Intervention in the Development of Political Advocacy and Election Models: Decision Tree of the Process of Problem-Solving at PERLUDEM

Fikri Gali Fernando Holqi
Universitas Muhammadiyah Malang
Email: fikrigali61@gmail.com

Abstract

This program aims to develop an election advocacy model at Perludem. This is done by combining sociological principles. This service uses the PAR (Participatory Action Research) method supported by the Social System approach and the Decision Tree of the Process of Problem-Solving intervention. The results of the service have an impact that can enhance the election advocacy model through a social systems approach, using Big Data and Social Network Analysis (SNA), thereby improving the effectiveness, efficiency, and legitimacy of the strategies employed. Through these strategic innovations, Perludem can use the processed data as a strong basis to file lawsuits on election process disputes to Bawaslu (Election Supervisory Body) or election result disputes to the Constitutional Court (MK), strengthening the ability to take and respond to political cases quickly and accurately.

Keywords: *Advocacy Models; Election; Politics; Decision; Problem Solving*

INTRODUCTION

In 2019, there were issues that became the main focus in the implementation of the elections at that time. The issue that caught attention was related to disinformation. This disinformation in 2019 spread very massively on social media. Through Kominfo (Ministry of Communication and Information), the Republic of Indonesia recorded findings reaching 3,356 hoaxes, peaking during the 2019 elections. Classification of these hoaxes in the political aspect reached 1,645 cases, making it rank first among other types of hoaxes (Saptoyo & Erdianto, 2024). In general, there are three types of information disorder: disinformation, malinformation, and misinformation. Disinformation itself is defined as an activity involving false information. It is carried out with an element of intentionality aimed at causing harm to others, such as communities, countries, or organizations. The information disseminated is based on mechanisms

of segments or parts of facts that are elaborated and packaged with false or misleading information, thereby capable of creating harmful effects (Alfath et al., 2024).

The case of disinformation that occurred during the 2019 General Election has consequences for society, causing problems in exercising their voting rights. Based on this case, there are several stakeholders who tried to reduce and minimize information in the 2019 General Election. These parties are the KPU (General Election Commission), Kominfo, Bawaslu (Election Supervisory Agency), as well as civil society organizations (Alfath et al., 2024), which will of course have a negative impact on the development of democracy in general elections. General elections can be interpreted as a form of representation of the principle contained in the principles of Indonesian democracy, or commonly known as the term popular sovereignty (Pasal 1 ayat (2) UUD 1945). Democracy in Indonesia is actualized through the enforcement of provisions by the constitution. The state constitution in this case is used as a legal foundation that applies (Regilme, 2021). Referring to substantive elements, the principle of democracy is implemented as an effort to provide constitutional rights by realizing forms of comprehensive public participation (Peturun, 2021).

The problems of democracy and elections did not only occur in 2019, but also in 2024. On February 14, 2024, the 2024 General Election (Pemilu) had been completed, but the implementation of the 2024 election also created various forms of problems that became one of the instruments of the dynamics of the democratic journey in Indonesia. In the implementation of the 2024 General Election, the use of Sirekap still shows several weaknesses and vulnerabilities to errors in the field (Hayatullah & Sardini, 2022; Nurkamiden, 2024; Lingga et al., 2024) This application is also not yet fully able to support the election process effectively (Azzahri, 2024; Albahori et al., 2026; Habibi et al., 2023). efforts for improvement are needed, such as strengthening facilities and infrastructure, enhancing the capabilities of personnel through training, as well as reforming the system to make it more stable and reliable (Inzana et al., 2024; Putri et al., 2025; Kusumadinata, 2024). On the other hand, the weak reliability of the system and the lack of a solid legal basis for Sirekap risk causing election disputes, both related to the process stages and the final results (Alamudi et al., 2024; Sari & Bijumes, 2026; Hardiyanti et al., 2024)

The issue that becomes the main focus in the 2024 Election is data anomalies in Sirekap (Recapitulation Information System) owned by the KPU. Data anomalies can be defined as data that has characteristics that significantly deviate from general data. This condition creates a situation that becomes a problem in the mechanism of counting up to the recapitulation of votes in the 2024 Election results. Specifically, this data anomaly contains significant differences in large numbers that occur between the C1 Plano forms and the figures detected by Sirekap (Mantalean, 2024).

One of the causes is the role of KPPS making errors in manually writing numbers on the C1 form. In the section for writing the vote results on the C1 form, when the vote acquisition reaches a "tens" number, the writing in the vote acquisition column should begin with the number 0 (zero) so that it can be correctly detected by Sirekap. When KPPS does not include the number 0 (zero) at the beginning, Sirekap will detect it as a "hundreds" number. In addition, there are also problems with scanning the C1 form by KPPS officers, where the scan result by a smartphone fails to capture the C1 optimally. As a result, Sirekap has difficulty detecting it.

