

The Evaluation of Socialization Policy and Voter Education on the Election of Regional Head in Palu City in 2020

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Abstract

This study aims to evaluate the socialization and voter education policy in Palu City by referring to the case of the Palu City regional head election held in 2020. The method used in this study is qualitative with a case study approach. Qualitative research is research where a researcher is placed as a key instrument in a study, data collection is carried out by combining and analyzing data that is inductive. While a case study is a form of in-depth research on an aspect of the social environment including the humans in it. The results of this study show that the Decision of the Palu City General Election Commission Number: 98A / PP.06.2-KPT / 7271 / KPU-KOT / X / 2019 which is the basis for conducting socialization and voter education in the 2020 regional elections has not been running well, which can be seen from the six aspects of policy evaluation, none of which are as expected. The main cause of all aspects of policy evaluation not being met was due to Covid-19, the apathy shown by the community, the mayoral and deputy mayoral candidates who partly did not conduct socialization and voter education, as well as budget and HR problems from parties involved in the 2020 regional elections. This needs to be anticipated by the Palu City KPU in the upcoming regional elections, so that these problems do not happen again in the future and also to increase community participation in exercising their voting rights.

Keywords: Policy, Policy Evaluation, Socialization and Voter Education, Regional Head Elections 2020

INTRODUCTION

Voter education is an activity to provide information to increase knowledge, understanding of voters in order to increase awareness of elections and elections. Voter education is carried out with several forms of activities such as Socialization, election courses, goes to campus and goes to school, the target group for voter education are those who have and will become voters, this category of voters are those who have met the requirements and are registered in the permanent voter list (DPT).

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The target group, this is what will then determine whether the results of a simultaneous regional head election of governor, deputy governor, mayor and deputy mayor have strong legitimacy, the strong legitimacy of the results of this direct election is measured by several indicators; high participation rate of each election, rational voter participation because voting is caused by awareness of the election of candidates without any pressure from higher power, not because given a gift (transactional), but because the candidate chosen has a good track record of achievement, vision, mission and programs that can bring change to regional development.

Based on data obtained from the Palu City KPU through a plenary meeting held on October 16, 2020, the number of DPT in the 2020 Palu Mayor and Deputy Mayor election was 250,635 voters, which previously in 2019 was 213,957 voters. However, this increase cannot be used as a benchmark that public participation in the regional head election process in Palu City has increased. From the data above, it can also be seen that of the 250,635 voters registered on the 2020 DPT based on the Decree of the Palu City General Election Commission Number 218 / PL.02.1-Kpt / 7271 / KPU-Kot / X / 2020 Concerning the Determination of the Permanent Voter List at the Palu City Level in the 2020 Simultaneous Election, only 153,768 voters exercised their right to vote or if calculated in percentage form, the number is only 61.35%.

The implementation of socialization and voter education in Palu City itself is regulated in the Decree of the Palu City General Election Commission Number 98.a / PP.06.2-Kpt / 7271 / KPU-Kot / X / 2019 concerning Technical Guidelines for the Implementation of Socialization, Voter Education and Public Participation in the 2020 Palu Mayor and Deputy Mayor Election. However, these technical guidelines seem to only be administrative complements and not as a solution to increasing voter participation. This is evident from the findings of researchers who show that most voters with disabilities do not use their voting rights because all mayoral and deputy mayoral candidates do not show programs related to fulfilling the rights of people with disabilities (Susanto, 2020).

In addition, another reason voters do not use their voting rights is because of Covid-19 which causes voters to be afraid to go to the TPS because they are worried about being exposed to Covid-19 (Susanto, 2020). Another problem that arose related to the lack of public participation in the Palu City Pilkada contest in 2020 was caused by the implementation of the

Pilkada which was held on December 9, 2020, causing some people to prefer to work rather than use their voting rights. The above problems were also reinforced by the researcher's observations who saw problems related to the socialization and voter education policies during the 2020 Palu City regional head election which could not increase voter participation. In addition, the researcher also saw that the socialization and voter education process that should have been carried out by all parties involved such as the KPU, Political Parties, Candidate Pairs for Mayor and Deputy Mayor and Kesbangpol.

The researcher's statement that the Palu City General Election Commission Decree Number 98.a/PP.06.2-Kpt/7271/KPU-Kot/X/2019 is only an administrative complement is based on several things, such as the contents of the Decree which emphasizes that coordination between parties has not been realized properly. The Palu City KPU is burdened with the attitudes of several parties who do not want to be involved and even consider that the Implementation of Socialization, Voter Education and Public Participation in the 2020 Palu Mayor and Deputy Mayor Election is the task of the Palu City KPU. In addition, referring to the research conducted by Rahayu et al (2024) it is also seen that the lack of political participation of the community in exercising their voting rights is due to the process of implementing the socialization and voter education policy during the 2020 Palu City regional head election which did not pay attention to several aspects such as coordination between agencies, strategies and conditions when the election was held. Evaluation of the Voter Education and Socialization Policy for the 2020 Regional Head Election in Palu City needs to be carried out considering the fact that the expected 75% target was not realized during the implementation of the 2020 regional elections.

William N. Dunn (2003) stated that policy evaluation must provide clear and reliable information about the performance of a policy. Through the evaluation process, the policy can be assessed whether it is in accordance with the initial objectives or even deviates from the initial objectives that have been set. If referring to the theory put forward by Dunn (2003), then several things that can be used as initial references for researchers in viewing the problems of socialization policies and voter education in the regional head elections in Palu City in 2020 are:

1) Effectiveness

The Decision of the Palu City General Election Commission Number 98.a/PP.06.2-Kpt/7271/KPU-Kot/X/2019 Concerning Technical Guidelines for the Implementation of Socialization, Voter Education and Public Participation in the 2020 Palu Mayor and Deputy Mayor Election is not effective in increasing public participation in exercising their voting rights.

