

Analysis of Community and Security Forces Collaboration through Socialization of Organizational Culture in the Implementation of the PILKADA 2024 Bekasi City in Margajaya Village, South Bekasi District, Bekasi City

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ABSTRACT

Regional Head Elections (Pilkada) are a crucial component in Indonesia's democratic system that directly influences regional development, including in Bekasi. This study examines how organizational culture plays a role in optimizing interactions between security officers and the community to create supportive conditions during the Pilkada. The study was conducted in Margajaya Village, South Bekasi, using qualitative descriptive methodology. Data collection was conducted through a series of in-depth interviews, direct observation, documentation, and focus group discussions (FGD). The research findings indicate several obstacles in socializing organizational culture, including lack of community knowledge and obstacles in communication. The main challenges include efforts to build trust between officers and residents, and maintaining the professional attitude of officers in the field. Several solutions proposed include community-based socialization, improving officer communication skills, using information technology, and forming a work team.

Keywords: challenges of regional elections, socialization of organizational culture, inclusive collaboration, security and order of regional elections.

INTRODUCTION

Regional Head Elections (Pilkada) are one of the main pillars of strengthening the democratic system in Indonesia. As an instrument for determining regional leaders, regional elections have a significant impact on the direction of development of a region, including Bekasi City. More than just a political momentum, the Pilkada is a reflection of the level of maturity of democracy at the local level. Bekasi City will participate in the 2024 simultaneous Pilkada together with other regions in Indonesia. This implementation

is expected to run with the principles of democracy, security, and order to produce dignified elections and the results can be accepted by all parties.

Achieving a conducive regional election is not solely the responsibility of the security forces, but requires active involvement from all levels of society. Citizen participation in creating a conducive atmosphere during the Pilkada stages is essential. The Margajaya Urban Village community, as an integral part of Bekasi City, is expected to provide real contributions in realizing a safe, orderly, and democratic environment throughout the Pilkada process.

Organizational culture plays a strategic role in securing regional elections. A strong organizational culture embedded in the security apparatus environment can be a solid foundation for the realization of effective synergy between the community and the apparatus. According to Luthans et al. (2021), organizational culture includes a set of norms and values that guide the behavior of its members. These unwritten guidelines have the potential to create a work climate that supports the achievement of common goals.

In the context of family, country, and organization, society is bound by culture that determines the pattern of interaction between individuals. This culture also influences how they complete various activities in the organization. Thus, culture plays a key role in shaping patterns of social interaction in various contexts.

Organizational culture has a substantial influence on the success of an organization. A positive and established culture can encourage creativity, work efficiency, and the well-being of its members. On the other hand, a fragile or negative culture has the potential to hinder performance, trigger internal conflict, and reduce competitiveness. This culture also serves as a compass for members of the organization in the process of thinking, communicating, and acting to achieve collective goals.

In political dynamics, competition often triggers conflict that can threaten public security stability. Therefore, organizational culture has a significant impact on the Pilkada security process. This security does not only cover physical and procedural security aspects carried out by the apparatus, but also involves aspects of coordination, resource management, and handling political dynamics during the election.

Dissemination of organizational culture is a crucial step in strengthening mutual understanding between the public and security forces. According to Irawan and Venus (2016), the communication atmosphere in an organization plays a vital role in supporting the optimization of organizational performance. Through socialization, fundamental values such as trust, transparency, and professionalism can be instilled and internalized by all parties involved. Professionalism is a vital component in the implementation of Pilkada. Referring to Moeljono (2023), professionalism consists of three main elements: knowledge, skills, and integrity. Professional officers are able to carry out their duties based on the principles of honesty, justice, and neutrality, so that the public can feel the presence of officers who are truly committed to their duties.

Cooperation between security forces and the community involves the participation of all elements without exception. Glavas et al. (in Oktavia and Ali, 2022) emphasize that collaborative culture is a value system that values and encourages collaborative work to improve the performance, learning, and adaptive capabilities of the organization. By developing an inclusive organizational culture, the authorities can accommodate the participation of all levels of society fairly.

This study focuses on the urgency of socializing organizational culture as a foundation for cooperation between the community and security forces in making the 2024 Bekasi City Pilkada a success, especially in the Margajaya Village area, South Bekasi District. Through a review of the implementation of organizational culture, this study aims

to formulate an effective strategy to realize a safe, orderly, and democratic Pilkada, while strengthening the role of the community in the democratic process.

RESEARCH METHOD

This study applies a qualitative descriptive approach conducted in Margajaya Village, Bekasi City, West Java, the location of the 2024 simultaneous Pilkada implementation. This methodology was chosen because the study intends to describe and analyze social phenomena related to the socialization of organizational culture in the context of Pilkada security. The research subjects include three main groups: security personnel (representatives of the police, TNI, and related security units), residents (local residents, members of Karang Taruna, community leaders, and civil organizations), and related institutions (Bawaslu and KPU Bekasi City).

