



RESEARCH ARTICLE

The Effectiveness of the General Election Commission's Socialization Media Strategy in Improving First-Time Voters' Understanding at KPU Tana Toraja

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Abstract

The study aims to evaluate the effectiveness of the voter education media strategy implemented by the General Election Commission (KPU) of Tana Toraja Regency in improving first-time voters' understanding of the 2024 General Election. The research used a descriptive quantitative method with hypothesis testing. Data were collected through questionnaires, observation, and interviews involving an incidental sample of 25 first-time voters registered in the Final Voter List (DPT). The data were analyzed using the Internal Factor Analysis Summary (IFAS), External Factor Analysis Summary (EFAS), and SWOT quadrant diagram. The IFAS matrix produced a total score of 3.60. The main strength appeared in the effectiveness of awareness improvement, with a score of 0.36, while the main weakness appeared in the suboptimal response to feedback, with a score of 0.33. The EFAS matrix produced a total score of 3.14. The greatest opportunity came from packaging voter education content in short video formats, with a score of 0.46, while the main threat involved first-time voters' vulnerability to negative campaigns, with a score of 0.25. The SWOT coordinate diagram placed the intersection point at $X = 1.00$ and $Y = 1.34$. The position placed KPU Tana Toraja in Quadrant I, which supports an aggressive growth strategy. Based on these results, KPU Tana Toraja needs to strengthen its growth strategy by maximizing current short-video trends, using more accessible language, and integrating Toraja local cultural values into voter education materials.

Keywords

Voter Education Strategy; KPU Tana Toraja; First-Time Voters; SWOT Analysis.

1 | INTRODUCTION

The General Election Commission, known as Komisi Pemilihan Umum or KPU, plays a strategic role in organizing democratic, honest, fair, and credible elections in Indonesia. As an election management body, KPU must ensure that citizens understand electoral procedures, exercise their voting rights responsibly, and participate in the democratic process with adequate political knowledge. One major challenge involves increasing voter participation and electoral understanding, especially among first-time voters, who represent an important group in Indonesia's democratic development.

Tana Toraja Regency has distinctive geographical and demographic characteristics shaped by mountainous terrain, dispersed settlements, and strong cultural traditions. These conditions influence how election information reaches citizens, especially young voters who are entering the electoral process for the first time. During the 2024 General Election, KPU Tana Toraja needed a voter education strategy that could respond to local communication patterns, digital media use, and community-based channels (Fadilah et al., 2024). Effective outreach required messages that were clear, culturally relevant, and accessible to voters across urban and rural areas. The Final Voter List, known as Daftar Pemilih Tetap or DPT, recorded 196,548 registered voters in Tana Toraja Regency. They were distributed across 19 subdistricts, 159 lembang and urban villages, and 814 polling stations or Tempat Pemungutan Suara (TPS) (Parende, 2023).

First-time voters are citizens who participate in elections for the first time, generally aged 17 to 21. At that stage, many still lack practical knowledge of voting procedures, political rights, and the role of elections in democratic governance. They need voter education that explains how to cast a valid ballot, how to assess candidate programs, and why informed participation matters. Clear communication also helps them compare campaign messages, recognize unreliable information, and avoid pressure from peer groups or political actors. When election education fails to reach them, first-time voters may feel uncertain, depend on informal opinions, or become vulnerable to misinformation, negative campaigns, and apathy. For that reason, targeted voter education remains essential for strengthening their political awareness.

The urgency of the study rests on four main considerations. First, institutional performance evaluation allows an objective assessment of how KPU Tana Toraja carries out its voter education function. Second, strategy development helps KPU improve future voter education programs by identifying internal strengths, internal weaknesses, external opportunities, and external threats. Third, academic relevance supports the development of political communication and public administration studies, especially in relation to election management at the regional level. Fourth, practical implications allow election organizers in other regions with similar characteristics to adapt relevant strategies for improving voter education programs.

