

The Digital Campaign of Regional Election Not Optimal in Gaining Voters

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Nyarwi Ahmad, Ph.D., as the UGM Expert of Communications, revealed that implementing a digital campaign for candidates battling in the regional elections could prevent the new Covid-19 transmission cluster. Still, it was ineffective in obtaining voter votes. "This digital campaign will not be optimal compared to the traditional campaign by gathering people in an event. Moreover, the lack of infrastructure that did not give support to its regions," said Nyarwi in response to the KPU's suggestion that Pilkada candidates use digital platforms to carry out the campaign on Saturday (10/10).

According to Nyarwi, this recommendation is practically aimed at preventing the transmission of Covid-19. According to him, the digital campaign is still not optimal because candidates and the public are not wholly aware of digital platforms.

In his remarks, the use of digital platforms for urban communities unquestionably does not matter. However, for residents of remote villages, it is undoubtedly challenging to access this digital platform. He explained that it did not matter if there were still election candidate pairs. It also did not matter if there were still success teams involved held a community meeting directly as long as all parties maintained to implement health protocols such as keeping a distance, washing hands, and wearing masks. "It all depends on the behavior of candidates and members of the community to

comply with the Covid protocol," he said.

Nyarwi also reminded candidates to properly manage their morals and ethics by not taking advantage of this pandemic situation to meet their political motives by using money politics to obtain votes. According to him, society's current condition is currently handling a severe development, unemployment continues to increase, and job opportunities are frequently challenging to find. "I believe Bawaslu can anticipate this, and the community will not easily be tempted," he concluded.

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