable insights into the effectiveness of different. By conducting case studies and analyzing survey data, the study aims to identify which design elements, formats, and communication techniques are most effective in increasing public awareness and engagement.

4. Policy Recommendations:

Based on the findings, the research is expected to offer policy recommendations for promoting Political Sensitive Design as an effective tool for raising public awareness of political money (Lezine & Reed, 2007).

5. Long-Term Impact:

The study seeks to evaluate the potential long-term impact of Political Sensitive Design on public perceptions and

behavior regarding political money (Schneider et al., 2017).

Overall, the research on Political Sensitive Design: Raising Public Awareness of Political Money aspires to provide valuable insights into the role of design in fostering informed citizenship and empowering individuals to actively participate in shaping their democracy (Eprs & Parliamentary, 2019). By combining the power of design with civic education, the study aims to contribute to a more transparent, accountable, and engaged democratic society.

In Political Sensitive Design: Raising Public Awareness of Political Money, the following are some of the measures to be achieved:

Increase in Level of Public Awareness: One of the main measures is to measure the level of increase in public awareness about money politics, lobbying engagement, and its impact on the democratic process.

Citizen Participation in Democratic Processes: The degree of citizen participation in democratic processes such as elections, referendums, or other political activities can be used as a yardstick to measure the success of campaigns (Arif, 2020).

Level of Public Understanding of Political Finance Issues: An important measure is the level of public understanding of political finance issues facing a particular country or region.

campaign in Public Debate: Through the Political Sensitive Design campaign, it is

hoped that there will be an increase in citizen involvement in debates and discussions on public finance political issues. This measure can be measured through the number of participants in forum discussions, increase in website traffic for a web campaign, or level of activity in associated social media (Jamil et al., 2022).

Changes in Public Attitudes: Evaluation of public attitudes before and after a Political Sensitive Design campaign can help identify changes in opinion or views caused by the campaign.

Long Term Impact: As well as recording the changes that occur during the campaign, it is also important to measure the long term impact of a Political Sensitive Design.

Media Recognition and Impact: The degree of media recognition and impact associated with a Political Sensitive Design campaign can be an additional measure of its effectiveness.

Implementation of Political Sensitive Design: Raising Public Awareness of Political Money involves several strategic steps that can be adapted to the context and objectives of the campaign. The following is a general guide on how the campaign can be executed:

1. **Setting Goals and Targets:** Define clear and specific campaign objectives. Is the main goal to raise public awareness about money politics, increase citizen participation, or influence policies related to political finance? As well as determine

- the target audience you want to address, for example students, young voters, or certain community groups.
2. **Research and Data Collection:** Do some research to gain a deeper understanding of political finance issues relevant to the region or country where the campaign will be conducted. Identify the main problems, trends, and potential weak points in the political finance system (Riskiyono, 2015).
 3. **Campaign Concept Design:** Consider a design that conveys the message clearly and effectively, and influences audience emotion and engagement. Use eye-catching design elements, such as interactive infographics, engaging data visualizations, or augmented reality apps to convey your message.
 4. **Collaboration with Design and Communication Experts:** Involve graphic design experts, communications experts, and other relevant professionals in the campaign design process.
 5. **Prototype Testing:** Before the official launch of the campaign, test the prototype with a small group of the target audience.
 6. **Campaign Launch:** After testing the prototype and making improvements, officially launch the Political Sensitive Design campaign.
 7. **Measurement and Evaluation:** During and after the campaign, carry out measurements and evaluations to monitor progress and achievement of campaign goals. Use survey data, social media analysis, and feedback from participants to measure campaign impact and effectiveness.
 8. **Dissemination of Information and Education:** In addition to the main campaign, choose a strategy for continuing information dissemination and education.
 9. **Collaboration with Partners and Communities:** Involve civil society partners, non-governmental organizations, and educational institutions in campaigns to strengthen message reach and influence.
 10. **Evaluation of Results and Reporting:** Finally, carry out a thorough evaluation of the results of the campaign and produce a report presenting the findings and recommendations to interested parties, such as government, advocacy organizations and civil society.

CONCLUSION

This research shows that a politically sensitive design approach has great potential to increase public awareness of the role of money in politics. In this study, we found that by implementing strategies that increase campaign finance transparency, provide more accurate reporting, and limit political contributions, we can create a healthier political environment and empower voters to make more informed decisions. These findings also show that people's perceptions of political money influence voting behavior and political participation. As people learn

more about the power of money in politics, they tend to become more critical of candidates who rely heavily on political money and are more likely to participate in the political process (such as voting in elections or participating in social movements that support politics). political reform). Furthermore, this research strengthens the relationship between our findings and the theory and views of experts regarding the importance of policy reforms to overcome the problem of political money. These theories emphasize the need to take the concrete steps identified in this research to bring about substantive changes in a transparent and just political system.

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