The study examines the effectiveness of KPU Tana Toraja's voter education media strategy in improving first-time voters' understanding of the electoral process during the 2024 General Election. The analysis focuses on how KPU Tana Toraja designs, manages, and evaluates voter education activities through selected media channels. It also assesses internal factors, such as institutional capacity, message clarity, and responsiveness to public feedback, along with external factors, including digital media trends, local culture, and the risk of misinformation. By mapping those factors, the research identifies the strategic position of KPU Tana Toraja in strengthening voter education for young citizens. The findings aim to support practical improvements in communication planning, content development, and outreach methods so first-time voters can participate with better knowledge, stronger confidence, and greater responsibility in democratic decision-making.

Based on the background above, the main problem concerns the internal and external factors that affect KPU Tana Toraja in implementing its voter education media strategy. The research problem can be formulated as follows: How effective is the voter education media strategy implemented by the General Election Commission (KPU) in improving first-time voters' understanding at KPU Tana Toraja.

2 | BACKGROUND THEORY

2.1 Definition of Media-Based Socialization Strategy

Gerbner and Gross (2010) define a media-based socialization strategy as a systematic process in which mass media shapes public perceptions and understanding of social reality through consistent and repeated message delivery. Such a strategy requires clear communication objectives, accurate identification of target audiences, appropriate selection of media platforms and communication channels, effective message development, and evaluation of the impact generated by socialization activities. In the digital era, media-based socialization strategies increasingly rely on social media platforms, interactive websites, mobile applications, and multimedia technology to expand public reach and strengthen two-way communication. For election management bodies such as KPU, careful understanding of audience characteristics, media habits, and message reception helps improve the accuracy of voter

education programs. A well-planned media strategy allows KPU to reach different groups of society while maintaining neutrality, objectivity, and public trust in the electoral process.

2.2 Media-Based Socialization Strategy from a Democratic Perspective

From a democratic perspective, a media-based socialization strategy plays an important role in encouraging meaningful public participation and building a healthy space for public discussion. Media communication should strengthen political literacy by delivering relevant, accurate, and educational information to citizens. Clear language, accessible data visualization, and multimedia formats can help the public understand political issues, electoral procedures, and policy debates more effectively. The timing of communication also affects the quality of public participation, especially during important political moments such as elections, public policy deliberations, and debates on sensitive issues. Media institutions need to provide adequate space for reasoned public discussion before citizens or policymakers make decisions. Major challenges include echo chambers, hoaxes, and political polarization. Mitigation strategies should involve media literacy programs, cross-platform collaboration in fact-checking, and algorithmic systems that support information diversity. Through responsible media management, democratic communication can encourage citizens to participate with better knowledge, critical judgment, and stronger public responsibility.

2.3 First-Time Voters

First-time voters, from a democratic perspective, refer to citizens who gain the right and opportunity to participate in an election for the first time. Technically, first-time voters include individuals who have reached the minimum voting age, generally 17 to 18 years depending on the electoral regulations of each country, and have registered as voters for the first time. In Indonesia, first-time voters usually include citizens aged 17 to 21 or those who have married and obtained voting rights. They play an important role in strengthening democracy because their participation rate and quality of involvement reflect the effectiveness of political education, public communication, and trust in the electoral system. Their political choices do not emerge independently. Family influence, schools, peer groups, mass media, digital technology, psychological conditions, social identity, economic background, public issues, and candidate image all shape their voting behavior. Active participation among first-time voters can strengthen democratic legitimacy and bring new energy into political life. In contrast, low political understanding may increase apathy, vulnerability to hoaxes, and less rational voting decisions.

