

Political communication strategy in the Aceh regional election perspective of constitutional Law

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Abstract

Political communication strategies in the general election of regional heads in the digital era are very important because the digital era has changed the way people communicate and interact. The problem in this study is how political communication strategies, regulations, digital transformation and voter involvement in the Aceh regional elections from a constitutional law perspective. The purpose of this study is to analyze political communication strategies, regulations, digital transformation and voter involvement in the Aceh regional elections from the perspective of constitutional law. The research method used is empirical juridical research with a sociological approach with descriptive analysis research specifications. This study uses primary and secondary data as the main materials of the research, which was obtained through interviews, observations and documents. From the data obtained, it will be analyzed normatively qualitatively. The results of the study show that 1) the communication strategy applied in the Aceh regional elections refers to the strategy of national legal norms with an approach to local values to gain legitimacy and support from the Acehnese people. 2) The legal regulations applied in the Aceh Regional Elections reflect the character of a unitary state that provides special autonomy. This regulation seeks to balance the need for national law to hold simultaneous regional elections with the specificity of Aceh guaranteed by the Aceh Government Law. 3) The people of Aceh welcome the digital transformation in the Regional Elections, but are also aware of the risks and legal challenges that come with it. In order for this innovation to strengthen democracy, a strong legal foundation, a system that is guaranteed security, and massive education to all levels of society are needed. 4) Voter involvement in the Aceh Regional Election is seen as a fundamental element in the Constitutional Law system. The community realizes the importance of using the right to vote as a form of people's sovereignty. It is hoped that the Aceh Independent Election Commission should be the main source of unambiguous information on regulations such as the preparation of clear guidelines and cross-platform socialization. The Independent Election Commission needs to carry out proactive and responsive oversight is essential to prevent violations of the law such as the establishment of a special supervisory team and cooperation with legal institutions.

Keywords: Political communication strategy, regional elections, constitutional law

Introduction

With the rapid development of technology, especially in the field of information technology on the internet, the role of the media is becoming increasingly important. Therefore, the media has become one of the main needs of society. This is in line with the invention of internet-based multimedia devices, making information easy to find in this part of the world, by accessing information, entertainment, education, politics, economics and others through the internet.

Political communication strategies in the general election of regional heads in the digital era are very important because the digital era has changed the way people communicate and interact. In this era, social media is one of the most effective and efficient communication channels for Ethnic, Religious, Race, and Intergroup communication to convey messages and increase public awareness about the program and vision and mission of regional head candidates.^[13]

In addition, the digital era also allows candidates for regional heads to campaign online, so that they can reach more people and increase public awareness about the general election. However, the digital era also has its own challenges, such as the spread of false information and hoaxes that can influence public opinion.

Some of the political communication strategies that can be used in the general election of regional heads in the digital era by building public awareness are that regional head candidates must be able to build public awareness about

their programs and vision and mission through social media and online campaigns. Utilizing digital technology, namely prospective regional heads must be able to utilize digital technology to increase public awareness and promote their programs and visions and missions. Overcoming the challenges of the digital era, namely regional head candidates must be able to overcome the challenges of the digital era, such as the spread of false information and hoaxes, by promoting accurate and trustworthy information. Thus, an effective political communication strategy in the general election of regional heads in the digital era must be able to utilize digital technology to increase public awareness and promote the programs and visions and missions of regional head candidates, as well as overcome the challenges of the digital era.^[25]

According to Suryadi, the political communication strategy of presidential candidates follows the movement of existing political trends. Political trends refer to the direction or pattern of change that can be identified from politics, policies, and political dynamics over a given period of time. This includes changes in voter preferences, the strategy of candidates or political parties, and issues that dominate public discussion.^[10]

Based on this phenomenon, communication that was initially limited to face-to-face interaction between individuals, is now developing online from the internet. In this case, one of the internet-based media that is widely used is social media. Social media is an online medium. With the

emergence of internet-based media (online media), there has been a shift in the use of media that was originally classic (electronic and print media) and is currently undergoing a transition to the new internet. media. Media-based has become a channel to access social media in a variety of ways. fields, namely education, culture, social, economic, legal, and political, for example, are used in election campaigns to disseminate vision, mission, and agenda.

