
Social Construction of Politics and Religion: Study of 2024 Election Jingles in Surabaya City KPU Environment

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Abstract

The 2024 Election Jingle "Choosing for Indonesia" is used by the Surabaya City General Election Commission (KPU) as a means of communication to support the Election's spirit. This study aims to understand the construction of the jingle playback in the internal environment of the Surabaya City KPU through a phenomenological approach and Peter L. Berger's social construction theory. The study examines three main stages—externalization, objectification, and internalization—regarding how a jingle is a communication and motivational tool. Data were collected through observation, interviews, and documentation from four informants at the Surabaya City KPU. The jingle playback illustrates a social construction process, with regular playbacks promoting democratic values similar to religious teachings. Objectification occurs as the jingle integrates into organizational culture, symbolizing collective identity and shared values, much like religious symbols in people's lives. Internalization is reflected in individuals' varying interpretations of the jingle, inspiring some to conform to its message while others engage differently. This process highlights how values of fairness and participation are embedded in personal and organizational identities. Regularly playing the jingle at 10 am and 3 pm boosts enthusiasm, awareness of democratic principles, and solidarity among KPU employees, similar to how religious rituals reinforce commitment to moral values.

Keywords: Jingle, 2024 Election, Social Construction, KPU Surabaya

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INTRODUCTION

Jingles, as a communication strategy, generally introduce a product to the public. Because of this, the General Election Commission uses jingles as short-duration promotional songs that appear on radio and television advertisements, conveying important information to the public (Abdi, 2024). The General Election Commission, as the official Election organizing body in Indonesia, set the 2024 election jingle with the title "Choosing for Indonesia" as a symbol of branding identity to serve the public using their voting rights (General Election Commission 2023). The Brown Band was chosen by the General Election Commission for the creation of the 2024 election jingle because it already had experience in creating the 2019 election jingle and was pleasing to the ear so as to build a sense of excitement for the arrival of the 2024 election. The jingle titled "Choosing for Indonesia," according to Kikan, the vocalist of Band Cokelat, attempts to present a memorable message that can be conveyed to the public (Prabowo, 2022).

Jingles are not only designed to introduce elections. According to (Abdi, 2024), jingles have a deep impression through repetitive and memorable messages by introducing an activity so that the message can be conveyed. Jingles are considered to be chosen because they have five important components underlying them. According to (Keller, 2008) and (Soehadi & Rosyid, 2005), these components include: 1. Memorability: the nature of the jingle is easily recalled by the audience and easily recognized by consumers; 2. Meaningfulness: The jingle has meaning and significance, 3. Likability: the jingle has a visual and verbal interest (Rich in visual and verbal imagery), or the jingle has interesting and interesting things to hear; 4. Adaptability: can adapt to the times; 5. Protectability: Jingles are protected through legal entities (legality) and have their own uniqueness, "*Competitive*" (Ardiyani, 2013).

Harimas (Wikananta, Aji, and Askanta 2022) in his research explain that continuous playback of jingles has an influence on the emotional response of an employee, including fostering a *sense of* employee enthusiasm, raising awareness of the transformation process, providing a *sense of* pride, and feeling a *sense of belonging*. Jingle music has an influence on a person. The findings of Abdul Haris and Sandy (Haris & Sirait, n.d.) explain that jingles influence the spirit of 75% of (26 respondents). Similar findings were also made by Jacgua and Widodo (Saputro & Setianto, 2023), which suggests that jingles have an influence on the level of awareness of a brand, although not significantly.

The use of jingles can be socialized in every electoral process, and they cannot be separated from the KPU in several districts and cities, such as the KPU of Surabaya City. As an official organizing body of elections, it has the task of running democracy and building bridges to determine the future government through the election process in Surabaya City. The mandate is stated in Article 1, paragraph (2) of the 1945 Constitution of the Republic of Indonesia. The Surabaya City General Election Commission is guided in the process of carrying out its duties, functions, and authorities through articles 228 to 230 of the General Election Commission Regulation No. 14 of 2020, which regulates the main

tasks and internal functions of the General Election Commission, in the argument states that the entire process of assisting the preparation of work plan programs, administration, logistics, finance to human resources is needed in the Election of the City / Regency KPU carrying out these functions (General Election Commission of Surabaya City 2022).

The use of jingles is an interesting phenomenon in the socialization of society. Socialization of Election Jingles to the public was held by the General Election Commission of Surabaya City, one of which was carried out by playing Jingles at several traffic lights to malls in Surabaya City. The Commissioner of the Socialization, Voter Education, Public Participation and Human Resources Division explained, *"Collaborating with several entrepreneurs or stakeholders to play election jingles regularly"* (Koloway, 2023). The KPU of Surabaya City, with this, is making active efforts to socialize the 2024 elections actively with the people of Surabaya.