2.4 Previous Studies

Sismita (2023) examined KPU's political education strategy in increasing first-time voter participation in the 2020 Regent and Deputy Regent Election in Solok Regency. The findings showed that KPU Solok Regency focused its political education strategy on face-to-face communication, collaboration with mass media, and improvement of volunteer capacity. These efforts aimed to increase political participation among first-time voters during the local election. Kamue and Bakhtiar (2024) analyzed the role of KPU in increasing first-time voter political participation in the 2024 General Election in East Luwu Regency. The findings indicated that KPU's strategy through electoral socialization and voter education worked effectively in encouraging first-time voter participation. KPU implemented several outreach activities, such as visiting senior high schools and universities, holding public movie screenings with first-time voters, establishing democracy cafés in three subdistricts, and organizing community activities, including election jingle exercise programs. Hendarto (2022) studied KPU's strategy in promoting political education for Generation Z in Makassar City. The findings showed that political education was conducted through several stages, including political education socialization for Generation Z, political assistance socialization, election socialization, and the use of websites, social media, and banners. The implementation of political education at KPUD followed Mayor Regulation Number 62 of 2012 concerning the main duties and functions of KPU as stated in the program. Political education activities were conducted annually and involved various community groups and Generation Z. However, the program had not significantly increased youth participation in Makassar City. Further assistance and supervision for young voters after socialization activities were needed to strengthen the results of political education.

3 | METHOD

The research used a descriptive quantitative design with hypothesis testing to obtain empirical evidence on the effectiveness of the General Election Commission's voter education media strategy in improving first-time voters' understanding at KPU Tana Toraja. The research location was the Office of the General Election Commission, KPU, of Tana Toraja Regency. Data collection involved questionnaires, observation, and interviews to obtain information related to the implementation, reach, and effectiveness of voter education media strategies. The research instrument used a Likert scale

with response categories ranging from positive to negative assessments. The scale included categories such as very good, good, fair, and poor, or very high, high, fair, and low. These categories helped measure respondents' perceptions of KPU Tana Toraja's voter education media strategy and its role in improving electoral understanding among first-time voters.

The population consisted of all first-time voters registered in the Final Voter List, Daftar Pemilih Tetap or DPT, of KPU Tana Toraja. The sampling technique used incidental sampling. Based on that technique, the sample consisted of 25 first-time voters who represented part of the research population. The data analysis method used SWOT analysis. SWOT stands for strength, weakness, opportunity, and threat. David and Rangkuti (2014) explain that SWOT serves as an analytical tool that helps decision makers formulate four types of strategies. SWOT analysis identifies various internal and external factors systematically to formulate institutional strategies. The analysis uses a logical approach that maximizes strengths and opportunities while minimizing weaknesses and threats. In the study, SWOT analysis helped assess the strategic position of KPU Tana Toraja in developing voter education media strategies for first-time voters.

4 | RESULTS AND DISCUSSION

4.1 Results

The study used SWOT analysis to assess KPU Tana Toraja's strategic position in implementing its media-based voter education strategy for first-time voters. At the initial stage, the research developed the Internal Factor Analysis Summary, IFAS, matrix to identify institutional strengths and weaknesses. The IFAS matrix enabled the researcher to assess KPU's capacity to design messages, select media channels, reach target audiences, and respond to first-time voters' information needs. Each indicator received a weight and score based on its level of influence on the effectiveness of voter education. The IFAS calculation revealed internal conditions that could support or hinder efforts to improve first-time voters' understanding. The result served as a basis for developing a more accurate, focused, and field-oriented empirical research strategy.

Table 1. IFAS Matrix (Internal Factor Analysis Summary)

Internal Factors	Weight	Relative Weight	Rating	Score
Strengths				
Voter education media are easy to access	3.64	0.09	4	0.34
Content is clear and easy to understand	3.48	0.08	3	0.25
Effective in increasing voter awareness	3.76	0.09	4	0.36
Adequate political education programs	3.60	0.09	4	0.34
Attractive and memorable design	3.52	0.08	4	0.33
Accurate and reliable information	3.56	0.08	4	0.34
Responsive communication	3.64	0.09	4	0.34
Subtotal		0.60		2.30
Weaknesses				
Less adaptive to popular platform trends	3.44	0.08	3	0.24
Voter education content tends to be formal and rigid	3.32	0.08	3	0.24
Posting frequency remains less optimal	3.32	0.08	3	0.24
Language used tends to be too formal and bureaucratic	3.48	0.08	3	0.25
KPU has not responded optimally to feedback	3.52	0.08	4	0.33
Subtotal		0.40		1.30
Total	42.28	1.00		3.60

Source: Processed Data, 2026.