The overall data detected by Sirekap as of February 22, 2024 refers to the recapitulation of election results, with 24.2% of the total votes identified as anomalous data. The KPU stated that it had made several corrections in the recapitulation of votes distributed across 154,541 polling stations (TPS) in the context of the presidential election, 13,767 TPS for the election of DPR-RI legislative candidates, and 16,540 TPS for the DPD-RI legislative election (Salam, 2024). Although the KPU claims to have carried out a correction mechanism in the system through improvements in the vote acquisition of the C1 form with Sirekap, public legitimacy regarding the recapitulated vote results is decreasing, thereby creating assumptions as a form of suspicion towards the KPU in terms of inflating the votes of one of the candidates or candidate pairs.

Sirekap has undergone changes in its system. These changes can be seen on the Sirekap information service portal, which states that the information displayed to the public through Sirekap is the result of vote counts in the form of images or PDFs without showing the tabulated vote count data at the Regency/City level for the 2024 Regional Elections. Thus, access to information on Sirekap only displays a compilation of images taken from the C1 forms and omits information about the provisional vote counts. This is different from the 2024 General Election,

where Sirekap contains numerical data on the provisional results of votes for candidates or pairs of candidates. Therefore, the public can freely access, follow, and monitor the course of elections in Indonesia. Nevertheless, in early March 2024, numerical data for the 2024 Election was temporarily removed by the KPU on Sirekap, based on the fact that there were many problems and disinformation arising as a result of the lack of accuracy in Sirekap's conversion or detection results in the 2024 Presidential and Legislative Elections. With changes to Sirekap, the KPU implicitly provided facilities for mechanisms of fraud through the manipulation of vote inflation for one candidate or pair of candidates. This contradicts the commitment of election organizers, who are expected to be accountable, participatory, and transparent (Indonesia Corruption Watch, 2024).

The impact resulting from the changes in the Sirekap information system through the deletion of numerical data or the tabulation of temporary vote counts creates difficulties for the public in accessing information for the purpose of monitoring KPU's performance. Therefore, the public must do it manually by identifying each polling station (TPS). KPU is suspected of not restricting public access to information to monitor or supervise vote acquisition, but KPU wants the public to be unable to know the process and results of vote counting. This is based on the case of the surge in votes for PSI (Indonesian Solidarity Party), which increased sharply and thus attracted public attention (Perludem, 2024). Sirekap itself can be identified as a device using OCR (Optical Character Recognition) and driven by AI (Artificial Intelligence) up to the number columns that will then be scanned by OMR (Optical Mark Recognition) through the KPPS officer's smartphone (Suhartanto, 2024). Problems that occur in the form columns can be interpreted differently by Sirekap. This results in the acquisition of numbers at several polling stations being irrational (Sinambela, 2024).

The Sirekap case, which became a focal point, subsequently necessitates oversight carried out by several parties. This supervisory function of constitutional rights is then responded to by Perludem as one of the civil society organizations or NGOs in Indonesia. Perludem implements electoral advocacy mechanisms through various strategies, in addition to conducting material or formal tests of the applicable electoral law provisions to the Constitutional Court as (The Guardian of the Constitution) (Agustyati, 2024). Also collaborates with various NGOs. NGOs have a fairly

significant role in promoting political participation at the local community level. Through various approaches, they strive to increase public political awareness, build networks, and act as a bridge for dialogue between citizens and the government (Widayanti, 2025). In addition, civil society also still plays an important role in maintaining election integrity (Syamsiani & Addiansyah, 2025).

Forms of collaboration still leave some notes. The collaboration carried out by the Coalition with election organizers in the context of conducting election advocacy and monitoring against disinformation during 2024 revealed findings of election governance that need to be addressed. One aspect that needs to be highlighted is the performance of the KPU in providing communication to the public, which is not transparent. This was identified in the implementation mechanism of the 2024 election, which made it difficult for the public to receive information clearly and accurately. Therefore, the role of this coalition tries to address this issue. The Civil Society Coalition creates new breakthroughs in overcoming political problems in Indonesia (Rumah Pemilu, 2024).

Through the use of the PAR (Participatory Action Research) method with data collection instruments such as observation, interviews, and documentation, the author actively engaged with Perludem staff and Perludem partners. Through these stages, the author identified several problems and potential models that need to be developed in election advocacy. The following are three issues related to election advocacy that were found: first, advocacy tends to rely on normative data or refer to legal provisions. The first problem refers to the basis for using data as a tool for analyzing election and democracy issues at Perludem. The dominant use of normative data is carried out by the Perludem Team as a basis for conducting election advocacy.

The basic normative materials for election advocacy are based on election law provisions or Constitutional Court (MK) rulings to address the actual conditions of election and democracy issues at Perludem. Secondly, there is no empirical data reference used as a basis for conducting advocacy. This issue is based on the observations made by the author, where the tendency in election advocacy only refers to the implementation of laws. For example, one case regarding the use of campaign funds related to election violations or in analyzing several Constitutional Court rulings on PHPU (Dispute over General Election Results) which are used as materials for problem

analysis. Therefore, alternative options are needed to accelerate strategies used as an effort to optimize the analytical model of election violation issues. Third, the lack of human resource.