The interesting thing in this research is to reveal the use of jingles and whether it is only aimed at the public. The election jingle was also played within the Surabaya City KPU as it fostered enthusiasm for carrying out the election process. KPU Surabaya members carry out the 2024 election jingle every day by standing at the time of the election jingle at the KPU Surabaya Office every 10 am and 3 pm West Indonesia Time, where every time the election jingle is played all members of the Surabaya City General Election Commission are expected to stand by applying a ready body attitude. Jingles are expected to foster a sense of spirit (KPU Surabaya City 2023), also supported by the statement of the Chief Secretary of the Surabaya City KPU Titus Saptadi stating, *"The spirit of nationalism and integrity of Leaders and Staff has increased,"* which means that members become more enthusiastic dedicated to upholding the value of integrity Then how is the condition of the Surabaya City General Election Commission members in playing election jingles in their office?

Uploading the official website post of the Surabaya City KPU Routinely Implementing election jingles (KPU Surabaya City 2023) The activity is a follow-up to the Circular Letter of the Secretary General of the KPU Number 8 of 2023 concerning the 2024 Election Jingle and the National Song Padamu Negeri. The jingle screening activity at the City KPU office was not only followed by the Surabaya City General Election Commission Peg, but several other City KPUs also carried out the same thing, as did the Payakumbuh City KPU in the official Instagram post that this screening was carried out in order to support the socialization activities of the 2024 election stages and as a commitment to serve the community to use their voting rights and increase solidarity, nationalism, korsa spirit, loyalty and integrity (KPU Payakumbuh 2023). The Secretary of KPU Surabaya, Titus Saptadi, said that the Election Jingle aims to support the socialization activities of the 2024 election stages as a means of commitment to serve the community to use their voting rights and increase community participation. The documentation also shows very clearly that the KPU staff carried out the activity, followed by several interns standing in the election jingle at the Surabaya City General Election Commission office.

An organization certainly has an organizational culture that is different from one

another. This organizational culture is an adjustment to the views of behavioral styles, as well as actions that become new acceptable habits based on shared values, thus creating new energy in the organizational environment in achieving certain goals (Waruwu et al., 2023) in (Lase et al., 2024). According to Milošević et al. (2021), organizational culture shapes the internal structure of the company by setting values and patterns of behavior, strengthening team goals, and supporting the team in moving in one direction (Lase et al., 2024). The Surabaya City General Election Commission, as an organization, must have a strong organizational culture to achieve its goals. The organizational culture at the Surabaya City General Election Commission can be seen in the mission that the KPU wants to achieve, one of which is to formulate regulations in the field of elections that provide legal certainty, progressive, and participatory improve the quality of elections services for all stakeholders; increase voter participation and quality in elections, strong state sovereign voters. An organizational culture that emphasizes service quality gives members a work culture such as high motivation to achieve work targets, so members often require additional working hours. This work culture then affects the internal dynamics of Surabaya City KPU members during the screening of election jingles.

Screening of election jingles has unwritten normative rules. Surabaya City KPU members are expected to stand for 4.30 minutes with their hands on their chests. After a long 3.00 minutes standing, there is a continued playback of the national song *padamu negeri* for 1.30 minutes to foster the spirit of nationalism; this is in line with the statement of the Chief Secretary of the KPU Surabaya City (KPU Surabaya City 2023). The screening of the 2024 election jingle was followed not only by the staff but also by the leadership of the commissioners. The security of the General Election Commission Office also appeared to stand during the screening of the 2024 election jingle. Through field observations at the Surabaya City General Election Commission office, researchers saw that some members did not stand up because they were still doing their work in front of their laptops. There were still some members outside the room during the election jingle screening process. These dynamics show the existence of resistance or misalignment between the objectives of the jingle policy and the daily reality in the field. This difference in acceptance can affect the effectiveness of jingles as a communication and motivation tool. The KPU jingle should have been played by all KPU members to bring out the spirit of the KPU members in the process of implementing the Election. With the differences in the process of body attitudes of members of the Election, jingle playback, such as some members standing but also some who are still carrying out work, so they sit in front of the laptop. These dynamics reflect variations in compliance with policies and acceptance of jingles as a motivational tool.

Related to the phenomenon of jingles at the Surabaya City KPU, this study is interesting because it examines the construction of thoughts within the members of the Surabaya City KPU in the process of playing election jingles in progress. Where through this study, it is important to explore how reality occurs in the three stages of externalization, objectification, and internalization from the perspective of social construction from Peter L. Berger and Thomas Luckmann (Safitri & Handoyo, 2023) using a phenomenological approach can explore the meaning and motives for action of Surabaya KPU members in

playing jingles (Hendrawan & Drajat, 2023). From the description of the background, the research that will be studied is how the Social Construction by members of the Surabaya City KPU is about the 2024 Election Jingle Playback.