The IFAS matrix shows that KPU Tana Toraja holds a relatively strong internal position, with a total score of 3.60. Strengths account for 2.30, led by voter awareness improvement at 0.36 and accessible media at 0.34. Weaknesses reach 1.30, mainly weak feedback response at 0.33. These results indicate that KPU has solid communication capacity, yet must improve adaptability, posting consistency, and audience interaction to further strengthen first-time voter education outcomes.

Table 2. EFAS Matrix (External Factor Analysis Summary)

External Factors	Weight	Relative Weight	Rating	Score
Opportunities				
Social media serves as the most effective platform for reaching voters	3.56	0.11	4	0.45

Content is packaged in short and attractive video formats	3.64	0.12	4	0.46
KPU collaborates with young influencers and content creators	2.96	0.09	3	0.26
Voter education through digital platforms is easier to understand	2.68	0.08	3	0.25
Voter education campaigns use youth language and current trends	2.64	0.08	3	0.25
Interactive voter education media	2.72	0.09	3	0.26
Election education content is adapted to local areas	3.04	0.10	3	0.29
Subtotal		0.67		2.24
Threats				
The voter education media used can be misused easily	2.64	0.08	3	0.25
Voter education content can be manipulated easily	2.64	0.08	3	0.25
First-time voters are more easily influenced by negative campaigns	2.68	0.08	3	0.25
Media-based voter education strategies may overlook first-time voters in remote areas	2.44	0.08	2	0.15
Subtotal		0.33		0.90
Total	31.64	1.00		3.14

Source: Processed Data, 2026.

The EFAS matrix indicates that KPU Tana Toraja faces favorable external conditions in strengthening media-based voter education for first-time voters. Opportunities gained a score of 2.24, higher than threats at 0.90, with a total EFAS score of 3.14. The strongest opportunity lies in short and attractive video content, scoring 0.46, followed by social media as an effective voter outreach platform at 0.45. These results show that digital communication can support broader voter education if KPU adapts its message style, platform use, and local relevance. However, risks remain. Misuse of media, content manipulation, negative campaigns, and unequal access for remote voters require stronger monitoring, clearer messaging, and more inclusive outreach planning.

Table 3. Strength Indicator Weights

No.	Indicator	Total	Weight
1	Voter education media are easy to access	91	3.64
2	Content is clear and easy to understand	87	3.48
3	Effective in increasing voter awareness	94	3.76
4	Adequate political education programs	90	3.60
5	Attractive and memorable design	88	3.52
6	Accurate and reliable information	89	3.56
7	Responsiveness	91	3.64
	Average		3.60

Source: Processed Data, 2026.

The researcher obtained the data by calculating the total score for each strength indicator from all respondents and dividing the result by the total number of respondents, namely 25 first-time voters. The average weight reached 3.60, indicating that respondents rated the strength factors between fairly good and good. The score shows that KPU Tana Toraja has internal strengths that can support the implementation of its media-based voter education strategy, particularly in terms of accessibility, message clarity, voter awareness, information reliability, and responsiveness.

Table 4. Weakness Indicator Weights

No.	Indicator	Total	Weight
1	Less adaptive to popular platform trends	86	3.44
2	Voter education content tends to be formal and rigid	83	3.32
3	Posting frequency remains less optimal	83	3.32
4	The language used is too formal and bureaucratic	87	3.48
5	KPU has not responded optimally to feedback	88	3.52
	Average		3.42

Source: Processed Data, 2026.