In the digital age, political campaigns are no longer limited to television broadcasts and print advertisements. Through social media and other digital platforms, candidates and political parties can communicate with voters directly and in real-time. Campaign messages can be delivered in a variety of forms, including text, images, videos, and live interactions. In addition, social media also facilitates more public engagement and active participation, allowing voters to voice their opinions, discuss, and share political content.

This shift also brings new challenges in designing effective political communication strategies. Campaign content must be engaging, relevant, and able to trigger positive interactions from voters. An in-depth understanding of how political communication strategies in the digital age affect voter perception and behavior is crucial for candidates and political parties to achieve their campaign goals. Therefore, research that analyzes the content of political campaigns in elections in the digital era is important⁽⁹⁾. By analyzing the types of messages, communication styles, visual use, and interactions with voters, this study can reveal patterns of effective or even controversial communication strategies. In addition, such research can also identify the impact of such communication strategies on political attitudes and voter decisions, providing important insights for political practitioners and social scientists in understanding the role of digital media in the democratic process.

By understanding the dynamics of political communication strategies in general elections in the digital era, in this study the researcher will review the political communication strategy in the Aceh regional elections "legal regulation, digital transformation, and voter involvement.

Theoretical Review

Political Communication Strategy in the Aceh Regional Election Perspective of Constitutional Law

Political Communication Strategy

Political communication is included in the object of political science study because the communication contains elements of political topics in the message conveyed, either in the form of political power of the state or government. Political communication is described as a process in which symbols are used to mean political issues, including actions or individuals or policies and events that have the purpose of influencing public opinion and political behavior Political communication is also seen as an interaction between communication and politics which includes various forms and channels of communication to achieve a certain political goal^[1].

Political Communication is divided into two dimensions, namely internal and external. Internal dimension refers to the activities that occur within an organization or group. This includes internal management, organizational structure, decision-making and how the dynamics of the relationship patterns between members in the group or party are dynamic.

Elements of Political Communication include:^[2]

1. Political Communicator (Speaker)
2. Political Messages
3. Political Channels or Media
4. Recipients of Political Messages
5. Effect or Influence

Some forms of political communication that political infrastructure communicators carry out to achieve their goals include:^[8]

1. Rhetoric
2. Political Agitation
3. Propaganda means planting the shoots of a plant
4. Public Relations
5. Political campaigns
6. Political Lobbying
7. Through the Mass Media

Purpose of Political Communication

Influencing public opinion and political behavior that occurs to increase political participation and public involvement in the political process. The opinion of Dan Nimmo is in line with the opinion of Anwar Arifin who said that the purpose of political communication is to shape and foster public image and opinion, encourage political participation, win elections and influence the country's political policy or public policy.

As for the function of political communication, according to Cangara, there are five basic functions, namely:^[3]

1. Political communication can provide information to the public about what is happening around the environment
2. The existence of political communication and its elements will make it easier to provide a forum to accommodate political issues so that it can become a discourse in shaping public opinion and giving back to the community
3. Educate the public on the meaning and significance of existing facts
4. In a democratic society
5. Creating publications aimed at governments and political institutions

Political Communication Strategy

Strategy in political communication is the overall conditional decision regarding actions to be taken now in order to achieve political goals in the future. According to Anwar Arifin, there are three strategies that need to be described if you want to win an election. Among them: 1) Personality and Institutionalality 2) Creating Togetherness 3) Building Consensus^[4].

Political Success Team

Political activities in general elections certainly begin with the formation of a team that will help in the successful implementation of these political activities. A group that helps the success of political activities is usually called the Success Team. The team is composed of various functions, including:

1. Advisor
2. Team of Experts
3. Research and R&D Team
4. Fundraising Team
5. Campaign Team
6. Mass Fundraising Team
7. Inter-Regional Relations Team

8. Observer Team
9. Security Team
10. Voting Team.

Aceh Regional Head Election (Pilkada)

Definition of Regional Head Election

The meaning of democratic election of regional heads as referred to in the 1945 Constitution of the Republic of Indonesia is direct election by the people. Article 1 number (1) of Law Number 8 of 2015 states that the Election of Governors and Deputy Governors, Regents and Deputy Regents, as well as Mayors and Deputy Mayors, hereinafter referred to as Elections is the exercise of people's sovereignty in the provincial and regency/city areas to elect Governors and Deputy Governors, Regents and Deputy Regents, as well as Mayors and Deputy Mayors directly and democratically. The direct election of regional heads and deputy regional heads by the people is a political process of the Indonesian nation towards a more democratic, transparent, and responsible political life^[11].