Based on this, the purpose of this program is as an effort to develop election and political advocacy at Perludem. This is very necessary to be able to provide an escalation of the advocacy model that is expected to be able to provide a positive impact on the development of elections and democracy in Indonesia.
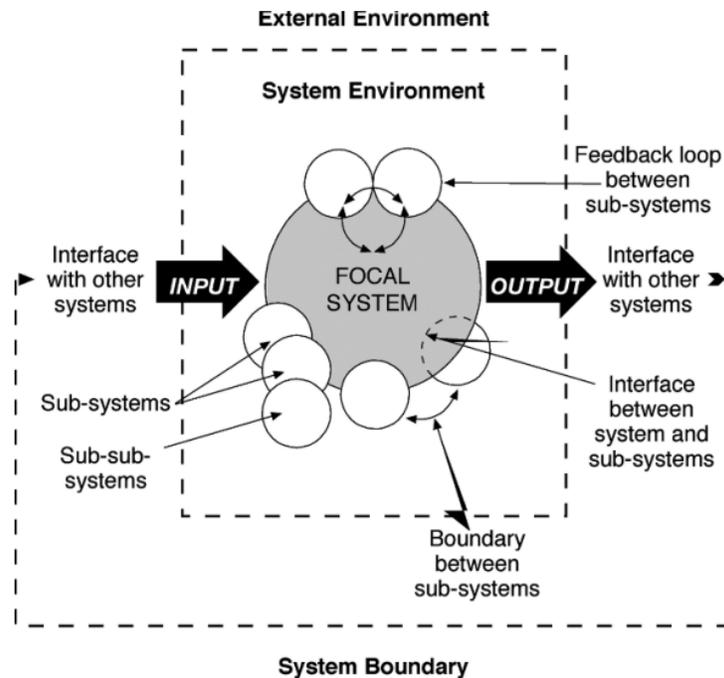
METHODOLOGY

This program is being conducted at Perludem from July 27 to November 27, 2024. It employs the Participatory Action Research (PAR) method, which is used by various social science disciplines to foster interdisciplinary approaches by integrating multiple fields. The PAR method is implemented with communities through its orientation aimed at striving to understand and engage with the world, encompassing an agenda for creating change. PAR can be understood as a form of research capable of providing solutions to diverse practices. It involves discussions on issues that require collective synthesis by practitioners and participants. Participation itself is identified as a dynamic mechanism, referring to an individual's decision to contribute. It also involves an individual's ability to internalize all elements received through the PAR project (Mcintyre, 1956).

The author engages directly and actively with stakeholders relevant to the study of a particular issue; this also includes efforts to bring about improvements toward a more proportional and rational approach. In line with this understanding, the author collaborates with stakeholders such as all Perludem staff and Perludem partners. At Perludem, there is an interconnection between interpersonal relationships and the systems implemented as driving mechanisms within an organization or institution. Perludem is a civil society organization active in the political sphere through various strategies involving research, monitoring, and advocacy. The organization's operations engage with stakeholders in distinct capacities. To enhance the organization's performance, the author analyzed by applying the Social System Approach. The
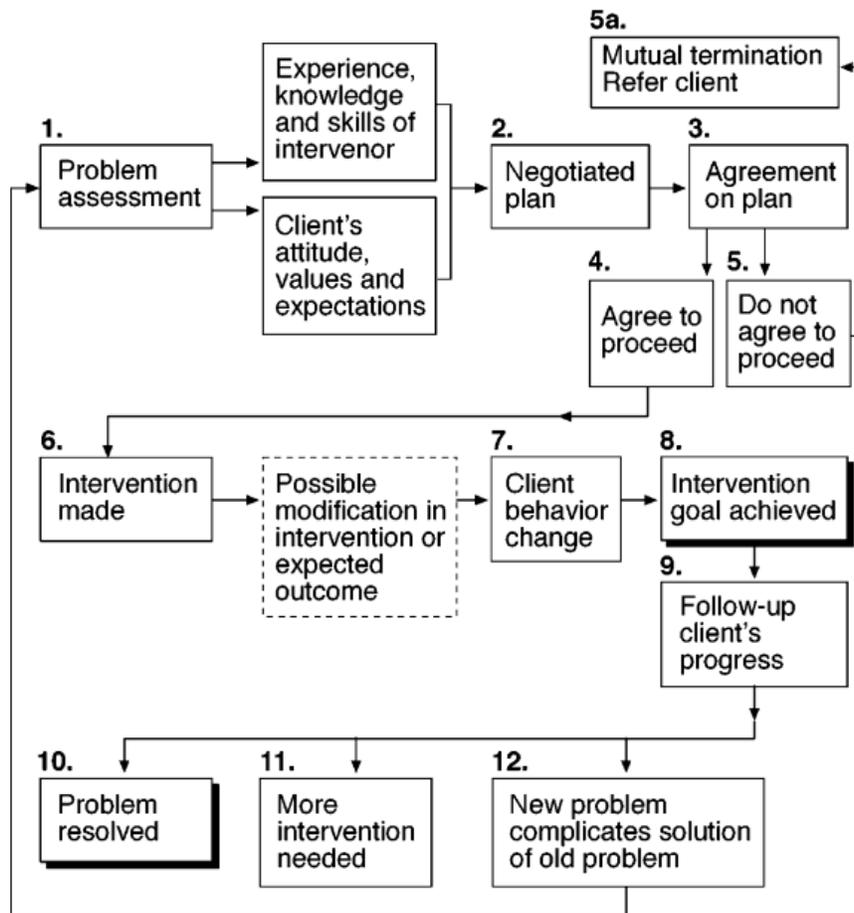
Social System Approach is a framework designed to serve as a tool for measuring social structures. Figure 1 below provides a description of the Social System Approach.