METHODS

Construction research on Surabaya City KPU members in playing the 2024 election jingle uses qualitative methods; according to (Moleong, 2010) and (Hadi, Asrori, and Rusman 2021), the purpose of qualitative methods is to understand phenomena that occur in natural social contexts experienced by research subjects holistically. Qualitative research instruments are emphasized on humans.

This research uses Alfred Schutz's phenomenological perspective. Phenomenology is scientific knowledge and experience. Humans have experienced and caused an awareness called Social Action. Schutz has an interpretive process that clarifies or knows the real meaning. Human life is an important asset in the world of phenomenology because humans have subjective meaning and have their own interpretation and understanding of the conditions of social reality in accordance with the theory of social construction (Berger & Luckman, 1990).

The research was studied using the social construction theory of Peter L. Berger. The basic reason for the researcher is to examine more deeply the construction of members of the General Election Commission when playing the 2024 election jingle through 3 main focuses (externalization, objectification, internalization) so that it becomes a research result (social construction). Peter L. Berger and Luckmann argue that human life is a reality with subjective meaning that can be considered true from human perception (Berger & Luckman, 1990). Berger and Luckman believe that reality is the result of human habits that have creativity through the power of construction in the social world: *"Reality is socially constructed"* (Anwar & Adang, 2013)

This research took place at the Surabaya City General Election Commission office. The location selection certainly has rare rational considerations and can be accounted for. The reason the researcher chose the research location methodologically was to find out how the construction of Surabaya City KPU members on the screening of the 2024 Election election jingle. The results of initial observations conducted by researchers at the Surabaya City General Election Commission office have several considerations for choosing this location as a place of research:

1. KPU Surabaya City, as one of the drivers of the election process located in Surabaya City in running the phenomenon,
2. Found out that the 2024 election jingle is played every Monday to Friday at 9 am and 3 pm at the KPU office in Surabaya,
3. Furthermore, there is a posting through social media of the Circular Letter of the

Secretary General of the KPU Number 8 of 2023 concerning the Playback of the 2024 Election Jingle and the National Song Padamu Negeri, where one of the City KPU agencies in carrying out these instructions (KPU Surabaya City 2023),

4. There are differences in body attitudes from each individual member of the KPU Surabaya City in responding to the process of playing the 2024 election jingle.

Researchers are interested in the construction of what happened to the members of the KPU of Surabaya City in the screening of the 2024 election jingle. As a scientific development, location selection can be considered important in the research process, so it is expected to be able to provide maximum results.

In determining the informant, the researcher uses a purposive sampling technique, according to (S 2010) in (Hadi et al., 2021) selection of subjects with purposive sampling techniques for having distinctive or special characteristics and links with known criteria. The criteria for research subjects are as follows: KPU Surabaya members (*commissioners, staff, Head of section, security section*) who work at the General Election Commission of Surabaya City. The reason for the Surabaya KPU members, including commissioners, staff, section heads, and security, as research subjects is because they are the executors in the jingle playback order contained in the General Secretary Circular letter no.8 of 2023. Researchers make observations or go to the field directly to get information from research subjects, and more *valid* data is used.

The data collection technique used in this study consists of primary data and secondary data. According to Saryono (Ratnaningtyas et al., 2023), primary data is data taken directly from members of the Surabaya City General Election Commission through interviews, observation, and documentation, and secondary data is data obtained from other parties not obtained by researchers from their research subjects, in other words, researchers use literature studies or e-journals, trusted e-books, so as to obtain relevant data on the research study in the field. This research uses observation, interview, and documentation methods. Researchers provided a research letter to the Surabaya City General Election Commission Office. The research letter addressed to the Surabaya City KPU secretariat is the initial step in the research stages carried out by researchers, including:

Observation (Johnson, 1975) in (Hadi et al., 2021) reveals that every researcher can carry out observations from simple to complex forms; in other words, researchers can find out how the phenomenon actually occurs in the Surabaya City KPU office. Direct observation is carried out by the researcher and interacts with the research subject. In the process of observation, researchers understand and explore information in depth.

The interview is one of the powerful methods of revealing information about what people feel and think about various aspects descriptively and exploratively. Therefore, this researcher chooses this method to reveal how this construction occurs. According to (Adi, 2021) (Hadi et al., 2021) explain that the type of structured interview was chosen in this research so as to get advantages in several aspects: 1. The purpose of the interview is clear

and centered on research on members, 2. Young answers are recorded and coded; 3. Data is easier to process and compare with each other, but the weakness in structured interviews is limited freedom of opinion for respondents (Nurdin & Hartati, 2019).