2) Efficiency

The use of a fairly large budget in socializing the Decision of the Palu City General Election Commission Number 98.a / PP.06.2-Kpt / 7271 / KPU-Kot / X / 2019 is not directly proportional to the increase in voter participation

3) Adequacy

The discrepancy between the number of DPT and voters who exercised their voting rights on the day of the regional head election in 2020. This shows a lack of community participation

4) Equity

Socialization related to the Decision of the Palu City General Election Commission Number 98.a / PP.06.2-Kpt / 7271 / KPU-Kot / X / 2019 which has been carried out by the Palu City KPU has not targeted all elements of the Palu city community

5) Responsiveness

There is disappointment from some people, especially people with disabilities and traditional leaders regarding the Implementation of Socialization, Voter Education and Community Participation in the 2020 Palu Mayor and Deputy Mayor Election

6) Accuracy

The values contained in The implementation of socialization, voter education and public participation in the 2020 Palu mayoral and deputy mayoral elections issued by the General Election Commission (KPU) does not correspond to the facts on the ground. This can be seen from the decline in voter participation which was 86% in the 2019 legislative election to 61.35% in the 2020 regional election..

The researcher assumes that the policy evaluation theory proposed by Dunn (2003) is relevant to the research problems raised by the researcher, where the six indicators can answer the existing research problems. The Decision of the Palu City General Election Commission

Number 98.a / PP.06.2-Kpt / 7271 / KPU-Kot / X / 2019 which was studied based on six policy evaluation criteria showed that the Decision issued by the Palu City KPU could not increase voter participation in the 2020 Palu Mayor and Deputy Mayor Election. If so, then the KPU Decision needs to be further evaluated to see the cause of the failure to achieve the initial objectives of the policy. This study itself aims to evaluate the socialization and voter education policy in Palu City by referring to the case of the Palu City regional head election which was held in 2020. This is very complex considering the quality and time of determining the permanent voter list (DPT) requires time and hierarchical procedures, where the DPT is a divisor to get the percentage of voter participation, the lack of community participation coming to the TPS where the location of residence with the administration listed on the DPT is different. From the previous explanation, the researcher revealed that the policy evaluation process should look at several other factors that can cause the policy not to be realized properly. For example, the problem of socialization and voter education which is the main focus of this study, the researcher sees that in order to see the success of a policy, an evaluation of the policy is needed. However, the main problem that researchers often see is that the evaluation process only refers to the policy and its implementers, but the evaluation process is not seen from other perspectives such as other parties or actors who are one of the factors in the success of a policy.

RESEARCH METHODS

This study itself refers to the Decree of the Palu City General Election Commission Number 98.a / PP.06.2-Kpt / 7271 / KPU-Kot / X / 2019 concerning Technical Guidelines for the Implementation of Socialization, Voter Education and Public Participation in the Election of Mayor and Deputy Mayor of Palu in 2020. The policy emphasizes the implementation of socialization and education for voters to participate in using their voting rights in the contestation of the election of mayor and deputy mayor of Palu. The researcher himself wants to evaluate the policy from the results of the implementation of Socialization and voter education in the regional head elections in Palu City in 2020 using the theory put forward by William N. Dunn (2003) regarding policy evaluation criteria. This study uses a qualitative method with a case study approach. Qualitative research is research where a researcher is placed as a key instrument in a study, data collection is carried out by combining and analyzing data that is inductive (Sugiyono, 2010).

Furthermore, Kirk and Miller (in Moleong, 2010) explained that qualitative research is a way to make direct observations of individuals and relate to those people to obtain the data you want to know. In determining informants, researchers chose parties who had knowledge of the conditions of socialization and voter education in the 2020 regional elections held in Palu City. The informants in this study were 30 people, who were from the Palu City KPU and its staff during the 2020 regional elections, the Candidates for Mayor and Deputy Mayor of Palu in the 2020 regional elections, representatives of political parties and representatives from the Palu City Kesbangpol.

Data analysis is carried out by referring to three activities in data analysis, namely: Data Condensation, Data Display, Conclusion Drawing / verifications proposed by Miles, Huberman and Saldana (2014).

1. Data that has been collected through the interview process and from the secondary data needed is presented in an integrated descriptive form
2. Comparing the results of the data analysis that has been described with the data interpretation to answer the problems being studied. Data obtained from the description results will be compared and discussed

The final stage of data will be presented and directed at conclusions to answer the research problems that have been previously stated in the background section. This final stage will be realized if all data has been collected and can answer the research problems

RESULTS AND DISCUSSION

Policy evaluation is an activity that involves the estimation or assessment of policies that include substance, implementation and impact (Anderson, 1975). Policy evaluation is seen as a functional activity. This means that policy evaluation is not only carried out at the final stage but also throughout the policy process. Policy evaluation is a complicated and complex process because in addition to involving individuals involved in the evaluation process, it also involves various dimensions that are intended to conduct the evaluation. Policy evaluation according to Patton and Sawicki (1986), puts forward four main dimensions in policy evaluation, namely Technical feasibility, political viability, economic and financial possibility And administrative operability.

Policy evaluation is one of the important aspects in the policy cycle, where at this stage a policy will be assessed whether it can solve a problem or just create new problems. Policy

evaluation is the activity of analyzing and assessing the implementation of policies that take place during the activity or when the activity ends with the aim of deciding whether the decision is worth continuing, continuing with improvements or stopping (Akbar & Mohi, 2018; Prabowo et al., 2022). Meanwhile, according to Kosowan (2022), the results of policy evaluation are used to make useful assessments to inform future decisions about the development of the policy. Halimah (2020: 34) said the same thing, that policy evaluation is an activity to assess a program originating from the authorities through the substance/content of the program, implementation and impact of the policy.

William N. Dunn (2003) said that the term policy evaluation can be equated with an interpretation, assessment and scoring. In this case, the evaluation is about the value and benefits of a policy result, meaning that policy evaluation must provide clear and reliable information about the performance of a policy. More clearly, Dunn said that evaluation provides a contribution of thought to the values underlying the selection of goals and targets. In general, a value can be criticized by asking in depth about the readiness of goals and targets. According to William N. Dunn (2003) there are 6 criteria for policy evaluation, namely effectiveness, efficiency, adequacy, equity, responsiveness, accuracy.