The researcher obtained the data above by adding the scores of each weakness indicator from all respondents, then dividing the total by 25 respondents. The average weight reached 3.42, which means that respondents rated the weakness factors from fairly good to good. The score indicates that several internal issues still require attention, especially the use of overly formal language, weak adaptation to popular platform trends, and KPU's less optimal response to feedback. These

findings suggest that KPU Tana Toraja needs to improve message delivery, audience interaction, and digital communication practices to strengthen its voter education strategy for first-time voters.

Table 5. Internal Strategic Factors of KPU Tana Toraja

Internal Strategy	Weight	Rating	Score
Strengths			
Voter education media are easy to access	0.09	4	0.34
Content is clear and easy to understand	0.08	3	0.25
Effective in increasing voter awareness	0.09	4	0.36
Adequate political education programs	0.09	4	0.34
Attractive and memorable design	0.08	4	0.33
Accurate and reliable information	0.08	4	0.34
Responsive communication	0.09	4	0.34
Weaknesses			
Less adaptive to popular platform trends	0.08	3	0.24
Voter education content tends to be formal and rigid	0.08	3	0.24
Posting frequency remains less optimal	0.08	3	0.24
The language used is too formal and bureaucratic	0.08	3	0.25
KPU has not responded optimally to feedback	0.08	4	0.33
Total			3.60

Source: Processed Data, 2026.

The total score of 3.60 in the table was obtained by adding the weighted scores of the strength and weakness factors. This score reflects the internal condition of KPU Tana Toraja in implementing its media-based voter education strategy for first-time voters. It also serves as a reference point for assessing the current institutional position, especially in media accessibility, message quality, public response, and areas that still require targeted improvement.

Table 6. External Strategic Factors of KPU Tana Toraja

External Strategy	Weight	Rating	Score
Opportunities			
Social media serves as the most effective channel for reaching voters	0.11	4	0.45
Content is packaged in short and attractive video formats	0.12	4	0.46
KPU collaborates with young influencers and content creators	0.09	3	0.28
Voter education through digital platforms is easier to understand	0.08	3	0.25
Voter education campaigns use youth language and current trends	0.08	3	0.25
Interactive voter education media	0.09	3	0.26
Election education content is adapted to local areas	0.10	3	0.29
Threats			
The voter education media used can be misused easily	0.08	3	0.25
Voter education content can be manipulated easily	0.08	3	0.25
First-time voters are more easily influenced by negative campaigns	0.08	3	0.25
Media-based voter education strategies may overlook first-time voters in remote areas	0.08	2	0.15
Total			3.14

Source: Processed Data, 2026.

The assessment of KPU Tana Toraja's internal and external factors produced total scores derived from multiplying each weight by its rating and adding the results. KPU Tana Toraja obtained a score of 3.60 for internal strategic factors and 3.14 for external strategic factors. These scores indicate that the institution holds a relatively strong position in implementing its media-based voter education strategy, although several areas still require improvement, particularly audience interaction, trend adaptation, and risk management in digital communication.

4.2 Discussion

The SWOT analysis shows that KPU Tana Toraja has a favorable strategic position in implementing media-based voter education for first-time voters. The assessment follows the SWOT framework, which identifies internal strengths and weaknesses as well as external opportunities and threats to formulate institutional strategies (Rangkuti, 1998; Salim & Siswanto, 2019). The research also applies a quantitative descriptive approach, in line with methodological principles that use structured data collection, scoring, and interpretation to explain research findings systematically (Arikunto, 2006; Sugiyono, 2020).