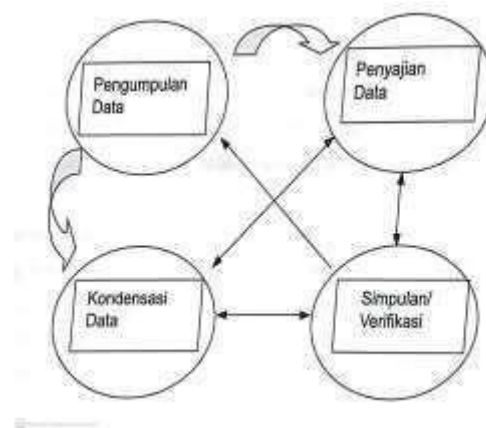
Documentation aims to obtain data directly at the Surabaya City General Election Commission; documentation attachments are relevant files such as activity reports, and research photos (Nurdin & Hartati, 2019), as well as researchers, have documentation of the attitude of KPU members carrying out the screening of the 2024 election jingle. Research is supported by credible documents so that it can strengthen observation and interview data.

Data analysis is needed by researchers to reveal what new information related to construction occurs among members of the General Election Commission so that it becomes an insight

into a phenomenon that is easily understood. According to Taylor (1975) (Nurdin & Hartati, 2019), the meaning of analysis is the process of detailing a formal effort to find themes and formulating an idea that is recommended to provide assistance to the idea being initiated.

There are three stages. The analysis technique must be carried out according to Miles And Huberman (Nurdin & Hartati, 2019) form:

Figure 3.1 Miles and Huberman data collection technique



Source: (Usman and Akbar, 2017)

1. Data collection: This is carried out by re-tracing the results of the field notes that have been made; then, if the researcher records the interview, it is processed into a transcript of the recording results. The next step is selecting unimportant information by providing codes. Overall data collection for Miles and Huberman is naming the interpretations that have been made,
2. Presentation of data, according to Miles and Huberman, provides recommendations for using

matrices in presenting research results so that they can be easily understood,

3. Data condensation, by classifying, sharpening, and selecting important data or not and grouping data so that the data can be organized,
4. Drawing conclusions: The final stage for researchers is to re-understand the findings from the interviews, and then researchers check the validity of the data by rechecking the data presentation.

RESULTS AND DISCUSSION

The research subjects below were selected by the researcher using purposive sampling in accordance with the research method. The researcher managed to collect research data through

15 members of the Surabaya City General Election Commission. Technical interviews were conducted offline at the Surabaya City General Election Commission office with consideration of conditions. The subject profiles are as follow:

Table 4.1 Profile of Research Subjects

NO	NAME (Position)	LAST EDUCATION
1.	Subairi (Commissioner of the Voter Education Socialization, Public Participation, and Human Resources Division)	S1
2.	Naafillah Astri Swarist (Planning, Data and Information Division)	S2
3.	Hendri Afriant (Head of Sub Division of Community Participation)	S2

Subairi (Commissioner of Voter Education, Community Participation, and Human Resources Division)

Subairi, a graduate of Surabaya State University, is also an alumnus of the Indonesian Islamic Student Movement (PMII). Subairi has been said to be an experienced in the field of elections for 21 years, where his career began in 2003 to 2005 as part of the Indonesian Election Monitoring community network in the city of Surabaya. In 2015 to 2016, as the District Election Committee (PPK) Gunung Anyar Surabaya KPU. Then, from 2017 to 2018, Subairi served as part of the Expert Secretariat of the East Java Provincial KPU. Currently, he serves as a Surabaya City KPU Commissioner, with responsibilities in the Voter Education Socialization, Public Participation, and Human Resources Division. In this role, Subairi is responsible for increasing public understanding of the importance of participation in elections, developing socialization strategies for voters, and managing human resources involved in the election process. In addition to being an election organizer, Subairi has been interested in pursuing a career as a journalist at Sindo Newspaper from

2005 to 2017.

When the interview process took place, the researcher already knew what the Subject's background was when he worked when he first entered the General Election Commission until he became a commissioner at the Surabaya KPU. After that, a discussion of the 2024 election jingle or the experience of the jingle took place. According to the Subject, the process of playing jingles in the KPU environment every 10.00 am and 3.00 pm can be a spirit; if it does not have a jingle in an organization, it does not have a special characteristic. Therefore, election jingles are based on electoral characteristics. Jingles can be easily remembered and instilled as a whole, especially in the KPU environment, and can be animated for the listener.

If the election jingle is in the KPU environment, wherever the organization is, if there is no jingle or the march is empty, it means, for example, the bank has a jingle song, well if it is played or sung many times in our brains it is embedded and becomes a collective memory oh every day it is sung like Indonesia Raya, and the person besides memorizing also animates. That's why where the name of the organization or institution, if it does not have a characteristic jingle, is empty, and there is no encouragement. When playing the election jingle, they automatically stand up and memorize, then animate.