Figure 1. *The Social System Approach*, (Longres, 2000; Bruhn & Rebach, 2011)

This system is oriented toward addressing boundaries that tend to close off from the external environment. When closing itself off from the external environment, the system is unable to maintain its openness, creating the potential for failure to survive. The systems approach offers a universal alternative, providing the potential to be implemented as an effort to solve problems in social systems. The fundamental principle that must be applied is to accurately identify the system's interests. The system concept to be applied aligns with the author's focus, which pertains to the issue at hand. Regarding the intervention process depicted in Figure 2, the author employs a framework for the intervention to be conducted, following the "Decision Tree of the Process of Problem Solving" by Bruhn and Rebach. This schema is necessary to assist the author in analyzing the intervention process, where the problem-solving mechanism involves specific phases that must be carried out coherently and can influence and play a role in resolving the client's issues. (Bruhn & Rebach, 2011).

Figure 2. Decision Tree of the Process of Problem Solving, (Bruhn & Rebach, 2011).

Some assumptions about decision trees are;

1. Stating that the client and practitioner have already established a good relationship and have a working alliance.

2. The effectiveness of the method used cannot be detailed in a model.

3. One of the three mechanisms at the endpoint or outcome that will be achieved until the goal is reached. In this case, the client will be referred, in the sense that unresolved problems or problems that will newly emerge, as well as repeated use of problem solvers. This outcome is possible. The client is allowed to exit at any time in the process, in the sense that behavior changes can be maintained after the intervention. Or the intervention is considered unsuccessful.

RESULT AND DISCUSSION

Electoral Advocacy Model in Perludem through the Civil Society Coalition

In response to the case, a civil society coalition launched the "Jaga Suara" application, initiated by Netgrit. This is oriented towards establishing principles of public accountability and transparency by providing comparative Sirekap data. The role of civil society becomes very important in overseeing the integrity of the election mechanism. The Jaga Suara application is an application specifically designed to provide the public with an alternative to fill the gaps in features found in the KPU's Sirekap. With Jaga Suara, the public can directly upload C1 forms at each polling station. This initiative is carried out as an effort to validate whether the Sirekap data corresponds to the results at the polling stations (Rumah Pemilu, 2024).

The Civil Society Coalition Against Disinformation has created a new breakthrough in addressing political issues in Indonesia. It cannot be denied that the use of technology and information in elections is expected to create efficiency as well as accountability that can be achieved within the mechanisms of elections and democracy. Indonesia itself has a breakthrough used in conducting the recapitulation of election results. This breakthrough by the General Elections Commission (KPU) is known as the Electronic Recapitulation Information System (Sirekap). It is oriented towards accelerating the counting of provisional votes and the recapitulation of election results. However, since its introduction, Sirekap has become a focus of public attention. This is directed at restricting access to numerical data or tabulations of data resulting from the calculation of C1 forms, which should be the benchmark for the KPU in implementing the principles of transparency and accountability of election organizers. This numerical data or tabulation of data is very useful as an intermediary for civil society to be able to directly see and monitor the election process.

The removal of that access made it difficult for the public to know the process of the election vote count recapitulation. This created public concern regarding the potential manipulation and inflation of votes for one candidate or pair of candidates. In response to this case, a civil society coalition launched the "Jaga Suara" application initiated by Netgrit. This is oriented towards establishing principles of public accountability and transparency by providing comparative

Sirekap data (Rumah Pemilu, 2024). The role of civil society becomes very important in supervising the integrity of the election mechanism. The Jaga Suara application is an application specifically designed to provide a public alternative in filling the gaps of features in the KPU's Sirekap. With Jaga Suara, the public can directly upload the C1 forms from each polling station. This initiative is carried out as an effort to validate whether the Sirekap data corresponds to the results at the polling stations (Rumah Pemilu, 2024).

The main strength of Jaga Suara is its approach that utilizes a crowdsourcing basis. This allows users to upload scans or photos of C1 forms, which are then analyzed by the system and can be compared with official Sirekap KPU data. Jaga Suara's data highlights gaps in Sirekap, particularly regarding numeric data or the tabulation of vote count results. In addition, Jaga Suara also has a feature that provides opportunities for the public to report suspected electoral violations they experienced or encountered during the election. Therefore, Jaga Suara not only functions as a tool for overseeing the recapitulation results but also serves as a tool for reporting suspected electoral violations (Rumah Pemilu, 2024).