1. William N. Dunn stated that effectiveness is concerned with whether an alternative achieves the expected results (effects), or achieves the objectives of the action. Which is closely related to technical rationality, always measured in terms of product or service units or their monetary value. (Dunn, 2003:429).
2. Efficiency is concerned with the amount of effort required to produce a certain level of effectiveness. Efficiency, which is synonymous with economic rationality, is the relationship between effectiveness and effort, the latter generally measured in monetary costs. Efficiency is usually determined by calculating the cost per unit of product or service. Policies that achieve the highest effectiveness at the lowest cost are called efficient (Dunn, 2003:430).
3. Adequacy in public policy can be said that the objectives that have been achieved are felt to be sufficient in various ways. William N. Dunn said that adequacy is concerned with how far a level of effectiveness satisfies the needs, values, or opportunities that give rise to problems (Dunn, 2003:430). From the above understanding, it can be concluded that adequacy is still related to effectiveness by measuring how far alternative choices can satisfy needs, values or opportunities in solving problems.
4. Equity in public policy can be said to have the same meaning as justice given and obtained by public policy targets. William N. Dunn stated that the criteria for equity are closely related to legal and social rationality and refer to the distribution of consequences and efforts between different groups in society (Dunn, 2003:434). Policies based on equity are policies whose efforts can be felt fairly. A particular

program may be effective, efficient, and sufficient if the costs and benefits are evenly distributed. The key to equity is justice or fairness.

5. Responsiveness in public policy means the response of public policy targets to the implementation of a policy. According to William N. Dunn, responsiveness concerns how far a policy can satisfy the needs, preferences, or values of certain community groups (Dunn, 2003:437). The success of a policy can be seen from the public's response to its implementation. Community response after the impact of the policy has begun to be felt in a positive form in the form of support or a less good form in the form of rejection. Dunn also stated that responsiveness is important because an analysis that can satisfy all other criteria (effectiveness, efficiency, adequacy, equality) still fails if it does not respond to the actual needs of the group that should benefit from a policy (Dunn, 2003:437).
6. Accuracy refers to the values of a program's objectives and the strength of the assumptions underlying those objectives, William N. Dunn said that feasibility is a criterion used to select a number of alternatives to be recommended by assessing whether the results of the recommended alternatives are a feasible choice of objectives

Of the six aspects of the theory put forward by William N Dunn, the researcher sees that the aspects or all criteria are very appropriate to be used as the main theory in this study. This is due to the condition where the policy being evaluated is not only seen from the perspective of its policy, but there are other factors that will be seen, one of which is the implementing party and the party receiving the impact of socialization and voter education in the 2020 regional elections.

Effectiveness

In the Effectiveness criteria, William N. Dunn (2003) stated that effectiveness is concerned with whether an alternative achieves the expected results (effects), or achieves the objectives of the action. This effectiveness criterion tends to be goal-oriented, where the expected end result is in accordance with the initial objective of making a policy. In research conducted by researchers, effectiveness refers to increasing public enthusiasm in using their voting rights with the existence of socialization and voter education programs in the 2020 regional elections. Subarsono (2005) stated that one of the important things in the policy evaluation process is to determine the level of effectiveness of a policy, namely how far a policy achieves its objectives. This is in accordance with what was conveyed by previous researchers and has a correlation with the effectiveness criteria put forward by William N. Dunn.

The effectiveness of the Socialization, Voter Education and Community Participation policy in the 2020 Palu Mayor and Deputy Mayor Election as stated in the Decree of the Palu

City General Election Commission Number: 98A / PP.06.2-KPT / 7271 / KPU-KOT / X / 2019 has obstacles, one of which is caused by Covid-19. The picture is that the socialization and voter education process that has been carried out has not been running effectively. The statements of the three informants above revealed that this was ineffective due to the Covid-19 outbreak. In addition, the implementation of the regional elections which were not carried out on holidays or the government did not give people a holiday, which was also one of the causes of the ineffectiveness of the socialization and voter education process in Palu City. This statement was also reinforced by Munira, who during the 2020 regional elections served as a Member of the Palu City Bawaslu, she gave the same statement that indeed Covid-19 was the cause of the limited process of socialization and voter education in the 2020 regional elections.

The failure of the Palu City KPU in implementing the Decree of the Palu City General Election Commission Number: 98A / PP.06.2-KPT / 7271 / KPU-KOT / X / 2019 and the socialization and voter education process which was indeed ineffective during the 2020 regional elections caused the results of the policy evaluation on the effectiveness aspect to focus on the failure of the policy itself. Kasley and Kumar in Abdul Wahab (2001) stated that evaluation is an assessment of project performance and its impact on target groups and certain areas. Essential elements for successful policy implementation are that activities included in policy delivery must be specified and the expected output must be identified, so that program evaluation does not only focus on the initial objectives, but in the evaluation a distinction must be made between implementation failure and policy failure.

From the results of the research that has been conducted, researchers found that budget problems are also quite complex. The statement of one of the informants representing the Palu City Kesbangpol revealed that: "Budget limitations are the cause of the ineffectiveness of the socialization and voter education process in the 2020 regional elections. Our Kesbangpol Agency budget in 2020 is small, except for the current period which is already large, and there are many programs (The interview process was carried out on December 31, 2024)".

The statement above shows that the Palu City Kesbangpol itself sees that the process of implementing the Palu City General Election Commission Decree Number: 98A / PP.06.2-KPT / 7271 / KPU-KOT / X / 2019 has quite complex problems, not only in terms of the effectiveness of the policy, but there are several other things such as the availability of budget in implementing the Palu City KPU Decree. Lack of budget is one of the causes of the failure of

the socialization and voter education policy in the 2020 regional elections. This is also in accordance with the statement put forward by James P. Lester and Joseph Stewart (in Winarno, 2008) that policy evaluation is intended to see the causes of the failure of a policy or to find out whether public policies have been implemented to achieve the desired impact. The ineffectiveness of the policy is a negative impact of the socialization and voter education process in the 2020 regional elections which shows that the policy is ineffective.