Jingles were chosen according to the Subject because the music is quite suitable for welcoming the electoral process and also jingles have a short duration and are easy to remember, jingles can be an effective means of communication therefore jingles are used every electoral process takes place, although each Election has different lyrics. on the other hand jingles have the Sura Sulu mascot that is also a branding for the KPU in the Election.

From the duration of time, the jingle is only 30 seconds, I think it is enough, if the duration is long, to repeat it is difficult to memorize that's why the jingle was chosen as an effective communication and that is the reason for making the election jingle every year and used, in addition to the jingle there is a mascot sura sulu as an election icon.

The use of jingles in the atmosphere ahead of the 2024 General Election certainly has a purpose in the Surabaya KPU environment, according to the Subject's view as one of the commissioners, because with a short enough duration so that it is easily understood and imbued by listeners, especially in the Surabaya KPU environment itself.

to create its own brand and for its own employees. Because this jingle exists, inevitably, it is memorized by fork employees and automatically animates it.

Since a long time ago, the election process has had a tradition; the tradition is also included in this jingle, which should be animated or at least memorized the jingle as an expression of tradition within the Surabaya City KPU environment, according to the Subject has long listened to this election jingle, but it has different lyrics since the election march

titled the whole people welcomed the joy created by

Mochtar Embut (January 5, 1934 - July 20, 1973) published in 1970, stipulated by the Decree of the Minister of Home Affairs / Chairman of the Election Institute No. 28/LPU/1970.

Since 2010, the electoral process has been animated through jingles; at least, singing the jingle is memorized as part of the tradition. And has been listening for a long time, but the lyrics are different, as well as the first time hearing the election march with lyrics like this: "The general election has called us all the people welcome joy." It is also part of the jingle.

Through the point of view of the KPU commissioner, it explains that the lyrics of the general election jingle are accepted by all elements in the KPU Surabaya environment; it appears when the listeners are animated when singing the strains of the election jingle. Those who can not run or follow the playback of the jingle "No" get consequences

In addition to accepting and animating, such as when singing the order to stand up, so far there have been no consequences for those who cannot carry out."

Of course, the screening of election jingles within the Surabaya City KPU can be carried out and takes place has rules or instructions that apply as well as regulation No. 8 of 2023 concerning the screening of election jingles, with the rules of screening within the Surabaya City KPU, all elements within the Surabaya City KPU institution run every Monday to Friday at 10.00 am and 3.00 pm West Indonesia Time. Playing the election jingle is done in a standing position as a form of animation. Through this regulation, socialization is needed within the Surabaya City KPU institution itself so that it can be implemented evenly.

"Because of the existence of these regulations, the regulations are hierarchical above my consulate there is a provincial KPU and above the KPU RI because of the instructions from the superiors, we have carried out so far in playing jingles with a standing position to animate the jingle, we convey the letter number so and so to run meetings and meetings".

Since the General Election will be held in 2024, the stages of organizing the Election are regulated through Article 3 in the General Election Commission Regulation (PKPU) Number 3 of 2022 concerning Stages and Schedule for Organizing the General Election in 2024. The Subject also felt that playing this election jingle did not interfere with his work. As an implementer, he needs to understand the stages systematically. Inspiration is needed in carrying out every stage of work, including the playback and delivery of jingle lyrics so that the message conveyed can inspire the listeners.

Inspiration from me, yes, animating through the lyrics so that we can understand in undergoing the stages of the election stages and feel uninterrupted, it

becomes fun, and it's just a matter of self-habits, on the contrary, why don't you play this already at what time.

Naafillah Astri Swarist (Planning, Data and Information Division)

Naafillah Astri Swarist is a commissioner at the Surabaya City KPU; she has been a commissioner since 2019, serving in the Planning, Data, and Information division. At that time, the Surabaya City KPU was chaired by Nur Syamsi and Subairi. Naafillah studied up to S2 level. Naafilah has been very experienced in the field of data at the KPU from 2019 to 2024 and was re-elected as a commissioner in the same division before and is now chaired by Soeprayitno for the period 2024 - 2029. By working long enough at the Surabaya City KPU, naafillah is also experienced in hearing jingles when played on the eve of the general Election. At that time, naafilah also listened to the 2024 election jingle before being inaugurated again in 2024. So researchers chose naafillah as a research informant because it fits the criteria of researchers because of the experience of hearing repeated election jingles. According to Naafilah, the election jingle has a special message that is addressed according to the applicable provisions.

Every election jingle is different, both local elections and elections and it carries a special message and a special tagline aimed at the organizers of the KPU RI; we at the Surabaya City KPU follow suit. The first time I heard the election jingle, the first thing that occurred was to compare it with the previous jingle, and since the musicians of the 2019 and 2024 election jingles are the same, it's just that the lyrics are different and return to the tagline message 2019 sovereign voters while 2024 Free General is secret fair and honest so the main message is in accordance with luber juridical and it is always echoed by the kapu. Every Election, there is always another jingle adjusting the message to be achieved, such as the 2019 sovereign voters because we are a democratic country (demos kratos), so voters start for the community, and that is stated by the KPU.

