

**IMPLEMENTASI PROGRAM RELAWAN DEMOKRASI KOMISI
PEMILIHAN UMUM DALAM MENINGKATKAN PARTISIPASI
PEMILIH PADA PEMILU 2024 DI KABUPATEN BULELENG**

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ABSTRAK

Penelitian ini bertujuan menganalisis implementasi Program Relawan Demokrasi (Relasi) oleh Komisi Pemilihan Umum (KPU) Kabupaten Buleleng dalam upaya meningkatkan partisipasi pemilih pada Pemilu Serentak 2024, serta mengidentifikasi hambatan dan upaya yang ditempuh dalam pelaksanaannya. Secara normatif, Program Relasi merupakan inovasi pendidikan pemilih berbasis komunitas yang diatur dalam PKPU Nomor 9 Tahun 2022 Pasal 30 dan Keputusan KPU Nomor 620 Tahun 2024. Namun secara empiris, program ini tidak dilaksanakan di Kabupaten Buleleng sehingga menimbulkan kesenjangan antara ketentuan normatif (*das sollen*) dan praktik lapangan (*das sein*). Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif, melalui wawancara mendalam, observasi, dan studi dokumentasi terhadap komisioner KPU, pemangku kepentingan, dan masyarakat pada sejumlah wilayah di Kabupaten Buleleng. Analisis dilakukan melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan secara induktif. Hasil penelitian menunjukkan bahwa ketidaklaksanaan Program Relasi dipengaruhi oleh pergantian komisioner di tengah tahapan pemilu, keterbatasan sumber daya manusia, minimnya transparansi rekrutmen relawan, serta kurangnya dukungan anggaran dan teknis. Kondisi ini berdampak pada tidak meratanya pendidikan pemilih dan potensi menurunnya partisipasi, terutama pada pemilih pemula, perempuan, dan penyandang disabilitas. Penelitian menekankan pentingnya konsistensi kelembagaan, stabilitas kepemimpinan, serta kebijakan adaptif dalam memperkuat program partisipatif. Rekomendasi meliputi penguatan strategi pendidikan pemilih berbasis komunitas, peningkatan kapasitas relawan secara berkelanjutan, serta penguatan akuntabilitas KPU demi terwujudnya pemilu yang demokratis, inklusif, dan partisipatif.

Kata Kunci: Komisi Pemilihan Umum, Relawan Demokrasi, Pendidikan Pemilih, Kabupaten Buleleng.

**IMPLEMENTATION OF THE GENERAL ELECTION COMMISSION'S
DEMOCRACY VOLUNTEER PROGRAM IN INCREASING VOTER
PARTICIPATION IN THE 2024 ELECTIONS IN BULELENG REGENCY**

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ABSTRACT

This study aims to analyze the implementation of the Democracy Volunteer Program (Relasi) by the General Election Commission (KPU) of Buleleng Regency in increasing voter participation in the 2024 Simultaneous General Election, as well as to identify the obstacles encountered and efforts undertaken in its execution. Normatively, the Relasi Program is an institutional innovation in community-based voter education, regulated under Article 30 of KPU Regulation Number 9 of 2022 and KPU Decree Number 620 of 2024. However, empirically, the program was not implemented in Buleleng Regency, creating a discrepancy between normative provisions (das sollen) and actual practices (das sein). This research employs a qualitative descriptive method through in-depth interviews, observation, and documentation involving KPU commissioners, election stakeholders, and communities in several districts within Buleleng Regency. Data were analyzed through the stages of reduction, presentation, and inductive conclusion drawing. The findings show that the non-implementation of the Relasi Program was influenced by several factors, including commissioner turnover during the election stages, limited human resources, lack of transparency in volunteer recruitment, and insufficient technical and financial support. These conditions resulted in uneven voter education and a potential decline in participation, particularly among strategic groups such as first-time voters, women, and persons with disabilities. This study emphasizes the importance of institutional consistency, leadership stability, and adaptive policy support in strengthening participatory programs. Recommendations include reorienting community-based voter education strategies, enhancing the continuous capacity building of volunteers, and strengthening KPU's institutional accountability to ensure democratic, inclusive, and participatory elections.

Keywords: *General Election Commission, Democracy Volunteer Program, Voter Education, Buleleng Regency.*