In this aspect of effectiveness, the researcher concluded that the process of socialization and voter education in the 2020 regional elections in Palu City had not been running effectively. The main causes are external factors such as Covid-19 and lack of public awareness. In addition, internal factors such as lack of budget are also the cause of the Palu City General Election Commission Decree Number: 98A / PP.06.2-KPT / 7271 / KPU-KOT / X / 2019 not running effectively. The evaluation of the socialization and voter education policy in the 2020 regional elections that has been carried out shows that from the aspect of effectiveness it did not run well, as stated by Warman et al (2023) that one of the objectives of policy evaluation is explanation, evaluation aims to find and find aspects of the policy that are implemented and not so that the reality of policy implementation can be seen and a conclusion can be made regarding all the relationships of all observed realities.

In addition, the argument built by Dunn (1999) that one of the main functions of policy evaluation, namely Evaluation contributes to clarification and criticism of the values underlying the selection of goals and targets, is indeed true. In this aspect of effectiveness, researchers are more critical of the attitudes of the community, besides the existence of external factors such as Covid-19 and lack of budget. However, the community, which is the target of the socialization and voter education program issued by the Palu City KPU, is in fact the main cause of the ineffectiveness of the socialization and voter education program.

Efficiency

In the Efficiency criterion, Dunn (2003) stated that efficiency is related to the amount of effort required to produce a certain level of effectiveness. The purpose of this is to see to what extent existing resources can be utilized properly and as efficiently as possible. Researchers see that efficiency is very much needed to evaluate the socialization and voter education policies in the 2020 regional elections. This is also in line with one of the objectives of policy

evaluation put forward by Warman et al (2023), namely that policy evaluation aims to measure cost effectiveness and cost-efficiency. With evaluation, an audit of the effectiveness of expenditure costs in implementing a policy can be carried out along with its benefits can be known.

The process of socialization and voter education in the 2020 regional elections has not been running efficiently. This is due to the mismatch between the use of a large budget and the number of people participating in the 2020 regional elections. Based on data released by the Palu City KPU, it is known that the budget used for socialization and voter education in the 2020 regional elections is more than 3 billion, where in 2019 the budget used was IDR 766,400,000 and in 2020 the budget used was IDR 2,401,593,000. The large use of the budget is due to the use of mass media as a tool for socialization with a total of 17 media in 2019 and 2020. In addition, the use of this large budget is not able to realize the predetermined target, namely the number of community participation of at least 70%, and must also carry out socialization and voter education activities more often than in previous regional elections.

Dunn (1999: 608) explains that in general, evaluation can be equated with appraisal, rating and assessment, words that state efforts to analyze policy results in terms of their value units, in a more specific sense evaluation concerns the production of information regarding the value or benefits of policy results. This explanation can be a reference that the socialization and voter education program in the 2020 regional elections has not been running efficiently, because the benefits of the Palu City General Election Commission Decree Number: 98A / PP.06.2-KPT / 7271 / KPU-KOT / X / 2019 have not been felt to the maximum impact, due to external disturbances such as Covid-19.

The process of socialization and voter education in the 2020 regional elections has constraints in terms of efficiency due to a limited budget and lack of involvement from various parties. The lack of involvement is not only due to the apathetic community, but more towards the Palu City KPU which did not approach certain parties to establish cooperation in making the 2020 regional elections a success. This provides a clear picture that the process of socialization and voter education in the 2020 regional elections was not carried out efficiently, thus affecting the effectiveness of the implementation of the Palu City General Election Commission Decree Number: 98A / PP.06.2-KPT / 7271 / KPU-KOT / X / 2019.

Researchers believe that an evaluation needs to be carried out considering that it is not only external obstacles such as Covid-19 that cause socialization and voter education not to run, but there are internal conditions such as the budget and also the lack of innovation in the process of socialization and voter education in the 2020 regional elections. This is also in line with what was stated by Abdul Wahab (2001) that one of the functions of public policy evaluation is to provide valid information about policy performance, where public policy evaluation will examine more on the instrumental aspects of existing public policies. He will conduct an evaluation of the appearance or performance and the running process of the public policy organ being evaluated. To what extent is the public policy organ able to overcome the problems faced and to what extent is the public policy organ effective as an instrument for providing solutions as is the public policy itself.

The explanations from all informants in this study were quite diverse, but there was one thing in common, namely that in the 2020 regional elections, the socialization and voter education programs did not run effectively. This problem was not only experienced by the Palu City KPU and the parties tasked with implementing the Palu City General Election Commission Decree Number: 98A / PP.06.2-KPT / 7271 / KPU-KOT / X / 2019, but the parties involved in making the political contestation in the 2020 regional elections a success were also unable to implement it effectively. The problems that were seen were caused by Covid-19 and budget constraints. However, once again the researcher assumes that the most crucial cause is the lack of initiative from the Palu City community itself. However, if we talk about the policy evaluation process, the researcher firmly states that the socialization and voter education policies in the 2020 regional elections did not run effectively. The argument built by this researcher is also strengthened by the expert's statement that policy evaluation is intended to see the causes of a policy's failure or to find out whether public policy has been implemented to achieve the desired impact (James P. Lester & Joseph Stewart, in Winarno 2008). The initial desire to see the efficiency of the socialization and voter education program did not in fact produce the desired impact, namely the implementation of the 2020 regional elections that could run efficiently.

In addition, the lack of alternative solutions is also a problem that is seen when implementing the socialization and voter education program in the 2020 regional elections. Wibawa et al. in Nugroho (2003) stated that one of the functions of public policy evaluation is

Audit, through evaluation it can be known whether the output actually reaches the hands of the target group of the policy, or whether there is a leak or deviation. What this policy expert put forward is in line with the researcher's thinking that the Palu City KPU needs to conduct an audit of the Palu City KPU Decree Number: 98A / PP.06.2-KPT / 7271 / KPU-KOT / X / 2019 in 2020 or several months before the day of the general election. So that the Palu City KPU has the right solution in anticipating external factors such as Covid-19 which limits the process of socialization and voter education in the 2020 regional elections.