Tutor tefillah jingles can reach the community. It becomes the main goal in the continuous loading of jingles, with the jingle not only as a tradition. *Actually, the jingle is not the main one; I think this jingle is in the national election advertisement and campaign, so how does the KPU package the "campaign advertisement" by the organizer to reach the community? Yesterday, someone made a movie. Of which had a public service jingle, the jingle as one of the approaches to the community needs to be remembered and played continuously so that it hits and is repeated by the KPU February 14, 2024, continues to be echoed as a form of socialization and it is legitimate not just as a tradition* With the screening of the jingle the Subject feels that the message can be transformed in the community and this happens in the body of the ad-Hoc body because audiovisuals are easy to remember.

The jingle is played at every official KPU event after singing Indonesia Raya, and the jingle is played after we sing together. I think it's a message that hits the

people, and we socialize several times. There are those who don't listen to the radio, and even YouTube repeated messages like that, so it doesn't just stop at the Surabaya City KPU; even the Ad Hoc body also plays so that the message can be more effective than advertisements in the form of writing so that audiovisuals for me are more relevant to the community.

Subjects felt energized by the jingle in accordance with the chosen genre and the body response was more energized as an organizer because it was played repeatedly.

The genre chosen is eager to arouse the spirit of Indonesian citizens; even the jingle is felt by elements of the Surabaya City KPU. I first heard the election jingle in the days of Slank, and I already knew. The body's response when hearing the jingle is more enthusiastic; as an organizer with the jingle and not, there must be a difference, especially when it is played repeatedly, although something that is repeated is boring. However, the jingle is not only for us but for the community, so the community knows. When I first heard it, it was unfamiliar and did not match when it was played repeatedly; it was also okay to match the things to be achieved during the last Election for me, yes, more enthusiasm.

Playback of jingles certainly makes the human self feel bored, but for this Subject, it is a common thing with the jingle as the organizer is certainly more excited, and for the Subject of the most enjoyable jingle in 2019 entitled Sovereign Voters Strong Indonesia.

For me, the playback of jingles is not a distraction, but it is played continuously; there is boredom; it is human if you are distracted as an organizer during the stages for me, not at all. And the order only hears and jingles. KPU RI makes jingles in addition to socialization as well as for enthusiasm in contrast to marches, which are rigid and made. What I like the most is the 2019 jingle titled Sovereign Voters Strong Indonesia.

Hendri Afriant (Head of Sub Division of Community Participation)

The Subject, Hendri, is an experienced person in the world of politics who is more focused on the field of elections and regional elections. Hendri has taken education up to the Masters level. In 2024, he held a strategic position as Head of the Community Participation Subdivision at the Surabaya City General Election Commission (KPU); Hendri continues to encourage active community participation in the electoral process. Hendri has been in the world of elections since 2003; he first joined in 2003 until 2020 as secretary of the Blitar City KPU, where he developed a deep understanding of the dynamics that occur within his scope of work. After that, Hendri continued his service as Secretary of the Tulungagung General Election Commission as sub-coordinator of Technical and Public Relations, expanding his experience and skills in dealing with the election process. Hendri in 2023 until the beginning of 2024, was then entrusted with serving at the East Java Provincial level; in strengthening his coordination and party, he has taken education up to S2, and now he serves as Head of the Public Participation Subdivision at the Surabaya City

General Election Commission since the beginning of 2024 Hendri has been involved in the world of General Elections and Regional Elections since 2003. He started in the General Election Commission in Blitar in 2003 until 2016, first Hendri in Blitar, then in Tulung Agung. After that, he entered the East Java province, serving as.

When entering the discussion about the jingle, the Subject felt that the jingle produced by the KPU-RI and sung by a local singer could increase the spirit in carrying out the election stages. According to him, the screening of the jingle coincided with one of the national consolidation events, thus adding energy and enthusiasm to the implementation of the General Election. The Subject sees this jingle as not just a song but as a burning encouragement, providing a positive emotional boost for the implementers and all parties involved in the Election, one of which is the Head of the Surabaya City Community Participation sub-section. According to the Subject's view, the playing of the jingle has a purpose for public participation, namely as a spirit to succeed in the Election.

This jingle from the KPU-RI and the singer from Kotak can add enthusiasm, and on that day, there was a national consolidation that also added enthusiasm to the stages of the Election can be a burning encouragement for the implementation of elections

"The playback of the jingle is a product of KPU RI. Hopefully, it will increase the enthusiasm for the success of the Election so that public participation is achieved."

