



The Urgency of Legal Policy in Encouraging Environmentally Friendly Elections in Aceh

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Abstract

This article aims to discuss legal policies regarding environmentally friendly elections. Based on observations in the field, there are a lot of campaign props, including banners, and billboards scattered in Banda Aceh City and Sabang City, which are posted in places where they are not intended. Even though the location for installing campaign props is as regulated in PKPU Number 15 of 2023 concerning General Election Campaigns. For this reason, it is important to carry out research on legal policy in encouraging environmentally friendly elections. This research will be able to provide benefits to the research results needed in developing legal policies that pay attention to environmental aspects in election campaign activities. The theory used in this study is legal policy theory developed by Jeffrey J. Rachlinski. The type of research used by researchers is qualitative research with a case study approach. The data collection techniques used are observation, interviews and documentation. The research results show that efforts to protect the environment during the campaign period in Sabang City have been carried out by various parties, but there are still a number of challenges. The differences between KPU and Bawaslu regulations regarding environmental issues also highlight inconsistencies in handling this issue. Input from researchers in this case is that strong political commitment from leaders is very necessary to overcome environmental problems. Apart from that, society must be active in monitoring and demanding that prospective leaders commit to environmental issues. Therefore, a strong political commitment from leaders is needed to overcome environmental problems.

Keywords: Legal policy, environmental law, environmentally friendly elections

Abstrak

Artikel ini bertujuan untuk membahas tentang kebijakan hukum tentang pemilu yang ramah lingkungan. Berdasarkan pantauan di lapangan, banyak sekali alat peraga kampanye, antara lain spanduk, dan baliho yang tersebar di Kota Banda Aceh dan Kota Sabang, yang dipasang di tempat yang tidak semestinya. Padahal lokasi pemasangan alat peraga kampanye sudah diatur dalam PKPU Nomor 15 Tahun 2023 tentang Kampanye Pemilu. Untuk itu penting dilakukan penelitian mengenai kebijakan hukum dalam mendorong pemilu ramah lingkungan. Penelitian ini akan mampu memberikan manfaat terhadap hasil penelitian yang diperlukan dalam mengembangkan kebijakan hukum yang memperhatikan aspek lingkungan hidup dalam kegiatan kampanye pemilu. Teori yang digunakan dalam penelitian ini adalah Teori Kebijakan Hukum yang dikembangkan oleh Jeffrey J. Rachlinski. Jenis penelitian yang digunakan peneliti adalah penelitian kualitatif dengan pendekatan studi kasus. Teknik pengumpulan data yang digunakan adalah observasi, wawancara dan dokumentasi. Hasil penelitian menunjukkan bahwa upaya pelestarian lingkungan hidup pada masa kampanye di Kota Sabang telah dilakukan oleh berbagai pihak, namun masih terdapat sejumlah tantangan. Perbedaan peraturan KPU dan Bawaslu mengenai masalah lingkungan hidup juga menyoroti inkonsistensi dalam penanganan masalah ini. Masukan dari peneliti dalam hal ini adalah komitmen politik yang kuat dari para pemimpin sangat diperlukan untuk mengatasi permasalahan lingkungan hidup. Selain itu, masyarakat harus aktif mengawasi dan menuntut calon pemimpin berkomitmen terhadap isu lingkungan hidup, karena itu sangat diperlukan komitmen politik yang kuat dari para pemimpin untuk mengatasi permasalahan lingkungan hidup.

Kata Kunci: *Kebijakan hukum, hukum lingkungan, pemilu ramah lingkungan*

Introduction

Following the fall of the New Order government led by President Soeharto in 1998, Indonesia entered a new phase in its constitutional system. This phase, known as the reform era, saw Indonesia enter a democratic system, as evidenced by general elections in which all citizens participated fairly, transparently, and without pressure.¹ These elections uphold the principle of transparency, with all citizens having the right to elect and determine their representatives in parliament and their representatives as government administrators. Of course, in selecting representatives, comprehensive consideration must be made based on the wishes and representation of all levels of society.²

¹ Saiful Mujani and R William Liddle, "Indonesia's Democratic Performance: A Popular Assessment," *Japanese Journal of Political Science* 16, No. 2 (2015), p. 210-226. Burhanuddin Muhtadi and Eve Warburton, "Inequality and Democratic Support in Indonesia," *Pacific Affairs* 93, No. 1 (2020), p. 31-58.