Data collection was carried out through four main methods. First, in-depth interviews with security personnel, community leaders, and representatives of related institutions to explore information regarding the understanding of organizational culture, Pilkada security practices, and obstacles and challenges in cooperation. Second, participatory observation where researchers were directly involved in observing the implementation of organizational culture socialization and interactions between residents and security forces, including aspects of communication, coordination, and application of organizational culture values in the field. Third, collecting documentation in the form of official archives such as socialization reports, security protocols, campaign materials, and statistical data related to the implementation of the Pilkada. Fourth, focus group discussions (FGDs) that present representatives of the community and security forces in small discussion groups to obtain collective views on the effectiveness of organizational culture socialization.

Data analysis was conducted through three interrelated stages. The first stage is data simplification, where the collected information is categorized based on main themes such as constraints, challenges, and solutions to the socialization of organizational culture. The second stage is data visualization, where the categorization results are arranged in a descriptive narrative format, tables, and diagrams to facilitate further analysis. The third stage is drawing conclusions, where conclusions are made based on the analysis of the data that has been processed and visualized, taking into account the relationship between themes and their impact on the implementation of a safe and democratic Pilkada.

RESULTS AND ANALYSIS

An investigation in Margajaya Village, South Bekasi District, revealed several important findings related to the implementation of organizational culture in securing the 2024 Bekasi City Pilkada. The main findings show that the level of public understanding of the concept of organizational culture still varies, especially in the context of securing the Pilkada. The results of interviews and FGDs indicate that some people still consider securing the Pilkada as the exclusive responsibility of the security forces.

The main obstacle in the socialization of organizational culture is the limited understanding of the community about their role in the integrated security system. Although various socialization efforts have been implemented, observations indicate a gap in understanding between the expectations of security forces and the readiness of the community to actively contribute. Communication barriers that arise due to differences in

perspective and cultural background between officials and the community also complicate the situation.

Another challenge identified is the limited means of supporting socialization. The lack of facilities, such as adequate meeting rooms and information technology devices, hinders the process of disseminating information effectively. Documentation of activities shows that the majority of socialization still relies on conventional methods, which are less interesting to the younger generation.

In addition, efforts to build trust between the community and security forces are a crucial issue. The results of the FGD revealed high levels of public skepticism towards the neutrality of security forces, especially in handling political conflicts during the regional elections. This situation emphasizes the importance of specific strategies to build trust through openness and consistent enforcement of the rules.

The aspect of security apparatus professionalism also received attention in this study. Although the majority of officers demonstrated good professionalism, field observations found several minor incidents that had the potential to reduce public trust. The main challenge is to maintain consistent professionalism amidst complex political dynamics.

Political polarization in society creates additional challenges in the implementation of organizational culture. Data shows that the diversity of political interests often affects the effectiveness of socialization and cooperation programs. Therefore, a more inclusive and neutral approach is needed to bridge various interests without sacrificing the goal of securing the Pilkada.

This study proposes community-based solutions to address these challenges. Socialization programs through local forums such as RT/RW meetings, youth organizations activities, and religious study groups have proven to be more effective in increasing community understanding and participation. Data confirms that this approach successfully increased citizen engagement after implementation.

The use of information technology has emerged as a promising solution. Digital platforms and social media are utilized for socialization and coordination, receiving positive responses, especially from young people. Data shows that disseminating information through digital channels reaches a wider audience and higher engagement rates than traditional methods.

The formation of a collaborative team that accommodates various elements of society is a key strategy in bridging the gap between security forces and residents. This team has shown effectiveness in detecting potential conflicts early on and facilitating communication between stakeholders. Evaluation of the team's performance indicates significant improvements in coordination and handling of security issues.

The research findings emphasize the importance of a comprehensive approach in implementing organizational culture for Pilkada security. The success of the program depends not only on the quality of socialization, but also on efforts to build trust, maintain professionalism, and develop inclusive collaboration. Continuous evaluation and strategy adjustments based on field feedback are key to long-term program success.

CONCLUSION

The study revealed that organizational culture plays a fundamental role in building effective cooperation between the community and security forces in securing the 2024 Bekasi City Pilkada. The main obstacles identified include limited public understanding of organizational culture, communication constraints, and minimal socialization infrastructure. Significant challenges include efforts to build trust between officers and the community, as well as maintaining consistent professionalism in the field.

The solutions developed include community-based approaches, optimization of information technology, and the formation of collaborative teams . This approach has proven effective in increasing community participation and strengthening coordination between stakeholders. Utilizing local forums and digital platforms helps expand the reach of socialization, especially among the younger generation.

The successful implementation of organizational culture in securing the Pilkada requires ongoing commitment from all parties. Routine evaluation and strategy adjustments based on actual conditions are key to ensuring the effectiveness of long-term programs. With the right approach and solid collaboration, the 2024 Bekasi City Pilkada is expected to be carried out safely, orderly, and democratically.

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