



## ARTICLE

# The Perception of Election Administrators in Achieving Environmentally Friendly Election in North Sulawesi Province

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**Abstract:** In 2020 post-conflict regional head elections were held in Indonesia, including in North Sulawesi. Regulations concerning election explicitly state that each candidate is required to campaign and use environmentally friendly props. This study aims to analyze the perception of election organizers in North Sulawesi in implementing the 2020 election whether they have implemented an environmentally friendly concept. The research method is descriptive qualitative, with the determination of the sample is done by purposive sampling. In this case, the informant is the election organizer, the General Elections Commission (KPU), and the General Election Supervisory Agency of the Province and City Regencies in North Sulawesi. The results showed that the perception of the informants' environment was at the highest level, namely ecocentric, meaning that the concept of being environmentally friendly was an important part of election success. But this perception was not applied in the socialization material they carried out during the 2020 post-conflict regional head election in North Sulawesi. Another finding in the observation in the city of Manado, the provincial capital of all candidates, tends to carry out a campaign model that is not environmentally friendly. It concluded that applying the concept of environmentally friendly elections is still below the level of expectations. Further intervention is needed so that in the future, the elections that are carried out will also ensure that an environmentally friendly concept is implemented.

**Keywords:** role; election administrators; environmentally friendly

## 1. Introduction

The executive leader determines development policies at the central, regional, and village levels and sub-districts. As one of the state subsystems called executives, regional leaders are present from the general election process. In Indonesia, regional leaders such as governors, mayors, and regents have the authority to determine development policies and realize development directions according to policies that have been agreed upon through the vision and mission of regional heads during the campaign to win the general election. The authority possessed by the regional leader includes directing sustainable development policies through the concept of environmentally friendly development. It is hoped that the results of the general election process will produce an ideal leader (Lauma et al., 2017). Regional autonomy, which aims to divide authority between the center and the regions, provides fresh air for more community-oriented development. Regional autonomy aims to balance the authority between the center and the regions that experience ups and downs following the rhythm of pulling authority following changes in the political situation, including general elections (Sufianto, 2020, p. 287).

Regional head elections or abbreviated as Regional Head Elections, are also regulated in such a way and carried out directly by residents as evidenced by an Identity Card. It is necessary to adjust the paradigm in the implementation of general elections, including the election of regional heads (Setia Putra et al., 2020). Political costs in the implementation of the Indonesian Regional Election are not small; both those sourced from the State Budget and Regional Budget for their use must remain targeted (Fatoni, 2020). The rules regarding the election of regional heads are regulated in general elections, both by law and other derivative rules. At the provincial level, the regional leader is called the governor; he is called the mayor; and at the district level, he is called the regent. The method of selecting regional heads is called general elections or regional head elections, carried out in one package simultaneously between regional heads (Governor, Regent, Mayor) and their deputy. The determination of candidate bearers is a political party that then registers the candidate it carries with the Regional General Election Commission (Sulaeman, 2017). Before 2005, when regional autonomy had not yet been implemented, regional heads were elected by the Regional House of Representatives. With the promulgation and enactment of Law Number 32 of 2004 concerning Regional Government, regional heads were elected directly through a regional head election process.

After the elections are complete, people's lives must be guaranteed through sustainable and environmentally friendly development policies. The people will judge the quality of regional heads because currently, he is elected through direct regional head elections and can implement sustainable development policies. The context of efforts to implement environmentally friendly sustainable development in a planned manner by regional leaders becomes very important. The role of regional governments in regional development planning has a strategic position, which is determined by the quality of regional leaders elected through the general election process. Through clear assessment indicators, it will significantly spur regional development (Ahfan et al., 2015). The regional head is the regional leader at the provincial and district/city levels. As the person in charge of governance in the region, the regional head must have a vision for developing (Zeak, 2017).

Regional leaders should have sensitivity to the need for regional policies, including environmentally friendly policies. This policy is determined by the good cooperation of various parties (Suhendra, 2017, p. 9). A measurable strategy is needed to increase the capacity of leaders (Afriyanni et al., 2021). In the current global era with the covid-19 pandemic that has hit the world, regional leadership is also required to develop environmentally friendly concepts.