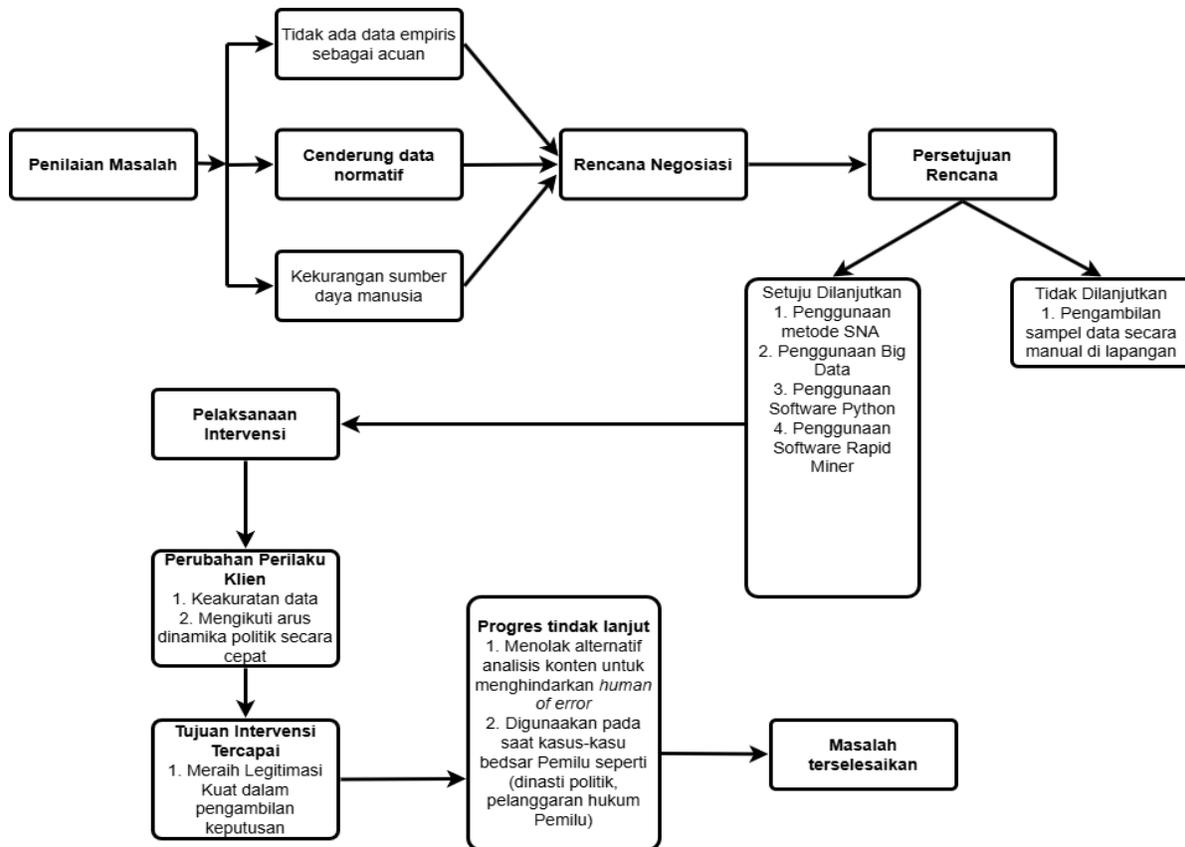**Intervention in the Development of an Election Advocacy Model**

Referring to the Venn diagram or Figure 1, it can be understood that subsystems attached around the main system are able to influence the main system. Inputs from the environment or family, which are then internalized within the family system, will be followed up and modified by the system. Feedback received by the system will always be considered in the effort to create equivalence (Bruhn & Rebach, 2011; Watzlawick, Bavelas, Jacson, 2011). In this case, Perludem, as a civil society organization focused on research, advocacy, training, and election monitoring, needs to identify large-scale and accurate data in determining its political movement direction in carrying out election policy advocacy and detecting election violations as an effort to enforce election law.

As has been explored in the previous chapter, the problems occurring in the systems within the Civil Society Coalition, particularly in Perludem as an organization focused according to its work segmentation on research and advocacy. Based on a social system approach, the author will

identify problems and alternative solutions in the development of the Civil Society Coalition's election advocacy model in Perludem. The following are descriptions of the main components affecting election advocacy issues in Perludem, namely, advocacy tends to rely on normative data or refer to legal provisions and there is no empirical data reference as a basis for carrying out advocacy. Referring to the description of these fundamental problems, the author provides solutions for the development of election advocacy in Perludem through several alternatives as follows:

1. The use of empirical data instruments through manual data collection in the field throughout Indonesia;

2. The use of SNA (Social Network Analysis)-based methods in processing advocacy data;

3. The use of Big Data in conducting advocacy;

4. The use of Python software as a tool in data collection;

5. The use of Rapid Miner software as a tool in performing data clustering;

6. The use of the content analysis method in performing data clustering;

7. The use of X media data as a sample in conducting advocacy; Points 2 to 6 are cumulative.

8. This is considering that the process journey carried out in processing data samples requires all of the above tools as a whole.