Political participation is an important aspect of a democratic state order, as well as a characteristic of political moderation. In general, in traditional societies where the nature of political leadership is more determined by a ruling elite, the involvement of citizens in participating in influencing decision-making, and influencing the life of the nation is relatively small. Citizens who only consist of simple society tend to be less taken into account in political processes^[6].

Legal Basis and Regional Head Election System

Materials about the administration of government, general elections and about the organizers of general elections contained in the 1945 Constitution of the Republic of Indonesia must be retranslated into laws, government regulations, government regulations in lieu of laws, and so on. The articles contained in the 1945 Constitution must be used as the main reference in making laws, Government Regulations, Government Regulations in lieu of Laws and so on and which are the Legal Basis for the Election of Regional Heads are:^[5]

1. Constitution of the Republic of Indonesia in 1945
2. Law Number 23 of 2014 concerning Regional Government
3. Law Number 10 of 2016 concerning the Second Amendment to Law Number 1 of 2015 concerning the Stipulation of Government Regulations in Lieu of Law Number 1 of 2014 concerning the Election of Governors, Regents, and Mayors into Law
4. Regulation of the General Election Commission of the Republic of Indonesia Number 4 of 2016 concerning Amendments to the Regulation of the General Election Commission Number 3 concerning the Stages, Programs and Schedules of the Implementation of the Election of Governor and Deputy Governor, Regent and Deputy Regent and/or Mayor and Deputy Mayor in 2017
5. Regulation of the General Election Commission of the Republic of Indonesia Number 5 of 2016 concerning the Second Amendment to the Regulation of the General Election Commission Number 9 of 2015 concerning Candidacy for the Election of Governor and Deputy Governor, Regent and Deputy Regent, and/or Mayor and Deputy Mayor.

To find out the possibility of implementing a direct regional head election system in Indonesia, it is necessary to review various types of direct regional head election systems, including: 1) First Past the Post System 2) Preferential Voting System or Approval Voting System 3) Two Round System or Run-off system 4) Electoral Collage System.

Administrative Law

Definition of Constitutional Law

Constitutional law is part of the law in general and is owned by every country in the world, both traditional and modern countries. It's just that the formulation and pressure given will differ from one era to another, as well as from one country to another. The importance of constitutional law in the life of the nation and state is to show the atmosphere of the constitution, the structure of government, the authority and the relationship between the equipment that exists in a country to work to achieve its goals, both in internal and external relations and its protection of human rights.

Scope of Constitutional Law

According to Usep Ranawidjaja, constitutional law regulates constitutional issues, namely:^[12]

1. The general structure of the state organization consisting of the form of state, form of government, system of government, style of government (dictatorship or democracy), system of division of state power (decentralization), outlines of implementing organizations (legislation, government, judiciary), territory of the state, the relationship between the state and the people, the way the people exercise their constitutional rights (their political rights), the basis of the state, the characteristics born of the personality of the state of the Republic of Indonesia (song nationality, national language, flag emblem, and so on).
2. Administrative bodies that have a position in the organization of the state. Regarding this, the investigation includes the way it is formed, its structure, its duties and authorities, the way it works each, its relationship with each other, and its term of office.
3. Regulating the political life of the people. This substance includes political parties, the relationship between political forces and state bodies, political forces and general elections, the meaning and position of interest groups and pressure groups, the reflection of opinions and the way of cooperation between political forces (coalition, opposition, and cooperation on the basis of harmony).
4. The history of the development of the state as the background of the prevailing situation;

Principles in Constitutional Law

The building of laws that originate from human feelings is called legal principles, while those that originate from human reason/mind are called legal understandings (begripen): 1). Family Principles; 2). The Principle of People's Sovereignty 3). The Principle of Separation of Power 4). The Principle of the State of Law^[7].