The Subject has heard the general election jingle since Slank Mars Pemilu was published, after which the Subject responded to the physical response of the body when the general election jingle was played by adjusting to the song. The Subject also followed and carried out the screening of the election jingle even though, at that time, he was at the Tulungagung KPU Position.

through jingles we have to adjust the songs and music, such as movement movements as well as we have made FlashMob through the jingle, yes at that time I was still in Tangerang there was a circular from the KPU at 10 am and 3 pm, which means that in carrying out it does not mean leaving and ignoring work but we have to stand and listen to the jingle that we know that we are carrying out stages not just working.

Of course, in playing this jingle, there are protocol rules that must be followed; this is also carried out by the Subject. If there are guests, they will be invited and posted via social media so that they can find out that this is the culture carried out by the Surabaya City KPU agency

We are conditional if there are guests at that time. We even invited them to let them know that there are also screenings and rules like this, and they looked happy when following the jingle in accordance with the protocol that was carried out after

the Indonesia Raya election jingle played. During the screening of this jingle, in addition to carrying out the rules, we also spread it on social media related to the rules, and we uploaded it, too, so that we could adjust it.

According to the Subject, the jingles follow the favorite era of the current voters who focus on Gen Z so that the meaning can be easily conveyed by the listeners.

every election period must have a different jingle, for example, the 2019 and 2024 election jingles have different lyrics, maybe related to the era, the lyrics adjust, maybe the music or lyrics follow the preferences of the audience, sometimes which voters are the biggest, the current generation is GEN Z so that the meaning contained in the playback is to increase community participation when in the parma environment.

Analysis of the Social Construction of Political and Religious Values in the Screening of the 2024 Election Jingle

Externalization: Election Jingles as Social Products

Externalization is the stage where individuals or institutions create social practices as an expression of certain values, ideas, or goals. In the context of KPU Surabaya, the screening of election jingles reflects externalization because this policy is the result of organizing election values into concrete practices that are implemented daily. The action is realized through the creation of jingles by KPU RI, the implementation of the jingle screening policy by KPU Surabaya, and the involvement of KPU members in the tradition.

Subairi, Commissioner of the Voter Education Division, described the importance of the jingle as an organizational symbol. He stated that a jingle is an identity that distinguishes an organization. According to him, *"If it does not have a jingle, an organization does not have a special characteristic. Jingles are made for electoral characteristics."* This statement emphasizes that the jingle is not just a song but also a symbolic representation of electoral values that become part of the KPU's organizational culture.

In Religion, this shows that election jingles are not just songs but symbols containing democratic and justice values, inspired by universal values often found in religious teachings. In religion, for example, symbols such as the cross in Christianity or the crescent moon in Islam serve as reminders of the noble values underlying the teachings. Likewise, jingles serve to embed the values of democracy and justice in the collective consciousness.

Naafillah Astri Swarist, Commissioner of the Planning, Data and Information Division, added that jingles are an effective communication medium. She explained that jingles are played consistently to convey messages according to the election theme each year. *"Every Election, the jingle is different. For example, in 2019 with the tagline 'Sovereign Voters' and in 2024 with 'Free, General, Secret, Fair and Honest.'"* Externalization is seen in how the KPU translates abstract values such as democracy and transparency into an

audiovisual form that is easily remembered and accepted by the public and internal KPU members.

The message in jingles in Naafilah's thinking can be analogized to religious teachings that often update how to convey moral messages according to the context of the times, but still maintain the essence of the basic values contained in the teachings. The same applies to jingles, which are adapted to socio-political needs to emphasize certain principles.

Hendri Afriant, Head of the Community Participation Subdivision, describes externalization through the implementation of hierarchical policies that ensure the jingle tradition is adhered to at all levels of the organization. He stated, *"The jingle is from KPU RI, and we implement it at the regional level to increase the spirit and participation of the community."* This shows that the playing of the jingle is the result of the adaptation of election values from the center to the regions, making it a structured social practice. This illustrates how externalization occurs with jingles as social products designed to support political goals, similar to the way religious and social practices are embodied in rituals that have a moral or spiritual purpose

Objectification: Jingles as Social Reality

Objectivation is the stage where social practices produced through externalization are accepted as objective reality and institutionalized in organizational culture. In the context of KPU Surabaya, the playing of election jingles has become a tradition that is considered natural and part of the organization's routine.

Subairi explains that the habit of standing when the jingle is played reflects the collective acceptance of the values conveyed through the song. He stated, *"The playing of the jingle is done in a standing position to be animated. This has become a habit in the KPU."* This tradition reflects objectification because KPU members have accepted the jingle as an inseparable practice from the work routine. This indicates that the playing of jingles has become part of the routine that is accepted collectively, similar to how the practice of worship performed in a certain position (such as standing during prayer) has become part of the religious culture that is no longer questioned. This objectification occurs because jingle playback has been accepted as an integral element of KPU culture, which has values that are lived out like religious teachings.