Executive leadership in Indonesia is determined by the electoral process (Zuhro, 2018). The election process is regulated by the election management body, namely the General Election Commission, the General Election Supervisory Agency, and the

DKPP. Organizing institutions have a role in the success of the general election. One of the successes of elections for the environment is that electoral institutions minimize environmental damage due to the electoral process. The election process is carried out so that it is oriented towards preventing environmental damage. It needs to be carried out, including the socialization process and materials from the election organizers (Mardiana, 2020, p. 112). Environmentally friendly policies from regional leaders need to be encouraged starting from the recruitment process in finding regional leaders carried out by election organizers based on in-depth value systems and mechanisms regarding development. Knowledge of general election organizers (General Election Commission and General Election Supervisory Agency) and environmentally friendly attitudes are expected to be able to encourage regional leaders who go through the general election process to later, after being elected, practice environmentally friendly concepts in the policies they do when they lead the region. The role of the general election organizer in producing regional development leaders, which in turn is the welfare of the people in the regional work area, will be raised. Furthermore, in determining regional leaders, it is carried out through a general election process held by the organizers of the general election. The role of the organizers in managing their authority is a discretion that aims to develop regional democracy through elections by continuing to maintain the condition of local wisdom of the community and the environment at this time is a necessity that must continue to be developed.

General Elections, as a means to realize people's sovereignty through an election process that takes place directly, publicly, freely, confidentially, honestly, and fairly, need to be equipped with healthy and environmentally friendly concepts. General elections are a means of manifesting the people's will in government because elections are demands for upholding people's sovereignty. As a country that puts forward the vision of the archipelago as a legal system, development is carried out to serve the national interest. It means that the development carried out after the election process is to develop various aspects of development.

Election organizers need to continue to be equipped with a new understanding of the electoral process and system. The election system in Indonesia, which is carried out directly, especially in 2020 with the Covid-19 pandemic, has encouraged environmentally friendly concepts (Malonda et al., 2020). Facing a pandemic requires strong relationships and mutual understanding between world leaders (McKeever, 2021). The pandemic has also affected economic conditions between countries in the world (Brown, 2020). General election organizers who are equipped with good knowledge and understanding will, in a structured way, deliver material socialization for election candidates (Jurdi, 2019, p. 13). The general election organizer's understanding of the environmentally friendly concept will convey visionary and environmentally friendly concept-oriented general election materials while encouraging general election contestants to be pro-environmental and put forward the concept of being environmentally friendly.

Election organizers who participate in producing leaders, including regional leaders such as governors, regents, and mayors, need to know that their behavior can contribute to the quality of regional leaders. This behavior must be directed at positive behavior oriented towards sustainable development and rejects concepts and behaviors that damage the environment. Leaders who behave well will continue to behave like that. It is closely related to the leader's human resources (Harahap et al., 2020, p. 178). The importance of regulating regional head elections through elections conducted by general election organizers is that the concept of the people, by the people, and for the people will be achieved as the tiered process applies in the general election process. General elections are also held so that those elected have gone through a tiered process and understand the conditions and needs of the area they will lead. Strict selection is needed from the bottom up by looking at the track record of regional leaders' achievements during the election process. Their intellectual morals and service to the community have been known to all levels of voters. Therefore,

socialization to increase knowledge is important to be carried out by election organizers both to prospective leaders and related stakeholders is very important (Gleko et al., 2017). Increasing the knowledge and quality of local leaders' human resources, especially regarding environmentally friendly concepts, is expected to impact their attitudes and policies towards the environment so that harmony between humans and the environment will be maintained. This quality development is carried out through organizational and individual learning through various materials and programs (Krisnanto & Suryawati, 2019, p. 488). For this reason, open recruitment by promoting dialogue between stakeholders for election organizers is necessary by prioritizing local wisdom where this process is carried out (Fahrul, 2019). This is where the role of election organizers becomes important to participate in explaining the environmentally friendly concept in socialization in addition to carrying out the main task of carrying out general elections.

In 2020 General Elections will be held simultaneously in Indonesia Law Number 7 of 2018, which discusses General Elections. It is expressly stated that every candidate must campaign and use environmentally friendly teaching aids (Ramadhanil et al., 2019). This is also adjusted to the KPU (General Election Commission) regulation of the Republic of Indonesia number 5 of 2020 concerning the Third Amendment to the General Election Commission (KPU) Regulation Number 15 of 2019 concerning the Stages, Programs, and Schedules for the Election of Governors and Deputy Governors, Regents and Deputy Regents, and/or Mayors and Deputy Mayors in 2020 ensure that the election process must pay attention to health protocols which include environmentally friendly concepts (Ristyawati, 2020, p. 86).