Analysis Results

Political Communication Strategies and Legal Regulations Applied in the Aceh Regional Election Perspective of Constitutional Law

The Aceh Regional Elections have specificities regulated in Law Number 11 of 2006 concerning the relevant Aceh Government Law and Qanun-Qanun. The main difference with the Regional Elections in other regions lies in the institutionality, namely the existence of the Aceh Independent Election Commission which has special autonomy in the implementation of elections. Political parties are opportunities for local political parties to participate in political contests, in addition to national political parties. Local norms and ethics are considerations of customs, local wisdom, and Islamic sharia which are part of constitutional law in Aceh.

Political communication strategies used by candidates, political parties, and successful teams must comply with the legal corridors that have been set. Otherwise, the strategy could become the object of legal disputes or even the annulment of election results. Some political communication strategies that are relevant to the perspective of Constitutional Law include:

1. Legal compliance-based communication Compliance with campaign rules, namely communication strategies, must be subject to the campaign schedule set by the Independent Election Commission, prohibitions on the use of state facilities, and other restrictions regulated in the Election Qanun. Campaigns without hate speech and slander, from the perspective of constitutional law, campaigns containing hate speech, ethnicity, religion, race, and inter-group, and slander are strictly prohibited. The communication strategy that is built must focus on ideas, programs, and track records, not attacking personal political opponents
2. Communication Based on the Issue of Special Autonomy and Privileges of Aceh the narrative of autonomy and welfare, namely a communication strategy, can highlight issues related to the implementation of the Aceh Government Law. Candidates can offer a vision and mission to optimize the special autonomy fund (Special Autonomy fund) to improve people's welfare. Strengthening local political participation is that candidates from local parties can use communication strategies that emphasize the importance of local political sovereignty and how they can fight for the aspirations of the Acehnese people through local political party channels. Integration of privilege values, communication strategies can integrate narratives about Aceh's specialties, such as the application of Islamic law, customs, and local values, as part of their work program. This is important because it is part of the legitimacy of constitutional law in Aceh.
3. Digital Communication Strategy and Legal Aspects Use social media carefully. The use of social media as a campaign tool is very effective, but it also has legal risks. Communication strategies must consider the Electronic Information and Transaction Law and other derivative rules, especially related to the spread of hoaxes and defamation. Digital education about voting rights, digital communication strategies can also be used to educate the public about their voting rights, voting mechanisms, and the importance of political participation, which are part of citizens' constitutional rights.

In observing the political communication strategy in the Aceh Regional Elections, the researcher asked several critical questions from the perspective of constitutional law: The researcher conducted an interview with Mr. Saiful Bismi, S.E, one of the members of the Aceh Independent Election Commission said that: "The Aceh Independent Election Commission has strong authority in enforcing campaign rules, which are sourced from several regulations such as Law Number 11 of 2006 concerning the Government of Aceh; Providing specificity for Aceh, including in terms of holding elections regulated by the Independent Election Commission"^[15].

"Qanun Aceh Number 6 of 2016 and Qanun Aceh Number 12 of 2016 are regional regulations that specifically regulate the organizers and stages of the Regional Elections in Aceh, including campaign rules" "Regulations of the General Election Commission of the Republic of Indonesia As part of the General Election Commission, the Independent Election Commission of Aceh is also guided by the Regulation of the General Election Commission which regulates the technical implementation of campaigns, such as restrictions on campaign funds and the installation of props". "The Aceh Independent Election Commission does not work alone. Law enforcement related to the campaign also involves other institutions, such as the Election Supervisory Committee and the Aceh High Prosecutor's Office. The Election Supervisory Committee has a central role in the supervision and initial enforcement of violations, while the Prosecutor's Office plays a role in the enforcement of election criminal law".

The next interview was Mr. Adam Sani, S.H., M.H. Nagan Raya Independent Election Commission) regarding the mechanism for enforcing campaign rules, said that: "The Aceh Independent Election Commission uses several mechanisms to ensure that campaign rules are enforced such as the Declaration of Peaceful Campaigns, the Independent Election Commission often holds a peaceful campaign declaration which is followed by candidate pairs. This is a preventive step to encourage the commitment of candidates to campaign politely, without hoaxes, ethnicity, religion, race, and inter-group, and money politics"^[14].