Adequacy

In the Adequacy criteria, Dunn (2003) stated that adequacy concerns how far a level of effectiveness satisfies needs, values, or opportunities that give rise to problems. Adequacy is still related to effectiveness by measuring how far alternative choices can satisfy needs, values or opportunities in solving problems. Researchers see that the process of socialization and voter education in the 2020 regional elections can increase voters according to the DPT determined by the Palu City KPU. This is related to the impact resulting from the efficiency and effectiveness of a policy. This is reinforced by Warman et al (2023) that with evaluation, the positive and negative effects of policies on society will be seen so that they can improve the condition of society. Referring to this explanation, this section discusses the impact of the Palu City General Election Commission Decree Number: 98A / PP.06.2-KPT / 7271 / KPU-KOT / X / 2019 in increasing the number of voters in the 2020 regional elections. For this reason, socialization and voter education in the 2020 regional elections are expected to increase the level of community participation according to the predetermined target. However, field facts show that even though there has been an increase, it has not reached the previously determined target.

The process of socialization and voter education in the 2020 regional elections was hampered by the spread of the Covid-19 virus. The problem is very complex, considering that there is an anomaly that shows that the community prioritizes earning a living without considering the Covid-19 problem. But on the other hand, when the community is expected to be able to exercise their right to vote, in fact they do not exercise their right to vote on the grounds of Covid-19. This indicates an apathetic attitude shown by the community during the 2020 regional elections and the impact of the Palu City General Election Commission Decree

Number: 98A / PP.06.2-KPT / 7271 / KPU-KOT / X / 2019 is not clearly visible. William Dunn (1998: 608-609) states that one of the characteristics of policy evaluation is the duality of values, where the values that underlie the demands of evaluation have dual qualities, because they are seen as goals and at the same time means. Evaluation is the same as a recommendation as far as it concerns the existing value, and can be considered as intrinsic (necessary for itself) or extrinsic (necessary because it affects other goals). Values are often arranged in a hierarchy that reflects the relative importance and interdependence of goals and objectives.

The fairly complex problem of increasing the percentage of voters during the 2020 regional elections was also raised by several members of the sub-district PPK in Palu City. The efforts of sub-district PPK members during the 2020 regional elections were quite diverse in making the socialization and voter education program a success, starting from using smart election cars, socialization using mass media, meetings using the zoom application and focusing on updating data in terms of technical problems with voter data. However, most of the PPK members involved in the FGD stated that the socialization and voter education did not go according to expectations. This indicates that the efforts that have been made cannot increase the percentage of the community using their voting rights. The Decision of the Palu City General Election Commission Number: 98A/PP.06.2-KPT/7271/KPU-KOT/X/2019, which should be the answer to the existing problems, has not been able to increase the percentage of voters according to the predetermined standard of 70%.

The main problem that caused the difficulty of socialization and voter education in the 2020 regional elections was caused by the spread of Covid-19 and also other obstacles such as budget problems and lack of coordination between parties. In addition to these problems, researchers also saw that the Palu City KPU did not review the Palu City General Election Commission Decree Number: 98A / PP.06.2-KPT / 7271 / KPU-KOT / X / 2019 which was used as a guideline for socialization and voter education in the 2020 regional elections. The evaluation process was not mature enough and did not pay attention to internal and external factors, which caused the failure of socialization and voter education, which ultimately resulted in the policies issued by the Palu City KPU not being in accordance with the initial expectations of the policy. This contradicts Dunn's statement (1999: 608) regarding policy evaluation, where evaluation can be equated with appraisal, giving meaning (rating) and assessment (assessment), words that state efforts to analyze policy results in terms of their value units.

The results of the interview with Reny A. Lamadjido, who is one of the informants in this study (in the 2020 regional elections as a candidate for deputy mayor of Palu in the 2020 regional elections) revealed that they would not use money politics as a strategy. However, from the interview process, the researcher concluded that with such thinking, it reflects that during the 2020 regional elections, some people will use their voting rights based on personal gain, such as being given money or other political promises that benefit certain people. This also gives researchers a fairly complex picture of politics in the city of Palu, where the number of voters who use their voting rights does not match the DPT due to one of these factors.

In response to this, the researcher continued the research by interviewing political parties (Ratna Mayasari Agan as Secretary of the PAN Party in Palu City), she explained that: "If I map and study in the field, the average voters in the regional elections are lower middle class, besides there is a need and indeed they are people who diligently go to the TPS, because they may realize that besides other things, on the other hand, the average who do not come are upper middle class, they feel they have no interest whatsoever, in fact rational voters do not come because they think they have no interest, do not know the candidate, after voting it also has no impact on them, that's why we actually have to carry out a massive movement for socialization, but personal, because rational voters cannot be entered by anyone, any figure cannot be entered, so like that, they think they have no interest whatsoever, but if the candidate comes to them to build an emotional relationship, they will definitely come to the TPS, don't be represented when we greet voters. (Interview conducted on March 7, 2025)"

From the statements of all informants in this study, the researcher concluded that there were indeed quite complex problems in the 2020 regional elections. In addition to technical constraints, there was the spread of Covid-19 and the lack of public intention to participate, causing the percentage of voters in the 2020 regional elections not to reach the previously set 70%. This indicates that the adequacy aspect in this study has not been met. Of the 30 informants interviewed by the researcher, all of them mentioned Covid-19 and the public's intention to feel that after exercising their right to vote, they would not experience any changes in their lives. The stigma that emerged in the community coupled with external interference caused the process of socialization and voter education in the 2020 regional elections not to go well. Seeing the adequacy aspect that did not go well because voters did not reach the 70% figure as set at the beginning, and referring to William N. Dunn's statement (2003:430) that

adequacy itself has a correlation with effectiveness, became the basis for researchers that the adequacy aspect in this study not working as it should.

Equality

In the Equity criteria, William N. Dunn (2003) stated that the equity criteria are closely related to legal and social rationality and refer to the distribution of consequences and efforts between different groups in society. Policies based on equity are policies whose efforts can be felt fairly. A particular program may be effective, efficient, and sufficient if the costs and benefits are evenly distributed. The key to equity is justice or fairness. This relates to justice in terms of socialization and voter education in the 2020 regional elections, which refers to the compliance of the parties involved in the socialization and voter education process in the 2020 regional elections so as to achieve the initial goals set. In addition to Dunn (2003), Mardiah & Syarifudin (2019) also stated that one aspect of the countenance policy evaluation model is the Stages when the program is implemented, the stages are intended to see the suitability of the ongoing program with the goals to be achieved. In addition, Evaluation is said to be responsive if it focuses on activities rather than the goals that have been set (Dilapanga & Rantung, 2022).