² Winengan Winengan, "Local Political Democratization Policy: Voter Participation in the Direct Regional Head Elections," *Jurnal Ilmu Sosial dan Ilmu Politik* 22, No. 1 (2018). John Kenedy

In Indonesia, this activity is carried out in a forum called general elections, which are held for the welfare of the community. Hopefully when the people's representatives are elected they will be able to provide the desired prosperity.³ General elections, or better known as PEMILU, are an important tool in representative democracy. Elections are a true form of procedural democracy.⁴ Indonesia itself, as a rule of law country with a democratic government, realizes that elections are an important pillar of democracy and must be carried out democratically.⁵

Furthermore, it can be emphasized that general elections in Indonesia reflect the development of democracy in the form of public participation in politics. Studies of elections and their consequences for political parties in new democracies often focus on the impact of multi-party systems. There are common generic factors in the relationship between electoral systems and party function, such as ideological polarization, party constituent bases, parliamentary fractionalization, and vote distribution. Any changes implemented in the electoral system in democratic Indonesia have little or no significant impact on political party performance.⁶ However, some views suggest that the political system in Indonesia should be changed, citing the high funding of political parties, which tends to contribute to an unhealthy political climate.

Elections are a means of implementing people's sovereignty and are held directly, openly, freely, confidentially, honestly and fairly within the territory of the Unitary State of the Republic of Indonesia in accordance with Pancasila and the 1945 Constitution of the Republic of Indonesia.⁷ These elections are interpreted to elect the people's representatives to the Body Legislature, People's Representative Council (hereinafter referred to as DPR), Regional Representative Council (hereinafter referred to as DPD), and Regional People's Representative Council (hereinafter

Azis and Irene Eka Sihombing, "Perbandingan Antara Sistem Pemilu Proporsional Terbuka Dan Tertutup di Indonesia: Analisis Menuju Penyelenggaraan Yang Lebih Baik. *Jurnal De Lege Ferenda Trisakti*, 2024.

³Yuniar Galuh Larasati, et.al., "Past Preferences Informing Future Leaders for Indonesian 2024 General Elections," *Cogent Social Science* 23, No. 1 (2023). Nur Hidayat Sardini, *Restorasi Penyelenggaraan Pemilu di Indonesia*, Jakarta: Fajar Media Press. 2011.

⁴Mubarik Rahmayanti and Irfan Amir, "Juridical Analysis of Implementing the Presidential Threshold in the Presidential Election of Indonesia," *al-Dustur* 4, No. 1 (2021). Aryojati Ardipandanto, "Permasalahan Penyelenggaraan Pemilu Serentak Tahun 2019." *Jurnal Ilmu Pemerintahan* 11, No. 11 (2019).

⁵Widodo Ekatahjana, *Beberapa Masalah dalam Pengaturan dan Penyelenggaraan Pemilu/Pemilukada di Indonesia. Jurnal Konstitusi PK2P-FH Universitas Muhammadiyah Yogyakarta*. (2010)

⁶M. Faishal Aminuddin, "Electoral System and Party Dimension Assessment in Democratic Indonesia," *Jurnal Ilmu Sosial dan Ilmu Politik* 20, No. 1 (2016). Sutan Agung Nurul Alam, et.al., "Participation of Voters with Disabilities in Election in Indonesia: A Comparative Study of KPU Strategies in Semarang and Malang," *Jurnal Sosiologi Dialektika Sosial* 11, No. 2 (2025).

⁷Antoine Cazals and Alexandre Sauquet. "How do Elections Affect International Cooperation? Evidence From Environmental Treaty Participation." *Public Choice* 162 (2015).

referred to as DPRD). The community also participates in electing the President and serves as Executive Vice President for central government officials.⁸

In a country with a democratic system like Indonesia, apart from electing state officials, universal suffrage is also a socialization process to give birth to popular sovereignty.⁹ With an election forum, the replacement and regeneration of power will be carried out based on the election results and in accordance with the rules determined by law.¹⁰ Through general elections is one way of giving authority and power to people's representatives to organize government, achieving legal certainty in an honest and fair manner.¹¹ The government must have a clear legal basis for exercising its powers, namely fully implementing the provisions of the 1945 Constitution starting from the preamble to the attachments.¹²