Following the scheme (Decision Tree of the Process of Problem Solving) by Bruhm and Rebach. This scheme is needed to help facilitate the author in analyzing the intervention process, where the problem-solving mechanism has certain phases that need to be carried out coherently and can influence and play a role in solving the problems along with the client (Bruhn & Rebach, 2011). The following is the Decision Tree Scheme of Problem-Solving Progress by John G. Bruhn and Howard M. Rebach, as shown in Figure 3;

Figure 3. Decision Tree Analysis, Author 2024

The use of the PAR (Participatory Action Research) method involves identifying several issues that need to be addressed in the implementation of the system at Perludem. The main orientation in identifying problems is used as an effort to produce data aimed at understanding and adapting in the work environment. Through the PAR method, the activities carried out by the author include conducting observations and interviews with various actors in the work environment. These observations and interviews include several instruments used as question materials to identify the issues occurring with the partners.

Figure 4. Problem Assessment, Author Documentation, 2024

Based on Figure 4, which is part of PAR, the author identified three issues through problem identification or assessment. The three issues found by the author at Perludem are;

1. Advocacy tends to rely on normative data or refer to legal provisions;
2. There is no empirical data reference that serves as a basis in conducting advocacy;
3. Limited human resources make the use of the jaga suara application unable to spread throughout Indonesia, thus the basic process in conducting election advocacy is hindered.

Negotiated Plan

After being able to identify issues at Perludem, the author returned to performing activities as a follow-up to problem assessment, namely a negotiated plan. In this phase, more specifically shown in Figure 5, the author conducted negotiations with several Perludem staff regarding the follow-up of the three issues raised by the author.

Figure 5. Negotiation Plan, Author Documentation, 2024

This issue concerns;

1. Advocacy tends to rely on normative data or refer to legal provisions;

2. There is no empirical data reference that serves as a basis for conducting advocacy.

The negotiations conducted by various parties are oriented to analyze the basis of effectiveness and efficiency that will be used in addressing the issues. Effectiveness and efficiency here refer to whether the issues require comprehensive changes or improvements to create an optimal system journey.

Agree on Plan

The product of the negotiation mechanism conducted by the author with several Perludem staff is related to the follow-up on the issues raised by the author, referring to the effectiveness and efficiency of advocacy development by demanding comprehensive changes or improvements in an effort to create an optimal system process, which is approved to be subsequently actualized by the author.

Agree to Proceed

Based on Figure 6, the results of the negotiation regarding approval of the alternative plans for problem resolution that can then be carried out by the author are as many as five alternatives.

Figure 6. Agreed to Continue, Author Documentation, 2024

These six alternatives are:

1. The use of SNA (Social Network Analysis)-based methods in data processing for advocacy;

2. The use of Big Data in carrying out advocacy;

3. The use of Python software as a tool for data collection;

4. The use of Rapid Miner software as a tool for data clustering;

5. The use of content analysis methods in data clustering;

6. The use of media X data as a sample in carrying out advocacy;

The selection of these six strategies cumulatively refers to their use in processing data samples that require several of the tools above as a whole. The choice of these strategies is used in an effort to be efficient in data collection that does not require a lot of costs and does not take a long time. Thus, it is able to keep up with the rapid dynamics of politics.

Do Not Agree to Proceed

As for the alternative strategy that was not approved, there was one. The plan was the use of empirical data instruments through manual data collection in the field by distributing it throughout Indonesia. The basis for rejecting this alternative refers to the lack of human resources at Perludem, the relatively long time required, and the inability to keep up with rapid political developments.

Intervention Made

Implementation of the strategy used in conducting election advocacy by using SNA (Social Network Analysis) and Big Data-based Sentiment Analysis methods. Before carrying out several stages of intervention, it is necessary to formulate and prepare several required tools referring to the strategy used in collecting primary data through netnography. The implementation of the intervention is carried out through several stages, the following are the stages carried out;
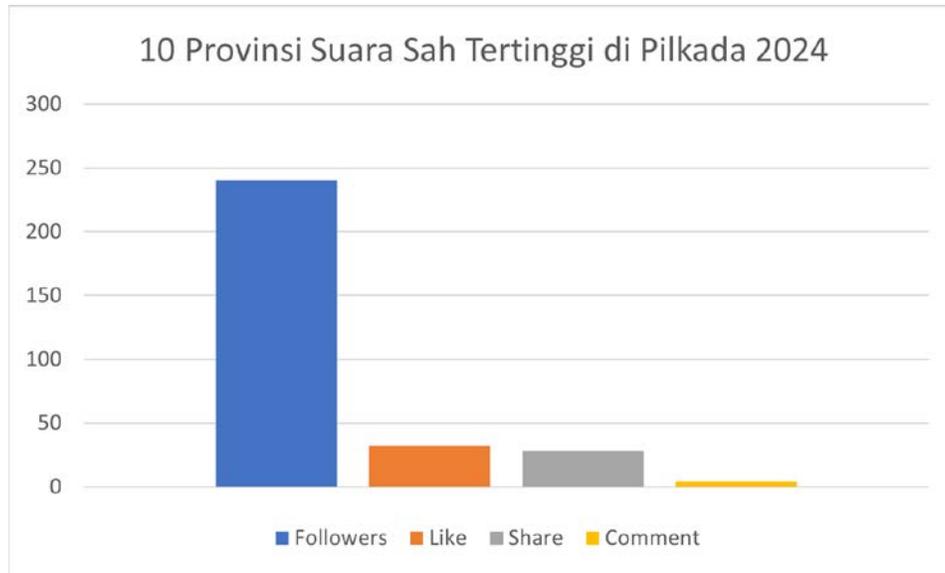
1. In the first stage, the author collected data using Python tools through coding, with social media objects being collected, namely (X). The decision to use social media (X) as the object for netnographic data collection was based on the rapid information developments occurring on that social media, commonly known as "trending," through the identification of keywords or hashtags (#) which were then compiled as units of Big Data. This data collection was carried