The researcher's initial assumption is that the aspect of equity in policy evaluation itself is related to effectiveness and efficiency, but at the same time must have a sufficient budget so that cost allocation can provide benefits evenly. However, the information found by the researcher shows that with the amount of budget used to conduct socialization and voter education in the 2020 regional elections of IDR 3,167,993,000, it has not been able to show the effectiveness and efficiency of the implementation process of the Palu City General Election Commission Decree Number: 98A / PP.06.2-KPT / 7271 / KPU-KOT / X / 2019.

In addition to the ineffective and inefficient use of the budget due to the spread of the Covid-19 virus, the process of socialization and voter education in the 2020 regional elections was deemed less targeted at all elements of society. The use of zoom as a solution to provide socialization and voter education to the community online, in fact, did not match what was expected. This was stated by Risvireno, who at that time served as Head of the Division of Socialization and Voter Education, Community Participation and Human Resources of the Palu City KPU for the 2018-2023 Period, explained that: "Pilkada participants are limited in campaigning due to Covid, limited indoor meetings with a maximum of 50 people. General

meeting activities are not regulated in the campaign schedule by. The Palu City KPU also did not enter the campus for socialization. In addition, online meetings are not effective in socialization activities. because when we held it, the participants who attended the activity via the zoom application were less than 15 people. (Interview conducted on November 11, 2024)

The process of socialization and voter education in the 2020 regional elections has not been able to target all parties. The efforts made by the KPU as the organizer of the 2020 regional elections have not been able to show significant results, even though they have tried everything such as using smart election cars or using other alternatives such as holding meetings via zoom media. In addition, the lack of involvement of other parties makes the process of socialization and voter education for the 2020 regional elections very difficult to achieve the predetermined targets. Other problems when conducting socialization and voter education for new voters are also seen. This is caused by school holidays due to Covid-19 which results in limitations in conducting socialization and voter education for the community who will exercise their right to vote for the first time in the 2020 regional elections.

Collecting information using the Focus Group Discussion (FGD) method on 11 informants (All members of the Sub-district PPK in Palu City) in this study provides further understanding for researchers that the Decree of the Palu City General Election Commission Number: 98A / PP.06.2-KPT / 7271 / KPU-KOT / X / 2019 is very difficult to realize. The budget that cannot be allocated efficiently and the Palu City KPU which does not target all elements of society when conducting socialization and voter education for the 2020 regional elections caused the failure of the policy. The Palu City KPU should pay more attention to conditions that might occur in the future, especially at that time the spread of the Covid-19 virus restricted community activities.

The policy formulation process issued by the Palu City KPU and its implementation process did not pay attention to internal and external factors that could inhibit or thwart the policies that had been made, this resulted in no significant impact being felt by the community. Policy evaluation is seen as a functional activity, meaning that policy evaluation is not only carried out at the final stage but also throughout the policy process. Policy evaluation is a complicated and complex process because in addition to involving individuals involved in the evaluation process, it also involves various dimensions that are intended to carry out the evaluation.

From the results of the research that has been conducted, the researcher assumes that the parties who nominate as candidates for mayor or deputy mayor of Palu in the 2020 regional elections will only carry out socialization and voter education to the community who will indeed vote for them. This is interesting according to researchers, considering that the Decision of the Palu City General Election Commission Number: 98A / PP.06.2-KPT / 7271 / KPU-KOT / X / 2019 which is the basis for socialization and voter education in the 2020 regional elections targets all parties in this case voters, so that election participants who will compete in the 2020 regional elections can make all voters the target of socialization and voter education.

Based on the results of interviews with all informants in this study, it can be concluded that the process of socialization and voter education in the 2020 regional elections has not gone well in terms of equality. This is based on the uneven distribution of socialization and voter education carried out by the Palu City KPU to the entire community in the 2020 regional elections. Although it is a fact that the Palu City KPU through PPK members in all sub-districts in Palu City has attempted socialization and voter education in several ways, this does not make the process of socialization and voter education in the 2020 regional elections run according to expectations due to the spread of the Covid-19 virus. The Palu City KPU should think not only about solutions so that the Palu City General Election Commission Decree Number: 98A / PP.06.2-KPT / 7271 / KPU-KOT / X / 2019 can be realized, but more about whether the Palu City KPU Decree can indeed be realized or not during the Covid-19 pandemic.

The explanation put forward by Abdul Wahab (2001) as a policy expert, namely that evaluation activities can be classified into ex ante evaluation and ex post evaluation. Ex ante evaluation is an evaluation carried out before an activity is carried out. Its nature is to predict based on initial data to determine the next steps whether the activity needs to be continued and to what extent the activity will be carried out. While ex post evaluation is an evaluation that takes place after the activity is carried out.

From the statement put forward by the expert above, the researcher assumes that the Palu City KPU did not carry out an ex ante evaluation, because the Palu City KPU could not predict that the Palu City General Election Commission Decree Number: 98A / PP.06.2-KPT / 7271 / KPU-KOT / X / 2019 could not be realized optimally due to the Covid-19 pandemic during the 2020 regional elections. From the researcher's point of view, the socialization and

voter education policy in the 2020 regional elections could not run well and this can be used as a basis for implementing socialization and voter education in the future.

However, the findings of researchers in the field also show that this problem is not only due to the Palu City KPU itself. There are other factors such as the lack of attention from parties directly involved in the political contestation in the 2020 regional elections. The statement from one of the informants who was interviewed was quite an interesting finding for researchers. Because, he should have carried out socialization and voter education evenly, but in fact only carried out these activities in his own supporter base. In response to this, the researcher considers that one of the candidates who participated in the 2020 regional elections did not understand that the process of socialization and voter education was not only carried out by the Palu City KPU and its staff, but the mayoral candidates and Palu mayoral candidates who were running in the 2020 regional elections were required to participate in making it a success. Compliance through evaluation can be known whether the actions taken by the actors, both bureaucracy and other actors are in accordance with the standards and procedures set by the policy (Wibawa et al. in Nugroho, 2003). Referring to this, researchers can also draw the conclusion that the equality aspect is not running well due to the Covid-19 virus and the actors involved in the 2020 regional elections.