"Restrictions and Audit of Campaign Funds, the Aceh Independent Election Commission sets the maximum limit of campaign funds for each pair of candidates. For example, in the regional elections, the Aceh Independent Election Commission limited campaign funds for gubernatorial candidates to Rp412.4 billion. To ensure compliance, the Independent Election Commission requires candidate pairs to report the use of campaign funds through the Campaign Fund Information System which will then be audited by the Public Accounting Firm".

"Education and Socialization, the Aceh Independent Election Commission actively conducts socialization to the campaign team, media, and the public about the campaign rules. The goal is to control and prevent legal problems from arising before they occur. The Aceh Independent Election Commission also collaborates with institutions such as the Aceh Attorney General in providing legal counseling". "Cooperation with the Election Supervisory Committee, the Aceh Independent Election Commission and the Election Supervisory Committee cooperate in ordering campaign props that violate the rules, such as those installed in prohibited places". "Dispute Mitigation, the Aceh Independent Election Commission is proactive in mitigating

potential disputes in the Regional Election stages, including those related to campaigns. This step aims to prevent the emergence of larger legal problems".

The researcher conducted an interview with Mr. Saiful Bismi, S.E, one of the members of the Aceh Independent Election Commission regarding the challenges and results, saying that: "The Aceh Independent Election Commission has a clear legal foundation and mechanism, the enforcement of campaign rules still faces a number of challenges such as Campaign Prop Violations, this is often a classic issue. Despite clear rules, many violations of the installation of campaign props were found, which required the Election Supervisory Committee and the Independent Election Commission to work together to bring them to order".

"The spread of Hoaxes and Money Politics, negative content on social media, hoaxes, and money politics are big challenges that are difficult to fully supervise. The Independent Election Commission is working with security forces and the Election Supervisory Committee to follow up on the reports. "Limited resources, limited human resources and budget can be an obstacle in supervising all stages of the campaign in the vast Aceh area. Strong local political dynamics sometimes make law enforcement more complex. The Independent Election Commission must maintain its neutrality and impartiality in the midst of political pressure". Overall, the Aceh Independent Election Commission has taken concrete steps in enforcing campaign rules through various mechanisms, ranging from prevention to enforcement. However, the success rate of enforcing this rule is highly dependent on cooperation with the supervisory institution of the Election Supervisory Committee/General Election Supervisory Agency and the legal awareness of the participants of the Regional Elections and the community itself

Legal Regulations Applied in the Aceh Regional Elections Constitutional Law Perspective

The Aceh Regional Elections are basically subject to national laws that regulate the simultaneous election of regional heads. These include:

1. Constitution of the Republic of Indonesia in 1945:
2. Law Number 1 of 2015 concerning the Stipulation of Government Regulations in Lieu of Law Number 1 of 2014 concerning the Election of Governors, Regents, and Mayors into Law, as has been amended several times, most recently by Law Number 6 of 2020 (Election Law). This law is the main legal umbrella that regulates: a) General principles for the implementation of the Regional Elections. b) Stages, schedules, and schedules of simultaneous regional elections. c) Candidacy requirements, both from political parties and individuals. d) Prohibitions on campaigns. e) Dispute resolution of the results of the Regional Elections at the Constitutional Court. f) Law enforcement mechanism against violations of the Regional Elections.
3. General Election Commission Regulation: as an election organizing institution at the national level, it issues General Election Commission Regulations which serve as technical guidelines for the implementation of the Regional Elections. Some relevant General Election Commission Regulations for the 2024 Regional Elections, including: a). General Election Commission Regulation Number 2 of 2024 concerning the Stages

and Schedules of the Election of Governor and Deputy Governor, Regent and Deputy Regent, and Mayor and Deputy Mayor in 2024. b). General Election Commission Regulation on candidacy, campaigning, campaign funds, and recapitulation of vote counting results, which is a technical guide for the Aceh Independent Election Commission.

In addition to national regulations, the Aceh Regional Elections are governed by special laws and regulations which are the embodiment of Aceh's privileges, which are guaranteed by the 1945 Constitution.