out in an effort to understand the dynamics of regional election registration quickly on social media. In this case, this method was also conducted to identify violations of regional elections disseminated on social media, based on macro data across Indonesia. Thus, it can reach potential problems on a large scale.

2. In the second stage, the follow-up of the data collected as Big Data through social media (X) data crawling will enter the next process, namely data clustering. The data clustering carried out by the author includes manual data clustering using content analysis and the Rapid Miner tool. The author inputs the Big Data contained in the Microsoft Excel file and then processes it into the Rapid Miner tool. In addition, the author also conducts content analysis manually. The results from Rapid Miner and content analysis are oriented to separate between sentiment and non-sentiment opinions present on social media (X) as the object of data sampling.

3. In the third stage, the author conducts data crawling on a different tool, namely VosViewer. The purpose of this mechanism is to identify new patterns, networks, and relationships between political cases that occur.

4. 4. The results of sentiment analysis and SNA are used as a basis for conducting election advocacy by filing a lawsuit to the Constitutional Court (MK) through a 'judicial review' on election result disputes or to Bawaslu (Election Supervisory Board) on process disputes, as well as a foundation in determining the direction and stance of Perludem regarding the future existence of democracy in Indonesia. These will later be consolidated with civil society coalitions against disinformation.

Through *Social Network Analysis* (Scoot, 2017), as shown in figures 7, 8, and 9, the author calculates the assessment of the information dissemination carried out by Perludem related to several political cases.

Formula of SNA *(Social Network Analysis)* $= \frac{Like + Share + Comment}{Followers} x\ 100$
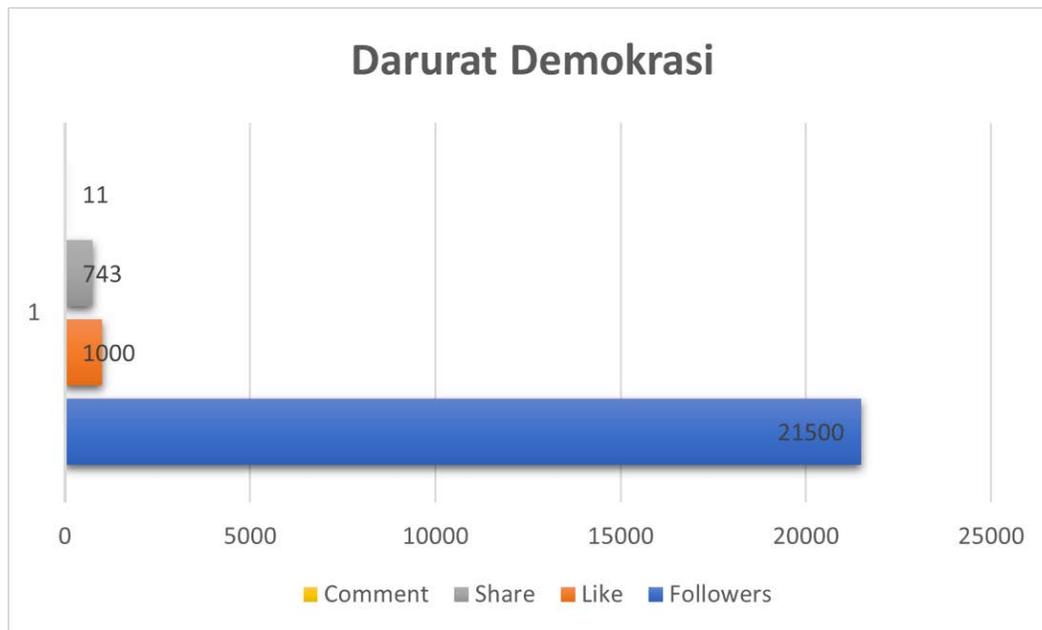
Figure 7. SNA Results of the Civil Society Coalition Debunking Strategy, Processed by the Author, 2024

On the social media (X) owned by Jaga Suara 2024 with media content posting about "10 Provinces with the Highest Invalid Votes in the 2024 Regional Elections," it is known that the account has 240 followers, 32 likes, 28 shares, and 4 comments. The results of the calculation using the SNA (Social Network Analysis) formula obtained a rating with a percentage of 26.7%.