Elections are also the process of identifying and electing someone to a political position and are interpreted as a celebration of democracy that has long existed in Indonesia.¹³ This election involves the Indonesian people who have the right to vote in the legislature and executive. Through this election, it is hoped that the Indonesian nation will have a leader who meets the expectations of the community, and the manifestation of this hope is a leader who can provide goodness and prosperity.¹⁴ The Indonesian nation is a nation that prioritizes the principle of openness where all its citizens have the right to elect and determine their representatives who will be in parliament and their representatives who will be government administrators. Of course, in selecting people's representatives, comprehensive considerations must be made based on the wishes and representation of all aspects of society. In Indonesia, this activity is carried out in a forum called general elections, which are held for the welfare of the community. Hopefully when the people's representatives are elected, they will be able to provide the desired prosperity.¹⁵

⁸ M. Rivqi Ihza Rizaldy, *Implikasi Hukum Pemasangan Baliho Calon Peserta Pemilu Sebelum Pemilu 2024. Skripsi Thesis*, Universitas Pancasakti Tegal, 2022.

⁹ Fahmi, et al. Sengkarut Pola Hubungan Lembaga Penyelenggara Pemilu di Daerah Otonomi Khusus. *Al-Daulah: Jurnal Hukum Dan Perundangan Islam* 10, 1 (2020)

¹⁰ Jimly Asshidiqie, *Menegakkan Etika Penyelenggaraan Pemilu*. Jakarta: Raja Grafindo Persada, (2013)

¹¹ Apolonaris Gai and Frans Bapa Tokan. "Analisa Dampak Penyelenggaraan Pemilu Serentak Dalam Meningkatkan Kualitas Demokrasi Di Indonesia: Studi Kasus Penyelenggaraan Pemilu di Kota Kupang-Provinsi Nusa Tenggara Timur Tahun 2019." *Warta Governare: Jurnal Ilmu Pemerintahan* 1, 1 (2020).

¹² Al Anshori, *Syarah Risalah al-Ubudiyyah*. Jakarta: Dar Ibnul Jauzi, (2014)

¹³ Sri Hastuti Puspitasari and Mahrus Ali. "Strengthening Democratic Elections and Quality in Indonesia." *International Journal of Social Science, Education, Communication and Economics (SINOMICS JOURNAL)*, 2023

¹⁴ Asep Hidayat, "Manfaat Pelaksanaan Pemilu Untuk Kesejahteraan Masyarakat." *Politicon: Jurnal Ilmu Politik* 2, No. 1 (2020), p. 61-74.

¹⁵ Nur Hidayat Sardini, *Restorasi Penyelenggaraan Pemilu di Indonesia*. Fajar Media Press, (2011).

General elections, or better known as PEMILU, are an important tool in representative democracy.¹⁶ Elections are a true form of procedural democracy. Indonesia itself, as a rule of law country with a democratic government, realizes that elections are an important pillar of democracy and must be carried out democratically. Indonesia regulates the holding of elections in accordance with the 1945 Constitution of the Republic of Indonesia. Elections are a means of implementing people's sovereignty and are held directly, openly, freely, confidentially, honestly and fairly within the territory of the Unitary State of the Republic of Indonesia in accordance with Pancasila and the 1945 Constitution of the Republic of Indonesia. These elections are interpreted to elect the people's representatives to the Body Legislature, People's Representative Council (hereinafter referred to as DPR), Regional Representative Council (hereinafter referred to as DPD), and Regional People's Representative Council (hereinafter referred to as DPRD). The community also participates in electing the President and serves as Executive Vice President for central government officials.¹⁷

In a country with a democratic system like Indonesia, apart from electing state officials, universal suffrage is also a socialization process to give birth to popular sovereignty. With an election forum, replacement and regeneration of power will be carried out based on election results and in accordance with the rules determined by law.¹⁸ Through general elections is one way of giving authority and power to people's representatives to organize government, achieving legal certainty in an honest and fair manner. The government must have a clear legal basis for exercising its powers, namely fully implementing the provisions of the 1945 Constitution starting from the preamble to the attachments.¹⁹

Elections are also the process of identifying and electing someone to a political position and are interpreted as a celebration of democracy that has long existed in Indonesia. This election involves the Indonesian people who have the right to vote in the legislature and executive.²⁰ Through this election, it is hoped that the Indonesian nation will have a leader who meets the expectations of the community, and the manifestation of this hope is a leader who can provide goodness and prosperity.²¹ During elections, there is definitely a campaign period where banners are spread out, but they often don't pay attention to the environment. Below are the

¹⁶ Sun Fatayati, "Relevansi Asas-Asas Pemilu Sebagai Upaya Mewujudkan Pemilu yang Demokratis dan Berintegritas." *Tribakti: Jurnal Pemikiran Keislaman* 28, 1 (2017).