1. Law Number 11 of 2006 concerning the Aceh Government Law This is a *lex specialis* which is the highest legal basis for the specificity of Aceh. The Aceh Government Law regulates: a). The institution of the organizer, the existence of the Aceh Independent Election Commission, which has full authority in the implementation of elections and regional elections in Aceh, is different from the General Election Commission in other regions. b). Local Political Parties, The Aceh Government Law provides space for local political parties to participate in elections and regional elections, in addition to national political parties. c). Special Authority, the Aceh Government Law gives special authority to Aceh in managing its government affairs, including in the implementation of the Regional Elections, which must be carried out by taking into account Islamic sharia values and local customs.
2. Qanun Aceh Qanun is a regional regulation in Aceh that has an equivalent position to the law in the context of the specificity of Aceh. The regulations of the Aceh Regional Elections are specifically regulated in the Qanun, which is a derivative of the Aceh Government Law.

Qanun Aceh Number 12 of 2016 concerning the Election of Governors and Deputy Governors, Regents and Deputy Regents, as well as Mayors and Deputy Mayors, which has been amended by Qanun Aceh Number 7 of 2024. This Qanun regulates in detail various aspects of the Regional Elections in Aceh, such as: a). Requirements for candidates and candidate pairs, including minimum support requirements for individual candidates. b). Candidate registration and verification mechanism. c). Specific campaign rules, such as prohibitions related to Islamic law. d). Provisions on disputes over election results at the level of the Aceh Independent Election Commission before going to the Constitutional Court. Other related Qanun, such as regulating Local Political Parties in Aceh

Digital Transformation and Voter Involvement in the Aceh Regional Election from a Constitutional Law Perspective

Digital transformation in the Aceh Regional Election relies on a multi-layered legal foundation, namely national law and Aceh's special law.

1. National Laws such as Law Number 11 of 2008 concerning Information and Electronic Transactions, which has been amended by Law Number 1 of 2024. and the Election Commission. The General Election Commission, as the organizing institution for elections at the national level, issued various election

commission regulations that technically regulate the use of information systems in the Regional Elections.

2. The Special Law of Aceh such as Law Number 11 of 2006 concerning the Aceh Government Law gives Aceh the authority to hold the Regional Elections and the Aceh Qanun that regulates the Aceh Regional Elections, such as the Aceh Qanun Number 12 of 2016 which has been amended with the Aceh Qanun Number 7 of 2024, is the legal basis for the Aceh Independent Election Commission to adopt a digital system.

Digital transformation in the Aceh Regional Elections, although promising, faces several fundamental constitutional legal challenges including: 1) Digital legal legitimacy; 2) Access and inclusivity; and 3) the sovereignty of the Aceh Independent Election Commission; Although the Aceh Independent Election Commission has autonomy, digital regulations set by the national General Election Commission often have to be adopted.

The researcher's interview with Mr. Abdul Manaf, one of the people of Nagan Raya Regency who was the first speaker, said that: "In general, the community welcomes the initiative to use digital technology by the organizers of the Regional Elections. Some respondents, especially among students and young entrepreneurs, see it as a step forward that can improve efficiency and transparency. Increasing Transparency, Respondents appreciated the use of the Recapitulation Information System (Sirekap) or similar applications, which allow the public to monitor the results of votes in real-time. According to them, this is in line with the principle of public information disclosure guaranteed by the constitution". "Increasing Participation Digital platforms, such as social media, are considered an effective tool for socializing candidates' work programs and bridging communication between candidates and voters. This facilitates wider public participation, especially for younger voters who are more tech-savvy. The use of digital technology in voter registration or candidate registration processes is considered to reduce bureaucracy and minimize administrative errors".

The researcher's interview with Mr. Azwar, one of the people of Nagan Raya Regency who was the second speaker, said that: "Although it was welcomed, the community also identified some challenges and risks that must be anticipated from a legal and constitutional point of view such as One of the biggest concerns is the potential for hacking or manipulation of data, both in the electronic voting system (if any) and Sirekap. This issue is considered very crucial, because inaccurate data can damage the legitimacy of the election results and hurt the principle of honest and fair elections" ^[20].

"Digital Gap, Respondents from community leaders emphasized that not all regions in Aceh have equal internet access. The massive use of digital technology can create inequality of information and participation, potentially violating the constitutional right of every citizen to vote and be elected equally. The public is worried about the spread of hoaxes, disinformation, and hate speech on social media that go unchecked. This issue is considered to be able to damage the democratic climate and violate the legal rules related to campaigns. The question is, how do the state and the organizers of the Regional Elections (Independent Election Commission and General Election Supervisory Agency) ensure law enforcement in this digital realm? "Some people

question whether the use of digital technology, such as Sirekap, has a strong enough legal basis to be used as an official tool for vote recapitulation. Otherwise, the results displayed may become legally non-binding and potentially trigger disputes in the future."