General elections in the pandemic era require the maximum role of organizers concerning health protocols. Budget governance is also an important issue in elections with the concept of a health protocol (Cahya et al., 2021). Learning from the Riau provincial government, the involvement of all stakeholders is important (Amin et al., 2021). As part of the representation of the successful implementation of the General Election, the General Election Organizer has a very important and strategic role in realizing an environmentally friendly attitude, especially for the participating candidates or election contestants. Environmentally friendly behavior does require long-term education. However, this behavior does not mean that it cannot be formed. In the context of the General Election, the organizers of the General Election can be the pioneers of the environmentally friendly movement. This movement to promote environmentally friendly concepts is carried out through the socialization of materials from the organizers of the General Election. As Brazil when the pandemic stated that the pandemic was an opportunity to increase the world's environmentally friendly behavior (Vale et al., 2021).

The concept of environmental friendliness is closely related to environmentally friendly behavior that develops through various approaches and knowledge and various terms such as green constitution, go green, back to nature. Experts have put forward the concept of being environmentally friendly through the view of sustainable development (Olawumi & Chan, 2018). Globally, world leaders have also agreed on the need for sustainable development in development (Biermann et al., 2017). Sustainable development is carried out as an investment to preserve human life (Nugent et al., 2018). This development needs to encourage the industry to prioritize the intelligent use of natural resources (Fatimah et al., 2020). Environmentally friendly behavior or pro-environmental behavior prioritizes the implementation of environmentally friendly concepts in their daily lives. This environmentally friendly attitude means that humans as social beings behave in their lives because they want to protect the natural environment and society.

It is not easy to implement the environmentally friendly concept. It takes policies and leaders who care about the environment (Abou-Chadi & Kayser, 2017). Leaders must encourage the implementation of environmentally friendly policies (Zhang et al., 2020). Environmental values are special cultural values that each individual owns. Environmental value as a belief in the environment is closely related to attitudes to

protect the environment. This value is responsible for providing intrinsic motives in human individuals and the formation of individual values based on the environmental conditions in which the individual lives and is also influenced by the cultural values of the living environment (Kollmuss & Agyeman, 2002, p. 256). The concept of environmentally friendly is interesting to study, especially regarding the concept of environmentally friendly, which means whether each individual has a social value to the environment or not. Many countries have practiced the concept of being environmentally friendly. Malaysia implements a policy of not using plastic bags (Yusof et al., 2017). Portugal implements an incentive policy for hotel residents who care about the environment (Preziosi et al., 2019). In Canada, mining works apply the green concept; they also encourage island countries to participate in environmentally friendly programs (Beukes et al., 2017). If the value of the environmentally friendly attitude is known, the next step is to improve the environment with a perceptual approach.

Manado city, the capital of North Sulawesi province, has become the center of election campaigns from year to year (Lauma et al., 2017). The city of Manado is one of the cities in the world that is also affected by changes in the global environment (Sinsuw et al., 2021). When the 2020 elections are held, the City of Manado becomes the center for socializing the candidates' campaign materials. The candidates, especially the candidates for governor and deputy governor of North Sulawesi province, will make the city of Manado the target of their campaign. An important issue raised in this research is whether the election has adopted and implemented the environmentally friendly concept. For this reason, the organizers of the general election can be a part of socializing the concept of being environmentally friendly. Based on this description, this study wants to describe and analyze the Perceptions and Attitudes of General Election Organizers in Achieving Environmentally Friendly Elections in North Sulawesi Province.

## 2. Methods

This study uses a qualitative approach that aims to obtain an analytical description regarding the perceptions of election administrators in encouraging the implementation of environmentally friendly elections. Primary data were obtained through questionnaires and interviews with selected respondents regarding secondary data in the form of numbers presented quantitatively through addition, then analyzed to describe the method used. Secondary data is based on discussions, and local media reports, both print and online, in North Sulawesi, especially after Bawaslu pushed for environmentally friendly elections.

The study aims to analyze the perception of election administrators in encouraging environmentally friendly elections in North Sulawesi province. In addition, it is analyzed whether its role as election organizer has applied environmentally friendly concepts. The research was conducted in North Sulawesi. The observation focused on KPU (General Election Commission) and Bawaslu (General Election Supervisory Agency) election organizers in North Sulawesi Province as KPU and Bawaslu 15 districts/cities in North Sulawesi province. The research implementation time is during the campaign period until the general election in December 2020.

The data was obtained by applying the instrument developed by the researcher. The target in this research is the resource persons for election organizers (KPU and Bawaslu) in North Sulawesi Province, which are determined purposively, namely the technique of determining the sample with a specific purpose. Therefore, the accessible population is people involved as members of the KPU and Bawaslu in North Sulawesi province with 132 people, and the sample is taken with a determined number of 26 people. These 26 respondents represented election organizers from 15 districts/cities in North Sulawesi and became resource persons in the socialization material for the 2020 general election.