¹⁷ M. Rivqi Ihza Rizaldy, *Implikasi Hukum Pemasangan Baliho Calon Peserta Pemilu Sebelum Pemilu 2024*. Skripsi Thesis, Universitas Pancasakti Tegal, 2022

¹⁸ Jimly Asshidiqie, *Menegakkan Etika Penyelenggaraan Pemilu*. Jakarta: Raja Grafindo Persada, (2013)

¹⁹ Al Anshori, *Syarah Risalah al-Ubudiyyah*. Jakarta: Dar Ibnul Jauzi, (2014)

²⁰ Wahir Aden, et.al., "Efektifitas dan Efisiensi Penggunaan Kotak Suara Berbahan Duplek Dalam Pemilu Serentak Tahun 2019 (Studi Pemilu Serentak Kabupaten Pringsewu Tahun 2019)." *Jurnal Tapis: Jurnal Teropong Aspirasi Politik Islam* 18, No. 1 (2022), p. 42-52.

²¹ Asep Hidayat, "Manfaat Pelaksanaan Pemilu Untuk Kesejahteraan Masyarakat." *Politicon: Jurnal Ilmu Politik* 2, No. 1 (2020).

campaign forms of legislative candidates who are not environmentally friendly around Banda Aceh City and Sabang City.

Photo 1. Banda Aceh City and Sabang



Source: Personal Documentation, 2024

Billboards or banners are usually placed on billboards or several other places. However, there are also those who display them on trees by driving nails into the tree. This is very unethical in politics and campaigning where these activities damage the environment and are prohibited in PKPU regulation Number 15 of 2023 concerning General Election Campaigns article 36 paragraph 5. That is why research on Legal Policy in Encouraging Environmentally Friendly Elections in Aceh is important to carry out.

The type of research conducted by researchers is qualitative research. The methodology of this study also uses a case study approach. Where this research is mainly focused on one specific object and examines it as a case.²² The case study approach is an approach that focuses on a location or one field, then on cases that occur at a certain time or can also continue. So that the case discussed is more perceptive. Likewise with research on legal policies in realizing environmentally friendly elections in Aceh. Through qualitative research with a case study approach, researchers can study and provide an overview of Legal Policies in Realizing Environmentally Friendly Elections in Aceh.

In this study, the method used is a data collection technique, which aims for data that is relevant to the research results. The research techniques carried out are: First, there is observation. Observation is a way to collect data by looking at and observing a field or object in research.²³ Second, in this study, the researcher conducted a direct or face-to-face interview technique with informants. Some of the

²²Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif dan R & D*, Bandung: Alfabeta, 2009.

²³ Ahmad Tanzeh, *Pengantar Metode Penelitian*, Yogyakarta: Teras, 2009.

informants are KIP, Panwaslih and DLHK. Third, there is a Documentation technique. This documentation technique is a technique used as a source through informants related to data, documents, and others that are related to what is being researched. The data was obtained from various sources, both personally, journals, books, reports, and from institutions.²⁴

The theory used in this study is the Legal Policy Theory developed by Jeffrey J. Rachlinski. As a law professor, Rachlinski has contributed to the study of law and behavior, including an understanding of how law can be used to shape individual behavior. Certainly, Rachlinski's approach that focuses on the study of law and behavior can provide valuable contributions in addressing the problem of Legal Policy in Encouraging Environmentally Friendly Elections. By utilizing an understanding of how law can influence individual behavior, the author believes that Rachlinski's approach can design more effective policies to achieve the goals of environmentally friendly elections.²⁵

Election Law Policy and Its Influence on Environmental Damage

Environmental issues have become a pressing issue in Indonesia. In recent years, public pressure on the government to prioritize environmental issues and climate change has increased.²⁶ In addition to domestic challenges, global trends have also placed environmental issues on the international agenda. Furthermore, there are currently global economic incentives to encourage environmentally and climate-friendly actions. The 2024 election is an important momentum. Ahead of the 2024 election, environmental issues are increasingly relevant because the new government will determine the success of Indonesia's Vision 2045.²⁷ The ongoing environmental crisis is clearly a serious obstacle to achieving Indonesia's Vision 2045. Indonesia is still lagging behind in environmental management, as shown by its ranking of 164 out of 180 countries in the Environmental Performance Index 2022.²⁸

Political commitment is key. Several studies by CSIS Indonesia show that the root of environmental problems and solutions lies in the political commitment of national leadership. Unfortunately, for several political parties, environmental issues have not been considered a factor in voters.²⁹ The 2024 election can be a momentum

²⁴ Anwar Sanusi, *Metodologi Penelitian Bisnis*, Jakarta: Salemba Empat, 2014.