The researcher's interview with Mr. Samsul Bahri, one of the people of Nagan Raya Regency who was the third speaker, said that: "The community expressed some hopes that the digital transformation in the Regional Elections can run effectively and in accordance with the principles of Constitutional Law. The government and the Independent Election Commission are expected to increase digital literacy for the public, especially in remote areas, so that they can use technology wisely and avoid hoaxes. Clearer and more binding regulations are needed regarding the use of digital technology in the Regional Elections, which expressly regulate sanctions for cybercrime perpetrators or hoax spreaders". "The public hopes that the digital system used is truly transparent, open-source, and has gone through strict trials to ensure its security. Strong coordination is needed between the Independent Election Commission, the General Election Supervisory Agency, Kominfo, and the police to overcome legal challenges in the digital realm, so that law enforcement can run effectively" ^[21].

This interview concluded that the people of Aceh welcome the digital transformation in the Regional Elections, but are also aware of the risks and legal challenges that come with it. In order for this innovation to strengthen democracy, a strong legal foundation, a system that is guaranteed security, and massive education to all levels of society are needed.

Voter Involvement in the Aceh Regional Election Constitutional Law Perspective

From the point of view of Constitutional Law, voter involvement begins with the recognition of basic rights guaranteed by the constitution.

1. Right to Vote. This is the most basic political right. a) The 1945 Constitution, Article 28D paragraph (3) affirms that every citizen has the right to equal opportunities in government. Voting rights 89 is a form of implementation of this right. Article 28J paragraph (2) also contains that this right can be limited by law, which in the context of the Regional Elections 89 and the Aceh Election Law and Qanun. b) Law Number 11 of 2006 concerning the Aceh Government Law, this law guarantees political rights to the people of Aceh, including the right to elect their own leaders through democratic mechanisms. This confirms that the right to vote in Aceh is not only guaranteed nationally, but also specifically by the regional autonomy law. c) Qanun Aceh, Qanun Pilkada regulates more technically the requirements for voters, such as minimum age (17 years old or married), and other criteria that must not be discriminatory.
2. Right to be Elected; This is the right to run for office. Although not all voters exercise this right, the Constitutional Law guarantees equal opportunities for every eligible Acehnese citizen to become a candidate for leadership, either through national political parties, local political parties, or individual channels.

Voter involvement is not limited to voting days, but covers all stages of the Regional Elections. Each stage has its own legal basis:

1. Registration and Determination of the Permanent Voter List a). Legal Aspect, Voters have the right to be registered and verified. b). Voter Engagement, Voters are required to proactively check their personal data on the permanent voter list announced by the Aceh Independent Election Commission.
2. Participation in Campaigns such as a). Legal Aspects, b). Voter Engagement, Voters have the right to be present at the campaign, ask questions, and get accurate information from the candidates.
3. Election Supervision consists of: a). Legal aspects, Constitutional Law guarantees the right of citizens to supervise the democratic process. b). Voter Engagement, Voters can be part of participatory supervision, reporting fraud, money politics, or campaign violations to the Election Supervisory Committee.
4. Voting such as a). Legal Aspect, this is the pinnacle of the right to vote. b). Voter Engagement, Voters come to the designated Polling Place, vote, and put ballots in the ballot box.

Although voter rights are guaranteed, there are several challenges that often arise, which are also issues of Constitutional Law, which are as follows:

1. **Conflict of Norms:** The existence of regulatory dualism (national law vs. Qanun) can sometimes confuse voters. For example, technical regulations regarding the operating hours of Polling Stations or voting procedures that may be of local specificity.
2. **Permanent Voter List Disputes:** Disputes over the permanent voter list are often a source of legal disputes in the Constitutional Court. If the voter list remains inaccurate, citizens' voting rights can be ignored, which violates the principle of constitutional justice.
3. **Threat to Voter Sovereignty:** Illegal practices such as money politics, intimidation, and the spread of digital hoaxes threaten voter sovereignty. From the perspective of Constitutional Law, this damages the integrity of the Regional Elections and can nullify the election results.
4. **Low Participation Rate:** Constitutional Law cannot force citizens to vote. The challenge is how the Aceh Independent Election Commission and other institutions can increase voter participation without violating the principle of freedom, in an educational and persuasive way.