Naafilah also revealed that objectification is seen in how the jingle is played at all levels of the organization, including Ad Hoc bodies, so that the message is more widespread. She added, *"The jingle is played at all levels, even the Ad Hoc bodies. The message is more powerful because it is delivered repeatedly."* Objectification is seen in the acceptance of the jingle as an important element that supports the implementation of elections and the strengthening of organizational values at all levels. This shows how the jingle is accepted as part of a broad organizational culture, similar to religious rituals that are passed on in different layers of society, which reinforces the understanding and acceptance of the values contained in it. The message conveyed through the jingle, which is played repeatedly,

becomes a symbol that reinforces democratic values, similar to the way religion reinforces moral values through the repetition of prayers or commands.

Hendri provided a perspective on how jingles are accepted as an energizing element. He mentions, "*The playing of this jingle is not just a song, but a burning encouragement for the election organizers.*" This acceptance shows that the jingle has become an integral part of the organizational culture, accepted without question and considered natural. where the jingle has been accepted as part of the social reality and is lived as a legitimate and institutionalized routine in the organizational culture. This is similar to how religious teachings are passed on and accepted at all levels of society, becoming an unquestioned part of everyday life.

Internalization: Jingle Imbuing by KPU Members

Internalization is the stage where individuals absorb social values that have been objectivized as part of their consciousness. In the context of KPU Surabaya, internalization can be seen from how KPU members interpret the jingle as part of their identity, both personally and professionally.

Subairi explained that playing the jingle is not only a routine but also provides inspiration for carrying out the election stages. He stated, "*The lyrics are animating so that we can understand the stages of the Election. It becomes an inspiration, not a distraction.*" Internalization is seen in how Subairi interprets the jingle lyrics as a source of motivation that helps him understand and carry out his duties. Shows how the jingle is not only followed physically but also inspires KPU members emotionally and intellectually. This is reminiscent of how individuals internalize religious values through rituals and teachings that inspire their actions in daily life. Internalization in this context occurs when KPU members feel the spirit and motivation through the jingle, which becomes part of their identity in carrying out their duties.

Naafillah described that internalization occurs through emotional responses to jingles. She mentions, "*The body's response when I hear the jingle is more energized. I feel there is a difference if the jingle is played or not.*" This shows that jingles have become part of the individual's emotional experience, which energizes them to carry out their duties. The physical and emotional responses

expressed by Naafillah reflect how jingles have become part of who they are. This is similar to how internalized religious teachings can evoke physical and emotional responses in believers, such as a sense of peace when praying or when performing worship.

Hendri emphasized that jingles also form a habit that becomes part of the KPU members' identity. He stated, "*If it is not played, it feels like something is missing. It's a matter of ingrained habits.*" The internalization is seen in how this tradition becomes part of the individual's self, reflecting the values of the Election that are lived by the KPU members, similar to the religious habits formed in the practice of worship. This illustrates how the

democratic values contained in the jingle have been internalized by KPU members as part of their identity, both personally and professionally.

CONCLUSION

Based on the analysis conducted using Peter L. Berger's social construction theory, it can be concluded that the screening of the 2024 Election jingle in the KPU Surabaya City environment is not only an administrative routine but also part of the process of forming and maintaining collective and individual identities within the organization.

The externalization process is seen in the creation and implementation of jingles as social products that reflect election values such as democracy, participation, and transparency. The formal policy through Circular Letter No. 8 of 2023, which regulates the playing of jingles every day, shows that election jingles are not only a medium of communication but also a symbol that creates the characteristics of the KPU organization. Externalization is also seen in the traditions created and accepted as habits within the KPU, such as the requirement to stand during jingle playback, which reflects the adaptation of these values into daily routines.

Objectivation occurs when the playing of jingles is not only considered a rule but has been accepted as a "natural" part of the organizational culture. This tradition, which includes the playing of jingles at all levels of the organization, including Ad Hoc bodies, reflects that jingles have become institutionalized and become an integral element that strengthens KPU's identity and communicates election messages repeatedly and widely.

At the internalization stage, election jingles are not only a practice that is followed collectively but also accepted emotionally and personally by KPU members. As reflected in the interviews, KPU members feel motivated and inspired by the jingle, which becomes part of their identity as election organizers. The positive physical and emotional responses to the jingle show that the jingle is not just an administrative routine but has become an element that strengthens their passion and commitment to the organization of elections.

Overall, through externalization, the jingle becomes a symbol that represents KPU's organizational identity. In the objectification stage, the playing of jingles becomes a tradition that is accepted as part of the organizational culture, such as the habit of standing when the jingle is played, which strengthens the spirit and solidarity. Finally, through internalization, the jingle is not only accepted as a routine but also inspires and arouses enthusiasm among KPU members, making it part of their identity in carrying out their duties. Overall, the jingle serves as a means to strengthen democratic values and collective identity while building individual commitment to the organization of a successful election.

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