²⁵ Jeffrey J Rachlinski, "Nudges, Defaults, and the Problem of Constructed Preferences." *Duke Law Journal* 72, (2022), p. 1731.

²⁶ Azka Abdi Amrullobbi, "Problematisasi Sampah Visual Media Luar Ruang: Tinjauan Regulasi Kampanye Pemilu dan Pilkada." *Jurnal Adhyasta Pemilu* 4, No. 2 (2021).

²⁷ Muhtar Haboddin, *Pemilu dan Partai Politik di Indonesia*. Universitas Brawijaya Press. (2016).

²⁸ Centre for Strategic and International Studies (CSIS) Indonesia, 2024

²⁹ M. Carmen Aguilar-Luzón, et.al., "Values, environmental beliefs, and connection with nature as predictive factors of the pro-environmental vote in Spain." *Frontiers in Psychology* 11, (2020), p. 1043. Tarik Abou-Chadi and Mark A. Kayser. "It's not easy being green: Why voters punish

to encourage policy initiatives in the environmental field. The KPU has included environmental issues in one of the 2024 Presidential/Vice Presidential Election debates. This document consists of five parts: environmental overview, public and political party attention, green agenda in the presidential/vice presidential candidate platform, incentives to pay attention to the green agenda, and policy recommendations and presidential/vice presidential candidate debate materials.³⁰

Indonesia has extraordinary natural wealth, making it one of the countries with the largest biodiversity and natural resources in the world. This wealth can be seen from several aspects: First, the forest is called the "lungs of the world", Indonesia's forests cover 10% of the total global forest, making it a very important source of oxygen and habitat for various species of flora and fauna.³¹ The second is water, with a proportion of 6% of the world's total fresh water and 21% in the Asia Pacific, Indonesia has abundant water resources, both in the form of rivers, lakes and groundwater.³²

The third is biodiversity where the large area and unique geographical conditions make Indonesia home to 31,750 species of flora and 80,583 species of fauna, placing it as the second largest center of biodiversity in the world after Brazil. The fourth is mineral resources in Indonesia which are rich in various types of minerals, such as gold, silver, copper, nickel, coal, and geothermal, which have been the driving force of economic development. This natural wealth is the main capital for Indonesia in realizing the Vision of Indonesia 2045. However, it should be remembered that sustainable management of natural resources is very important to ensure the sustainability of development and the welfare of society in the future.

Ahead of the 2024 General Election, the Aceh region has been decorated with various (APK) or campaign attributes from legislative candidates (caleg). In an effort to attract public attention, the candidates intensively put up stickers, billboards, and banners in various strategic locations, especially along the highway. This is a common sight during the campaign period where the candidates compete to introduce themselves and their vision and mission to the wider community.³³

Campaign Props (APK) is a general term for various types of visual media used in general election campaigns. These APKs can be in the form of posters, banners, billboards or other forms that contain information about candidate leaders such as photos, logos, slogans and campaign promises. The installation of APKs is regulated by KPU regulations and can be funded by the regional government budget

parties for environmental policies during economic downturns." *Electoral Studies* 45 (2017), p. 201-207.

³⁰ Centre for Strategic and International Studies, Indonesia, 2024

³¹ Hannah Ritchie. "Forest area", 2021. Accessed from: <https://ourworldindata.org/forest-area>

³² Water Environment Partnership in Asia, "Indonesia", 2023, Accessed from: <https://wepadb.net/database/indonesia>.

³³ Afdhal Muhammad, Persepsi Pemilih Pemula Terhadap Caleg Pohon Pada Pemilu 2019 (Studi Kasus Kota Banda Aceh). *Thesis*. UIN Ar-Raniry Banda Aceh, 2022.