Interviews were conducted with respondents from various backgrounds showing diverse views regarding the level of voter participation.

The researcher's interview with Mr. Reza, one of the communities (Novice Voters/Students) who was the first speaker, said that: "They have a high enthusiasm to get involved, especially in voicing issues that are relevant to young people. They see the Regional Elections as a crucial moment to elect leaders who care about education, employment, and environmental issues. However, there are also those who claim to be apathetic because they feel that their choices will not change much" [22].

The researcher's interview with Mr. Ramli, one of the communities (Tokoh Adat/Masyarakat who was the second

speaker), said that: "The community leaders emphasized the importance of participation as a form of moral and constitutional responsibility. They actively encourage citizens to use their voting rights as part of a tradition of deliberation and consensus that is firmly held" [23].

The researcher's interview with Mrs. Syarifah, one of the communities (housewives) who was the third speaker, said that: "As a housewife, she shows her concern for family welfare issues, such as the price of basic necessities and health services. They argue that participation is a way to ensure that elected leaders can make pro-people policies" [24].

This interview underlines several important points from the perspective of Constitutional Law, namely that voters understand that the right to vote is a constitutional right guaranteed by the 1945 Constitution. They see the Regional Elections as a formal Ethnic, Religious, Race, and Inter-Group to exercise these rights. However, some respondents highlighted that limited access, such as distance to the polling station or lack of information, can deter citizens from exercising their rights to the fullest.

Voter involvement is seen as an embodiment of the principle of people's sovereignty. The higher the participation, the stronger the legitimacy of the elected leader. Conversely, low participation can raise questions about the legitimacy and representation of elected leaders. The respondents argued that the Independent Election Commission and the General Election Supervisory Agency have an important role in providing political education to the public, not only election technicalities, but also an understanding of the meaning of democracy, the rights and obligations of citizens.

Although the awareness of participation is quite high, there are several challenges identified by voters such as the rise of hoaxes and fake news, especially on social media, being the main barrier. This can cause doubt and confusion among voters, so they are reluctant to participate.

Money Politics and Intimidation so that some voters are worried about the practice of money politics that can hurt the principles of honest and fair elections. They hope that the General Election Supervisory Agency can act decisively in cracking down on this practice. Political Apathy: Some people feel apathetic because political promises are often not fulfilled. This can reduce their motivation to come to the polls.

Conclusion

The researcher concluded that the overall data obtained on the researcher's analysis from the explanation of the problem formulations are as follows:

Political communication strategies used in the Aceh Regional Elections from the perspective of constitutional law the political communication strategy in the Aceh Regional Elections cannot be separated from the constitutional law framework that governs the implementation of elections in Indonesia. Despite its specificities, the strategies implemented must remain subject to national legal norms, while still adapting local values to gain legitimacy and support from the community.

Legal regulations applied in the Aceh Regional Elections from the perspective of constitutional law the legal regulations applied in the Aceh Regional Elections reflect the character of a unitary state that provides special autonomy. This regulation seeks to balance the need for

national law to hold simultaneous regional elections with the specificity of Aceh guaranteed by the Aceh Government Law. However, these regulatory dynamics also pose challenges, especially related to the issues of norm inconsistency, which require careful interpretation and enforcement of the law from the relevant parties.

Digital transformation used in the Aceh Regional Elections from the perspective of constitutional law The Acehnese people welcome the digital transformation in the Regional Elections, but are also aware of the risks and legal challenges that come with it. In order for this innovation to strengthen democracy, a strong legal foundation, a system that is guaranteed security, and massive education to all levels of society are needed.

Voter involvement in the Aceh election from a constitutional law perspective Voter involvement in the Aceh election is seen as a fundamental element in the Constitutional Law system. The community realizes the importance of using the right to vote as a form of people's sovereignty. However, to ensure quality participation, collective efforts are needed from election organizers, election participants, and all elements of society to overcome challenges such as the spread of hoaxes and money politics, as well as improve sustainable political education.

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