The internal strategic score of KPU Tana Toraja reached 3.60. The score came from the total multiplication of weight and rating on each strength and weakness indicator. Respondents assessed the weight of each indicator, while the rating reflected the evaluation made by KPU Tana Toraja commissioners. The result indicates that the internal condition of KPU Tana Toraja tends to be good because the strength score exceeds the weakness score. The main strengths relate to media accessibility, clear voter education messages, awareness-building activities, adequate political education programs, attractive visual design, reliable information, and responsive communication. These findings align with McQuail's view that mass communication can influence public understanding when institutions manage messages, channels, and audiences properly (McQuail, 1987). Gerbner and Gross (2010) also explain that repeated media messages can shape public perception. In electoral education, repeated and clear messages can help first-time voters understand voting procedures, political participation, and election information. However, the internal assessment also shows several areas that need improvement. KPU Tana Toraja still needs to adjust its message style, reduce overly formal language, increase posting consistency, and respond faster to public feedback. Previous studies found that political education programs for young voters work better when election organizers use direct communication, social media, and youth-oriented activities (Hendarto, 2022; Kamue & Bakhtiar, 2024). KPU Tana Toraja can use these findings to improve communication style without losing neutrality and institutional credibility.

The external strategic score of KPU Tana Toraja reached 3.14. The score came from the total multiplication of weight and rating on each opportunity and threat indicator. The result shows that external opportunities remain stronger than external threats. KPU Tana Toraja can use social media, short video formats, digital platforms, interactive communication, local content, and collaboration with young content creators to strengthen voter education for first-time voters. The use of digital media fits the communication needs of young voters, who tend to access information through mobile and social platforms. Tenri (2022) explains that election socialization and publication for the 2024 election require media adaptation, public communication planning, and wider digital outreach. Studies by Fadilah et al. (2024), Delsiana Bouk et al. (2021), and Kamue and Bakhtiar (2024) also show that KPU plays a direct role in increasing first-time voter participation through socialization, voter education, school visits, community programs, and public engagement. At the same time, KPU Tana Toraja must manage external threats such as misinformation, negative campaigns, content manipulation, and unequal access for voters in remote areas. Tana Toraja has 196,548 registered voters spread across 19 subdistricts, 159 lembang and urban villages, and 814 polling stations (Parende, 2023). That distribution requires KPU to combine digital media with direct outreach, printed materials, community meetings, and local communication channels.

The SO strategy uses institutional strengths to maximize available opportunities. KPU Tana Toraja can strengthen Instagram, TikTok, YouTube, Facebook, and official website communication by keeping the core message consistent while adjusting format and language to each platform. Short videos can explain voting procedures, voter registration, polling station information, ballot validity, and the risks of money politics in a simple and direct way. KPU can also build collaboration with schools, universities, youth communities, local influencers, and content creators. Kamue and Bakhtiar (2024) found that school and campus visits, public watching activities, democracy cafés, and community programs helped increase first-time voter participation in East Luwu Regency. Similar activities can suit Tana Toraja when KPU adapts messages to local culture, youth communication habits, and regional needs. SO strategy should also use Toraja cultural values in voter education materials. Local language, familiar expressions, and community-based communication can make election messages easier to accept. However, KPU must avoid symbolic use of local culture without clear educational value. Cultural adaptation should help first-time voters understand the election process, not merely decorate campaign materials.

The ST strategy uses strengths to reduce external threats. KPU Tana Toraja can use its accessible media, reliable information, and responsive communication to fight misinformation and negative campaigns. Official social media accounts, websites, printed announcements, and community forums should carry the same verified information. Consistent information across channels can reduce confusion among first-time voters. KPU also needs a clear verification system for election education materials. Every poster, video, announcement, and infographic should display the official KPU identity, publication date, and source link. Such practice can help voters distinguish official materials from manipulated content. KPU can also work with local media, schools, community leaders, and youth organizations to correct false election information quickly. For remote areas, KPU should not depend only on digital platforms. Radio, banners, leaflets, village meetings, school-based outreach, and direct socialization remain necessary. Delsiana Bouk et al. (2021) show that direct political education can support first-time voter participation in regional elections. The same approach remains relevant for Tana Toraja, especially for areas with uneven internet access.