(APBD) or the candidate leader's personal funds. The main purpose of APKs is to attract public attention, provide relevant information and invite the public to choose the appropriate candidate leader.³⁴

Political advertising in the context of persuasive communication has great potential to educate the public. However, based on Indra J. Piliang's analysis, many political advertisements today tend to prioritize aesthetic and emotional aspects rather than providing rational and in-depth information. This shows a gap between the ideal goals of political advertising and existing practices. To overcome this, efforts need to be made to create political advertisements that are not only interesting but also educational and have a positive impact on society.³⁵

In addition to its function as a campaign tool, political advertising also has an impact on the environment.³⁶ The practice of carelessly pasting posters and banners can damage the beauty of the city and pollute the environment. Therefore, it is important for political candidates to set a good example by conducting sustainable and environmentally friendly campaigns. Political advertising should not only be a promotion, but also a means of education for the public. Unfortunately, many political advertisements today focus more on attractive impressions than on providing useful information. As a result, the public is more impressed by the candidates' sweet promises than by understanding their vision and mission in depth. To fix this, political advertising must be made more effective and efficient, and not damage the environment.³⁷

The term "tree candidate" refers to the practice of irregularly attaching campaign props, especially to trees along the road. This practice is one of the quite popular ways among legislative candidates to introduce themselves to the wider community. Although effective in increasing popularity, "tree candidates" are often considered a form of violation of the rules and damaging the aesthetics of the city. "Tree candidate" is also a term of sarcasm for legislative candidates who ignore the rules and damage the environment for the sake of the campaign. By attaching posters to trees or other public places, they show a disregard for the beauty of the city and the preservation of nature.³⁸

Referring to the General Election Commission Regulation Number 15 of 2023 concerning the General Election Campaign, Article 36 paragraph 5 explains

³⁴<https://karawangkab.bawaslu.go.id/2020/10/26/kamus-pemilu-alat-peraga-kampanye-apk/>

³⁵ Hafied Cangara, *Komunikasi Politik: Konsep, Teori, dan Strategi*, Jakarta: Rajawali Pers, (2011)

³⁶ Jennifer Hoewe and Lee Ahern. "First-person effects of emotional and informational messages in strategic environmental communications campaigns." *Environmental Communication* 11, No. 6 (2017), p. 810-820.

³⁷ Sukki Yoon, et.al., "Effort investment in persuasiveness: A comparative study of environmental advertising in the United States and Korea." *Social and Environmental Issues in Advertising*. Routledge, 2018. p. 103-115.

³⁸ Afdhal Muhammad, *Persepsi Pemilih Pemula Terhadap Caleg Pohon Pada Pemilu 2019 (Studi Kasus Kota Banda Aceh)*. Skripsi, UIN Ar-Raniry Banda Aceh, 2022.

that the installation of election campaign equipment by election campaign implementers as referred to in paragraph 1 is carried out by considering the ethics, aesthetics, cleanliness and beauty of the city or local area in accordance with the provisions of laws and regulations. Based on the article above, it is very clear that it is very minimal and not clear in mentioning protecting the environment. The emphasis of the regulation is only on maintaining the ethics, aesthetics and beauty of the city or area.³⁹

Election Supervisors, namely Bawaslu in the Regulation of the General Election Supervisory Body of the Republic of Indonesia Number 5 of 2022 concerning Supervision of the Implementation of General Elections in Article 2 paragraph 2, it is stated that the Implementation of Supervision of the implementation of Elections as referred to in paragraph (1) is carried out on an environmentally friendly basis. Article 2 paragraph 3 states that the Implementation of Supervision as referred to in paragraph (2) is carried out by paying attention to the protection of environmental functions and the principles of environmental protection and management in accordance with the provisions of laws and regulations⁴⁰.

Based on the two regulations, it is very clear that the election implementer, namely the KPU, does not explicitly mention protecting the environment in the installation of APK and the election implementation process.⁴¹ In contrast to the election supervisor, namely Bawaslu, which clearly states that supervision of election implementation must be based on environmental friendliness.⁴² It is strange when the supervision of its implementation is already environmentally friendly but the implementation itself is still not environmentally friendly.⁴³ In this case, it is a finding that must be considered by election implementation stakeholders.⁴⁴

Encouraging Environmentally Friendly Elections in Aceh

In the Aceh region, especially Sabang, Panwaslih itself has made efforts to maintain environmental aspects in the election and the next people's party agenda,

³⁹ Peraturan Komisi Pemilihan Umum Nomor 15 tahun 2023 tentang Kampanye Pemilihan Umum.