### 3. Results and Discussion

#### 3.1. Analysis of Respondents' Perceptions About Environmentally Friendly

A cognitive process that is passed and experienced is called perception. Perception is defined as the way someone can understand or understand something. This understanding process will then be known or remembered. Perception is also related to conditions that include the ability to grasp the meaning of what is learned. This is done by outlining the main content of a theme that is discussed and studied. The theme can then be presented in one form to another. Perception is also the impression displayed and described by each individual obtained through the use of the five senses, which are then analyzed (organized), interpreted, and then evaluated so that the individual obtains meaning (Robbins & Judge, 2013). Perception regarding the environment will also determine attitudes related to the selection, organization, interpretation, and understanding of the information received by individuals. These perceptions can be felt and received and accepted through seeing the process of hearing, smelling through touch, through feeling through appreciation to produce a meaningful picture of the world (Takele & Kiltu, 2015). Attitudes and behavior determine perceptions about environmentally friendly concepts based on social aspects, economic aspects, and environmental aspects (Arifiani & Mussadun, 2016, p. 185).

Environmentally friendly perceptions require social order in the form of policy implementation, including environmentally friendly policies. Social order can be encouraged through the role of election organizers through planning, organizing, and implementing materials that contain environmentally friendly concepts (Purnaweni, 2014, p. 63). There are at least three forms that underlie individual support for environmental problems (Gumelar, 2016, p. 44). The dimensions of environmental assessment through the measurement of ecocentric, anthropocentric, and apathetic attitudes are used to measure perceptions of the environment, namely:

- a. Ecocentric is a view that reveals that the natural environment deserves protection because of its intrinsic values.
- b. Anthropocentric is a view that reveals that the natural environment is a resource that can be utilized to benefit humans themselves.
- c. Apathy is indifference to the natural environment as an important resource.

To determine the perception of election organizers about environmentally friendly elections, each respondent selected according to the described method is given questions about their understanding of the need for environmentally friendly election organizers to develop the concept of environmentally friendly elections.

The results show that the perception of election organizers has good knowledge about the concept of environmentally friendly elections. They understand the importance of environmentally friendly elections. Good perception (ecocentric) can be seen in Table 1.

**Table 1.** Respondents' Perceptions of Environmentally Friendly General Election

No	Criteria	Total (Person)	Percentage
1.	Ecocentric/Care	20	77%
2.	Anthropocentric/Care Enough	6	23%
3.	Apathy/Not care	-	0%
<b>Total</b>		<b>26</b>	<b>100%</b>

Source: Data processed from research results, 2020

Individuals oriented to the ecocentric view who view the importance of caring for the environment and carrying out environmentally friendly activities in this study are then counted and compared with anthropocentric and apathetic choices. The table above shows that election organizers have an ecocentric attitude, namely an attitude that views that the protection of the natural environment is carried out for the benefit

of the environment itself. Every human being should make saving the environment a priority. Ecocentrism is a movement whose value base brings radical changes to nature (Satmaidi, 2017). From the data above, it can be concluded that the election organizers in North Sulawesi, in their perception of the environmentally friendly concept, have an ecocentric view. This view implies that the organizers reveal that protection due to the intrinsic values of the environment should be promoted.

### 3.2. Analysis of Respondents' Attitudes About Environmentally Friendly Materials

The perception of general election organizers in the ecocentric realm ideally needs to get an open response. This response can be made in various sources, including media support (Halim & Jauhari, 2019, p. 57). The political trust given by voters to election organizers, especially in North Sulawesi, encourages election organizers to implement policies that are responsive to the community's needs. This is largely determined by their abilities and capacities (Suyatno, 2016, p. 228).

Concerning this research, the perception of election administrators is quite good about the environmentally friendly concept, especially to an ecocentric degree. Furthermore, the question was whether they took actions that included environmentally friendly concepts in the material they conveyed when they were respondents or participated in the process carried out by the election organizers.

**Table 2.** Attitudes Regarding Environmentally Friendly Materials

No	Criteria	Total (Person)	Percentage
1.	Yes, Incorporating Eco-Friendly Concepts	4	15%
2.	Not yet, Incorporating the Eco-Friendly Concept	12	49%
3.	Uncertain	10	38%
<b>Total</b>		<b>26</b>	<b>100%</b>

Source: Data processed from research results, 2020

Table 2 shows that the general election organizers have not ensured that the content of the material they convey when they are resource persons in the activities carried out by the general election organizer has included the concept of environmentally friendly. Where 49% have not included environmentally friendly concepts in their materials, only 24 people or 15% ensure that environmentally friendly concepts have been included in their materials as resource persons.