The WO strategy uses external opportunities to reduce internal weaknesses. KPU Tana Toraja needs to improve its language style and content format. First-time voters often respond better to messages that sound clear, brief, and close to their daily communication style. KPU can still maintain institutional neutrality while using friendlier language on social media. The institution can redesign voter education materials into short videos, question-and-answer posts, myth-versus-fact content, and simple infographics. Such formats can reduce the impression that election information is too formal or bureaucratic. Hendarto (2022) found that political education for Generation Z needs follow-up activities after socialization. Based on that finding, KPU Tana Toraja should not stop at posting information. It should also answer questions, monitor

responses, and create repeated education across election stages. KPU can also increase posting frequency through a planned content calendar. The calendar should follow election stages and include themes such as voter registration, voting procedures, candidate information, polling station rules, invalid ballots, and anti-hoax education. Regular posting can make voter education more consistent and easier to follow.

The WT strategy aims to reduce internal weaknesses while controlling external threats. KPU Tana Toraja should form a small digital communication team that understands youth media behavior, local culture, and election rules. The team can help design content, monitor public questions, respond to misinformation, and evaluate audience engagement. KPU should also prepare a response procedure for digital risks. When hoaxes, negative campaigns, or manipulated content appear, the institution needs to respond quickly through official channels. The response should use plain language, verified data, and clear correction. Slow responses may allow false information to spread among first-time voters. The institution also needs stronger coordination with schools, campuses, local media, community leaders, and youth groups. Rahmat and Praja (2016) explain that first-time voters' behavior can be shaped by social environment and political information. For that reason, voter education should reach both digital spaces and offline social networks. KPU Tana Toraja can reduce risk by making election information accessible, repeated, and easy to verify.

Based on the IFAS matrix, the strength score reached 2.30, while the weakness score reached 1.30. The difference between strengths and weaknesses is 1.00. Based on the EFAS matrix, the opportunity score reached 2.24, while the threat score reached 0.90. The difference between opportunities and threats is 1.34. In the SWOT diagram, internal factors form the X axis, while external factors form the Y axis. The internal difference produces $X = 1.00$, and the external difference produces $Y = 1.34$. The coordinate point is located at 1.00 and 1.34. The position places KPU Tana Toraja in Quadrant I, which supports an aggressive growth strategy. The Quadrant I position means that KPU Tana Toraja has stronger internal capacity and favorable external opportunities. The institution should expand digital voter education, strengthen short video content, improve youth-oriented communication, use local cultural values carefully, and build stronger interaction with first-time voters. At the same time, KPU needs to improve feedback response, posting consistency, and misinformation control so voter education can support more informed participation in the electoral process.

5 | CONCLUSIONS AND FUTURE WORK

Based on the research findings, KPU Tana Toraja's media-based voter education strategy has worked well in improving first-time voters' understanding, although several aspects still need sharper management. The internal factor score reached 3.60, which indicates a strong institutional position on the Likert scale. The highest strength appeared in the effectiveness of increasing voter awareness, with a weight of 3.76. That result means the socialization media used by KPU Tana Toraja has helped raise political awareness among voters, especially young citizens entering the election process for the first time. Even so, the highest weakness appeared in KPU's less optimal response to public feedback, with a weight of 3.48. KPU needs to treat feedback as a practical source for improving message delivery and public trust. The external factor score reached 3.14, which also indicates favorable conditions. The strongest opportunity came from short and attractive video content, with a weight of 3.64. Such content can make election education easier to understand and more relevant for young audiences. The main threat came from first-time voters' vulnerability to negative campaigns, with a weight of 2.68. Based on the SWOT position, KPU Tana Toraja is in a growth phase that supports an aggressive strategy. KPU should simplify its language, reduce bureaucratic wording, use Toraja local expressions carefully, strengthen short video production, improve response speed, and adapt youth-oriented communication trends while maintaining neutrality, accuracy, and institutional credibility. These steps can support informed participation and help young voters make choices based on verified information rather than pressure misinformation.

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