

ABSTRACT

General election is a means of forming a democratic government in Indonesia. KPU as an election management institution has the task of providing information on organizing the election and/or related to the order and authority of the KPU to the public. Voter participation was one of important aspects of election success because the public determinants the chosen candidates in the election. This study discusses how the efforts of KPU Klaten in increasing public voter participation of 2019 election and describe the obstacles and solutions of the KPU Klaten in an effort to increase public voter participation.

The research method used was juridical normative named legal research carried out by examining library material or secondary data as basic material by searching for literatures and law regulations related to the problem under study. The data analysis method used on this study was qualitative data analysis.

The results showed that the efforts of the KPU Klaten in increasing public voter participation in 2019 election was: The Socialization of Law Number 7 of 2017 concerning General Election, The Socialization of Election Implementation, The Election Voter Education, Mobile Socialization Car, and the Program of Democracy Volunteer. The barrier factors of KPU Klaten in efforts to increasing public factor participation were geographical factors, technical factors, and administrative factors.

The suggestions for the efforts of the KPU Klaten in increasing public voter participation were the need for innovation in the socialization of elections and early voter education carried out by the KPU Klaten, making the priority scale of the targets group, making manuals workbook for Democracy Volunteer, and using young people to be involved in election socialization and voter education to the public.

Keywords : *General Election, KPU, Public Voter Participation.*