Figure 8. SNA Results of the Civil Society Coalition Debunking Strategy, Processed by the Author, 2024

On the social media (X) owned by Perludem, which has media content uploading about "Monitoring the Constitutional Court Decision Number 60/PUU-XXII/2024," it is known that the followers reached (21,500), likes reached (9,000), shares (4,000), and comments (176). The results calculated using the SNA (Social Network Analysis) formula obtained a rating with a percentage of (61.2%).

Figure 9. SNA Results of the Civil Society Coalition Debunking Strategy, Processed by the Author, 2024

On Perludem's social media account (X), which features content about the "Democracy Emergency," the post has garnered 21,500 followers, 1,000 likes, 743 shares, and 11 comments. Calculations using the SNA (Social Network Analysis) formula yielded a score of 8.1%. Big data offers extraordinary opportunities for Perludem's election advocacy efforts to enhance their competitive edge through decision-making based on accurate data analysis. With the ever-increasing volume, velocity, and variety of data, it is now possible to access and analyze vast amounts of information in a short period of time, something that was previously impossible. This enables Perludem's election advocacy efforts not only to process data more quickly but also to gain sharper, more relevant insights for developing more effective decision-making strategies.

Client Behavior Change

Based on Figure 10, interventions related to the development of election advocacy were carried out in response to several major issues regarding election dynamics in Indonesia, namely Constitutional Court Decision No. 60/PUU-XXII/2024—which will subsequently be ratified by the Legislative Body (Baleg) of the Indonesian House of Representatives—and issues related to the 2024 regional elections. The speed and accuracy of Big Data are capable of keeping pace with rapidly evolving political dynamics. Additionally, the data clustering used to classify between sentiment and non-sentiment strengthens the basis for decision-making. This refers to identifying the majority of user opinions through a comparison of the volume of sentiment and non-sentiment regarding the case.

Figure 10. Client Behavior, Author Documentation**,** 2024

This fosters full confidence in Perludem's decision-making. As a result, the Perludem team is able to make decisions supported by the majority of social media users. Thus, Perludem's integrity in carrying out its political role is not driven by pragmatism, which could lead to the assumption that it is a partisan institution or one that favors certain groups. The implications of this advocacy model then become Perludem's output, which is communicated to the public through its subsidiary, Rumah Pemilu.

Intervention Goal Achieved

In the intervention objectives phase, the author focused on the success of the intervention objectives, which included six strategies for election advocacy at Perludem. Collectively, these six intervention strategies in advocacy development helped refine advocacy approaches and

transform the fundamental mechanisms of Perludem's advocacy efforts in two major cases involving elections and democracy. This success refers to the accuracy and speed of the data generated through the implementation of Big Data using the Social Network Analysis (SNA) method in responding to political cases by mapping the connections between one aspect and another. Data clustering strengthens decision-making based on the majority stance of users, who serve as the data sample. Thus, this majority stance provides support for every decision made by Perludem and implemented through the Election House. Consequently, this reinforces Perludem's legitimacy as an NGO. Meanwhile, the content analysis conducted requires further follow-up regarding the accuracy of the data clustering mechanism.

Follow-up Client's Progress

Following the implementation of the intervention phase, the author conducted an assessment of the intervention mechanisms deemed suboptimal, thereby requiring further evaluation. The author examined the causes and effects of why the intervention was not implemented effectively and efficiently. Subsequently, the author coordinated with the Perludem program officer to discuss follow-up actions or alternative options to address these issues. The author found that the content analysis mechanism had limitations. The drawback of using content analysis is that it takes relatively longer than using RapidMiner tools. This relatively long duration then has the potential to lead to human error when classifying data manually. However, the alternative mechanisms recommended by the author are expected to be continued as part of efforts to develop election advocacy at Perludem on a broader scale.

Problem Resolved

Political issues in Indonesia are becoming increasingly complex, making the use of technology and information essential. In addition to assisting the author in addressing challenges related to election advocacy at Perludem, the use of technology and information provides accurate data for decision-making at Perludem, which will subsequently be shared with the civil society coalition, particularly regarding major political cases in Indonesia. Over the course of four months, while the author was engaged in activities at Perludem, the author proposed the alternative strategies outlined above for conducting election advocacy. However, not all issues

could be resolved. The use of Big Data through Social Network Analysis (SNA) and Sentiment Analysis was the most successful breakthrough in implementing interventions to address existing challenges at Perludem in election advocacy, given that Perludem is an institution focused on research and advocacy within the civil society coalition. Thus, through the alternative strategies recommended by the author, Perludem can use the results of data analysis as a strong foundation for filing complaints with either the Election Supervisory Agency (Bawaslu) or the Constitutional Court (MK), and for strengthening the ability to address and respond to political cases quickly and accurately.

CONCLUSIONS

Based on the problem analysis in the discussion above through the PAR method with a social system approach intervention model, demonstrated that election advocacy by civil society coalitions at Perludem with an intervention model using a social system approach through the implementation of Big Data and Social Network Analysis (SNA) can explore the effectiveness, efficiency, and legitimacy of the strategies used. Through these strategic innovations, Perludem can use the processed data as a strong foundation for filing disputes over the election process or election results, strengthening the ability to make decisions and respond to political cases quickly and accurately.

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