⁴⁰ Peraturan Badan Pengawas Pemilihan Umum Republik Indonesia Nomor 5 Tahun 2022 Tentang Pengawasan Penyelenggaraan Pemilihan Umum. Pulung Abiyasa, "Kewenangan Bawaslu Dalam Penyelenggaraan Pemilu Di Kota Semarang Suatu Kajian Undang-Undang Nomor 7 Tahun 2017 Tentang Pemilu." *Jurnal USM Law Review* 2, No. 2 (2019).

⁴¹ Choirul Anam, "Pengaturan Alat Peraga Kampanye Dalam Pelaksanaan Pemilihan Kepala Daerah." *JKMP (Jurnal Kebijakan Dan Manajemen Publik)* 6, No. 2 (2018), p. 113-118.

⁴² Fajri Anugrah, *Peran Bawaslu Diy Dalam Melakukan Pengawasan Penyelenggaraan Pemilihan Umum 2019 Di Daerah Istimewa Yogyakarta* (Doctoral dissertation, Universitas Islam Indonesia). (2019).

⁴³ Michael Howes, et.al., "Environmental Sustainability: A Case of Policy Implementation Failure?" *Sustainability*, 9(165), 2017

⁴⁴ Lady Grace Jane Giroth, et.al. The Persepsi Penyelenggara Pemilu dalam Mewujudkan Pemilu Ramah Lingkungan di Provinsi Sulawesi Utara. *Jurnal Bina Praja: Journal of Home Affairs Governance* 13, 2 (2021)

namely the Pilkada. In terms of the Pilkada, Panwaslih will coordinate with the KIP as the election implementer so that they coordinate with the regional government so that the regional government issues a kind of circular or mayoral regulation containing a prohibition for candidates or contestants not to attach campaign materials to trees. So far, there have been no mayoral regulations, so they disrupt the ethics and aesthetics of the environment. However, when there is a legal umbrella regarding this, people who are already politically literate can certainly implement these regulations.⁴⁵

In the Aceh region, especially Sabang, Panwaslih itself has made efforts to maintain environmental aspects in the election and the next people's party agenda, namely the Pilkada. In terms of the Pilkada, Panwaslih will coordinate with the KIP as the election implementer so that they coordinate with the regional government so that the regional government issues a kind of circular or mayoral regulation containing a prohibition for candidates or contestants not to attach campaign materials to trees. So far, there have been no mayoral regulations, so they disrupt ethics and aesthetics in the environment. However, when there is a legal umbrella regarding this, people who are already politically literate can certainly implement the rules.⁴⁶

The reality in the field is that the installation of campaign props is carried out by the candidate's team and even the candidate does not know in detail how and where the props are installed so that it becomes an unresolved problem. The community who often reports to us also has the same problem, but the absence of a clear legal umbrella prohibiting it makes it difficult to take action against the candidates. For national regulations, there is indeed nothing clear, only in national regulations campaign attributes must pay attention to ethics and aesthetics so that it becomes a loophole for candidates.⁴⁷

As a supervisor in the election, one of the efforts that has been made is to carry out socialization for the community and prospective contestants.⁴⁸ However, the hope in the future is that Panwaslih itself will carry out socialization in order to protect the environment from installing campaign attributes for political parties. In the process of protecting the environment during the campaign period, Panwaslih works together with the Satpol PP in taking down campaign equipment that disturbs and damages the environment itself. However, it must be admitted that collaboration between related parties in order to protect the environment is currently still not optimal.⁴⁹

⁴⁵ Sandra Shapshay, et.al., "The interaction of ethics and aesthetics in environmental art." *The Journal of Aesthetics and Art Criticism* 76.4 (2018), p. 497-506.

⁴⁶ Interview with Sabang City Supervisory Committee, July 16, 2024

⁴⁷ Interview with Sabang City Supervisory Committee, July 16, 2024

⁴⁸ Ferol Warouw, et al. "Application of Environmentally Friendly Concepts in the 2020 Elections in North Sulawesi." *Novateur Publications* (2022).