Responsiveness

In the Responsiveness criteria, Dunn (2003) stated that responsiveness concerns the extent to which a policy can satisfy the needs, preferences, or values of certain community groups. The success of a policy can be seen from the public response to its implementation. The public response after the impact of the policy has begun to be felt in a positive form in the form of support or a less good form in the form of rejection. Dunn also stated that responsiveness is important because an analysis that can satisfy all other criteria (effectiveness, efficiency, adequacy, equality) still fails if it does not respond to the actual needs of the group that should benefit from a policy. The responsiveness referred to by the researcher refers to the impact felt by all parties with the socialization and education of voters in the 2020 regional elections. Talking about impact, this refers to the final result of the implementation process of a policy, whether it produces a positive or negative impact. Warman et al (2023) also stated that one of the objectives of policy evaluation is to find out the impact of the policy, which will

show the positive and negative effects of the policy on the community so that it can improve the condition of the community.

The Decision of the Palu City General Election Commission Number: 98A / PP.06.2-KPT / 7271 / KPU-KOT / X / 2019 which is the basis for the Palu City KPU in conducting socialization and voter education in the 2020 regional elections has not been able to provide a positive impact for all parties. The Decision of the Palu City General Election Commission Number: 98A / PP.06.2-KPT / 7271 / KPU-KOT / X / 2019 has not provided a positive impact on the 2020 regional election process. This is due to the number of voters whose percentage does not match the minimum target of 70%. In addition, the apathetic thinking of the majority of people who have a fairly high level of education is also the cause of the failure of socialization and voter education in the 2020 regional elections. There are indications that basically the socialization and voter education carried out by the Palu City KPU has failed to increase community participation in using their voting rights in the 2020 regional elections. Moreover, there is a thought from some people that before the election they will definitely receive a "dawn attack" which is a failure in the socialization and voter education process itself.

In addition to the unpreparedness of the election implementers, there is also a condition where there are pairs of mayoral and deputy mayoral candidates who conduct socialization by collecting KTP and Family Cards of the community (statement from Wahyudin as the PPK of the East Palu sub-district) and there is also one sub-district area that was not visited by the pair of mayoral and deputy mayoral candidates to conduct socialization (statement from Muhammad Mughit Ammal as the PPK of the Tatanga sub-district)

The researcher's assumption after conducting a discussion using the Focus Group Discussion (FGD) scheme with 11 members of the PPK Sub-district in Palu City that the problem of the responsiveness aspect in this study was caused by the parties involved in the 2020 regional elections (election organizers, mayoral and deputy mayoral candidate pairs, and the community) did not use the Palu City General Election Commission Decree Number: 98A / PP.06.2-KPT / 7271 / KPU-KOT / X / 2019 as the main reference for conducting socialization and voter education. Although in fact the Palu City KPU Decree was difficult to realize due to the Covid-19 pandemic, this cannot be used as an excuse for the parties involved in the 2020 regional elections to ignore the socialization and voter education. Wibawa et al. in Nugroho (2003) stated that one of the functions in evaluating public policy is Explanation, through

evaluation the reality of program implementation can be portrayed and a generalization can be made about the patterns of relationships between the various dimensions of reality that are observed.

Based on the results of the research conducted by the researcher, it can be concluded that the responsiveness aspect in this study has not met expectations. The Decision of the Palu City General Election Commission Number: 98A / PP.06.2-KPT / 7271 / KPU-KOT / X / 2019 which has been formulated should be able to be a reference for all parties in implementing socialization and voter education in the 2020 regional elections. However, in reality there is still miscoordination between several parties involved in the socialization and voter education process in the 2020 regional elections. In addition, there are also conditions where the community is reluctant to use their voting rights which causes the target of at least 70% of voters to not be realized, and there are pairs of mayoral and deputy mayoral candidates who do not conduct socialization in one of the sub-districts during the campaign.

The researcher sees that basically the failure of the socialization and voter education policy in the 2020 regional elections was caused by internal and external factors. However, external factors such as an unfavorable environment (the Covid-19 pandemic), the community being indifferent to the regional elections, and miscoordination between several parties involved in the socialization process and voter education in the 2020 regional elections were the causes of the failure of the policy to be realized. Warman et al (2023) stated that some of the objectives of the policy evaluation itself include: Knowing the impact of the policy (With evaluation, the positive and negative effects of the policy on the community will be seen so that it can improve the condition of the community) and As a control on the policy (Evaluation aims to find out whether a policy has been running according to plan or there are deviations by comparing the achievement of the targets obtained with the previously set goals). Referring to this, the researcher assumes that the Decision of the Palu City General Election Commission Number: 98A / PP.06.2-KPT / 7271 / KPU-KOT / X / 2019 needs to be evaluated more deeply because this policy itself can be said to have failed to provide a positive impact and cannot be realized as originally planned when the policy was formulated.

Accuracy

In the Accuracy criterion, William N. Dunn (2003) explains that it refers to the values of a program's objectives and the strength of the assumptions underlying those objectives. Feasibility is a criterion used to select a number of alternatives to be recommended by assessing whether the results of the recommended alternatives are a feasible choice of objectives. Researchers see that the accuracy criteria in the theory put forward by Dunn can be used to see the extent to which the values contained in the implementation of socialization and voter education in the 2020 regional elections are in accordance with the facts that occurred in the field at that time. If referring to the objectives of policy evaluation put forward by Warman et al (2023), this is a form of explanation, where the evaluation aims to find and find aspects of policies that are implemented and not so that the reality of policy implementation can be seen and a conclusion can be made regarding all relationships from all observed realities.

Referring to this, researchers can assume that accuracy is a condition where the values contained in a program or policy are in accordance with the facts seen in the field during the process of implementing a program or policy. The Decision of the Palu City General Election Commission Number: 98A / PP.06.2-KPT / 7271 / KPU-KOT / X / 2019 Concerning Technical Guidelines for the Implementation of Socialization, Voter Education and Public Participation in the Election of Mayor and Deputy Mayor of Palu in 2020 will be the main reference in viewing the accuracy aspect in this study. The process of implementing socialization and voter education in the 2020 regional elections went well. Some of the values contained in the Decision of the Palu City General Election Commission Number: 98A / PP.06.2-KPT / 7271 / KPU-KOT / X / 2019 have been implemented well. The spread of Covid-19 is also one of the challenges that caused socialization and voter education in the 2020 regional elections to not run well. However, there are also conditions where some parties use the budget not in accordance with its designation, such as political parties that use the budget from Kesbangpol for secretariat needs, which was originally intended for political education that they will provide to the community.