### 3.3. Interpretation of Environmentally Friendly Perceptions and Attitudes

After the results of perception and comparing with attitudes, the researchers interpreted environmental friendliness. Environmentally friendly as a form of attitude that is collaborated with perceptions and attitudes regarding an object, attitudes are based on values with vertical and horizontal structures and specific generalities (Heberlein, 2012). Environmentally friendly attitude is also interpreted as a desire to tend to behavior that is consciously carried out to reduce the impact that is carried out on the environment (Samarasinghe, 2012, p. 85). Environmental values are identified through a person's perception of environmental problems, which are described in several questions that answer how much the perceived impact can affect the value they understand about the environment. Some explanations of environmentally friendly attitudes are not as emotional aspects but as cognitive assessments of environmental conservation beliefs and values.

When the questionnaires and direct interviews with the selected election organizers to find out their perception of the environmentally friendly concept, the results showed that most of them understood the environmentally friendly concept but were not followed up by delivering material on the socialization of environmentally

friendly concepts in their activities as election organizers. This condition is interesting to be discussed in this research because the first finding is that election organizers who are eccentric should show support for environmental problems in their attitude in delivering material that has not included friendly material in their socialization.

The perception of general election organizers has been widely discussed in the research. However, the perception of general election organizers towards environmentally friendly general elections is still little discussed. We feel it is important to raise this despite the limited supporting data and secondary data we find. We hope that this will be the start of research that raises organizers' perception regarding environmentally friendly elections. Similar research, such as Perceptions of Election Actors regarding Problems in the Implementation of the 2019 General Election in Gunung Kidul Regency, Indonesia, reveals that the general election will have an impact on the integrity, credibility, and legitimacy of the general election and will later influence on the perception of society and political actors (Nugroho et al., 2020). Likewise, Millennial Political Analysis: High School Students' Perceptions of Political Dynamics At the 2019 General Elections in Indonesia raised the topic of the explosion of information in the media regarding the 2019 Election will impact opinions. Teenagers certainly have perceptions, thoughts, wills, and beliefs about the general election (Rohim & Wardana, 2019). Research regarding political dowry practiced in the 2018 simultaneous regional head elections has been appointed but not about the perception of its relation to environmental friendliness (Ferza & Aulia, 2020). This study aims to identify the implementation of the duties and authorities of the General Election Oversight Committee in implementing the Regional Head Election in Jembrana Regency, which has also been appointed using a qualitative descriptive method. The study results show that the role of the General Election Supervisory Committee in the implementation of the Regional Head Election is not optimal because it has not been given a broad role, is still an ad hoc institution, and the recruitment pattern is not yet good. It is suggested that to expand the authority of Panwaslu, its establishment is not as an ad hoc institution, and the recruitment pattern is tightened with adequate requirements but not yet related to the concept of environmental friendliness (Haryati, 2012).

According to them, to increase the perception of election organizers so that they are oriented towards environmental friendliness in the observations made by researchers, detailed information is needed regarding what is meant by the concept of environmentally friendly. There is also a need for in-depth socialization of material and technical guidance that specifically informs environmental friendliness. Most of the respondents' mastery of environmentally friendly concepts was obtained by self-taught or self-study. Although Law Number 7 of 2017 concerning General Elections explicitly states that each candidate is obliged to campaign and use environmentally friendly teaching aids, the rules for implementing environmentally friendly elections have not yet been explained. In this case, the process of exchanging and understanding information, carried out by election organizers to motivate or influence a person's behavior, especially regarding the concept of environmental friendliness, has not yet been created, and there are no work procedures and procedures for its implementation.

#### **4. Conclusion**

From the description of the perceptions and attitudes of the general election organizers analyzed above, it can be concluded as a result of the study as follows that there is a mutually contradictory relationship between the perception of environmentally friendly and environmentally friendly attitudes shown by election administrators in North Sulawesi Province where the perception of being at the ecocentric level (care) has not become the basis for being environmentally friendly in the future. What should happen is that a high understanding of environmental friendliness must be shown to be a pro-environmental attitude. These two things show



that if attitudes and understandings should determine and contribute to environmentally friendly behavior, the reality of the research results shows a conflict between understanding and attitudes. Therefore, environmentally friendly perceptions and attitudes need to be continuously honed through socialization and simulation of holding environmentally friendly elections.

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