With the strong desire of some of the organizers of the 2020 regional elections who want the activity to be successful, they try their best using any method or means. They have tried their best to make the socialization and voter education in the 2020 regional elections a success. However, researchers see a discrepancy between the statements of the 11 PPK

members and the contents contained in the Palu City General Election Commission Decree Number: 98A / PP.06.2-KPT / 7271 / KPU-KOT / X / 2019. The Palu City KPU Decree states one of the rights of the Community in the regional elections, namely to participate in every stage of the election. In addition, this study also found that not all parties who were the targets of the election socialization received socialization and voter education in the 2020 regional elections, where the contents of the Palu City KPU Decree state that one of the targets of the election socialization is the Indigenous Community. Wibawa et al (In Nugroho, 2003) stated that policy evaluation functions to identify problems and determine the impacts that arise due to the birth of a policy. The problems that arise due to the lack of implementation of the Palu City General Election Commission Decree Number: 98A / PP.06.2-KPT / 7271 / KPU-KOT / X / 2019, resulted in the public being reluctant to participate further in the process of socialization and voter education in the 2020 regional elections.

Based on the results of the research that has been conducted by conducting interviews and using the FGD scheme, it is known that the aspect of accuracy has not been in accordance with what is expected. This is due to the difference between the values contained in the Decree of the Palu City General Election Commission Number: 98A / PP.06.2-KPT / 7271 / KPU-KOT / X / 2019 Concerning Technical Guidelines for the Implementation of Socialization, Voter Education and Community Participation in the Election of Mayor and Deputy Mayor of Palu in 2020 and the facts that occurred in the field when the research was conducted. Moreover, when conducting interviews with parties who had participated in the 2020 regional elections (Candidates for Mayor and Deputy Mayor of Palu in the 2020 regional elections), the researcher found out that there was one candidate who showed an indifferent attitude to the socialization and voter education. Statement by Muh. Wahyudin as a Candidate for Deputy Mayor of Palu in the 2020 regional elections, namely: "There are sub-districts that are not reached (not visited) even though they are visited only once. One of the reasons is that it is no longer a base (survey results) and also time. In PKS, the base has been mapped as red, yellow, green. So why enter if it is clearly not a base, it is just a waste of energy and time. (Interview conducted on February 17, 2025)".

The existence of this difference causes the direction of the socialization and voter education policy in the 2020 regional elections to have a negative impact. Although all parties involved are trying to ensure that the socialization and voter education in the 2020 regional

elections run according to expectations, this does not cover up the fact that the policy did not run well because the parties ignored the policies issued by the Palu City KPU regarding socialization and voter education in the 2020 regional elections.

The researcher's assumption from the results of this study is increasingly strengthened that an evaluation of the Palu City General Election Commission Decree Number: 98A / PP.06.2-KPT / 7271 / KPU-KOT / X / 2019 needs to be carried out because the Palu City KPU Decree is considered a failure. This failure was caused by internal and external factors that the Palu City KPU was unable to anticipate. William N. Dunn (1998: 608-609) stated that one of the characteristics of policy evaluation is the Interdependence of Facts and Values, where the Demand for Evaluation depends on both "facts" and "values". To claim that a particular policy or program has achieved the highest (or lowest) level of performance requires not only that the policy outcomes are valuable to all individuals, groups or the whole society. To claim so requires evidence that the policy outcomes are actually the consequences of the actions taken to solve the particular problem. Monitoring is therefore a prerequisite for evaluation.

CONCLUSION

Based on the results of the research that has been conducted, it can be concluded that the Decision of the Palu City General Election Commission Number: 98A / PP.06.2-KPT / 7271 / KPU-KOT / X / 2019 which is the basis for conducting socialization and voter education in the 2020 regional elections has not been running well, which can be seen from the six aspects of the policy evaluation criteria, none of which are as expected.

First, the Socialization and Voter Education in the 2020 regional elections have not been effective due to the spread of Covid-19, lack of public awareness and there are shortcomings in terms of budget. Second, the Efficiency aspect has also not gone well due to two main problems, namely internal factors (budget limitations and lack of coordination between parties) and external factors (Covid-19). Third, the aspect of adequacy which shows that the socialization and voter education in the 2020 regional elections were unable to increase the percentage of voters to reach 70%. Fourth, the aspect of equality, it can be seen that the socialization and voter education carried out by the Palu City KPU to the entire community is not evenly distributed. Fifth, Responsiveness is not visible due to miscoordination between several parties involved in the socialization and voter education process in the 2020 regional

elections, people are reluctant to use their voting rights, and there are pairs of mayoral and deputy mayoral candidates who do not conduct socialization in one of the sub-districts during the campaign. As for the sixth point, namely the aspect of accuracy, it is more clearly seen that the Decree of the Palu City General Election Commission Number: 98A / PP.06.2-KPT / 7271 / KPU-KOT / X / 2019 must be evaluated, there are conditions where political parties use the budget from Kesbangpol for secretariat needs and not for political education that they will provide to the community.

The main cause of all aspects of the policy evaluation criteria not being met was due to Covid-19, apathy shown by the community, mayoral and deputy mayoral candidates who were reluctant to follow the policies issued by the Palu City KPU, as well as budget and HR problems from parties involved in the 2020 regional elections. This needs to be anticipated by the Palu City KPU in the upcoming regional elections, so that these problems do not occur again in the future and also to increase community participation in exercising their voting rights

From this study, the recommendations that can be given by the researcher are divided into three main points. First, the Palu City KPU needs to revise the socialization and voter education policy. Second, the Palu City KPU needs to supervise all parties involved in the regional elections such as the mayoral and deputy mayoral candidate pairs, political parties and other parties involved in the socialization and voter education process. The last one is to involve all elements of society so that the regional elections that are implemented run according to expectations

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