⁴⁹ Interview with Sabang City Supervisory Committee, July 16, 2024

The Sabang City Government, in this case the Environmental and Sanitation Service (DLHK), has made various efforts to protect the environment during the 2024 Election period. The Sabang DLHK has made notifications and appeals in several places that have the potential to be places for placing campaign props so that these candidates can protect the environment in this case not to attach banners or banners to trees. In addition, the DLHK also helped clean up campaign props that had been attached to trees together with the Satpol PP as the executor. In carrying out the cleaning of campaign props, the DLHK does not have a special budget allocation for it, only the budget comes from the KIP as the implementer of election activities.⁵⁰

In its implementation, DLHK also experienced several obstacles. The obstacles are the dynamics of government at the district level where DLHK is generally busy with filling out applications and must meet the standards of the central government. While the central government does not support but there is coercion in achieving the standardization so that there is ranking and IKLH. This makes DLHK busy with administrative matters no longer on matters of program implementation.⁵¹

The Independent Election Commission (KIP) of Sabang City as the election implementer has also done various things in an effort to protect the environment during the 2024 election period. KIP itself also conducted socialization regarding campaign rules for political parties in participating in the contest to follow the rules, especially regarding the attachment of campaign props that must pay attention to ethics and aesthetics. This socialization was also attended by authorized parties such as Bawaslu and Satpol PP. However, in reality, candidates are still found to be committing violations. However, it should be noted that in the Sabang area, several candidates do not focus on the use of campaign props attached to trees but rather on holding discussions and meetings with the community. Although some have attached campaign props to trees, it is not massive.⁵²

Therefore, bringing environmental issues to the local political agenda is crucial, particularly in Aceh, and represents a pressing challenge. Currently, public attention in Aceh is still dominated by political issues, while environmental issues tend to be neglected. Therefore, the Independent General Election Commission (KIP) in Aceh needs to be encouraged to include environmental issues as a key topic in the candidates' political debates. This can be achieved by ensuring that environmental issues are included among the criteria used by the public to evaluate political candidates. This situation presents an opportunity for academics and civil society to encourage the KIP in Aceh to more explicitly include environmental issues in political debates. This step is crucial to ensure that environmental issues are not forgotten and truly become a primary concern for the public. Thus, elections should

⁵⁰Interview with Sabang City Environment and Cleanliness Department, July 17, 2024.

⁵¹Interview with Sabang City Environment and Cleanliness Department, July 17, 2024.

⁵²Interview with Sabang City Independent Election Commission, July 18, 2024

not be merely a political contest, but also serve as a momentum to increase environmental awareness among candidates and the public.⁵³

In a broader context, political policy in sustainable development is a development process that optimizes the benefits of natural resources and human resources, by harmonizing natural resources with humans in development. Environmental management provides economic, social, and cultural benefits and needs to be carried out based on the principles of prudence, environmental democracy, decentralization, and recognition and respect for local wisdom and environmental wisdom, so that the Indonesian environment must be protected and managed well based on the principle of justice.⁵⁴ The government needs to be more consistent in implementing regulations and effectively implementing environmental conservation issues, not just ideas and discourse for sustainable environmental development.

Furthermore, the involvement of diverse stakeholders, including government policies based on local wisdom in each region regarding environmental preservation, is crucial and urgent. As local values or customary laws, they possess philosophical, legal, and sociological power that has become living law. In many communities, local values have proven effective in preserving the environment and maintaining the balance of nature for better human and environmental development.⁵⁵

Therefore, the urgency of local wisdom in environmental protection and management in Indonesia is very important. According to Law Number 32 of 2009 concerning Environmental Protection and Management in Article 1 paragraph 30, "local wisdom is the noble values that apply in the social order to, among other things, protect and manage the environment sustainably." Local wisdom in environmental protection and management is implemented within the framework of the social order to protect and manage the environment sustainably.⁵⁶

Therefore, promoting environmentally friendly elections in Aceh requires synergistic collaboration between the government, the community, and all relevant stakeholders. The government, in this case the Independent Election Committee,

⁵³Interview with Muhammad Alkaf, Academician of Zawiyah Cot Kala State Islamic Institute, Langsa, July 19, 2024.

⁵⁴Evi Purnama Wati, "Perlindungan Dan Pengelolaan Lingkungan Hidup Dalam Pembangunan Yang Berkelanjutan, *Bina Hukum Lingkungan* 3, No. 1 (2018), p. 119-126. Jhodie Agustian and Atik Rochaeni, "Effectiveness of Waste Management by the Environmental and Hygiene Office (DLHK) in Karawang District (Study in West Karawang District)," *Journal of Government and Political Science* 1, No. 2 (2025).

⁵⁵ Mahdi Syahbandir, et.al., "Imeum Mukim Advocacy in Prevention of Environmental Pollution in Aceh Jaya According to Customary and Islamic Law," *Samarah: Jurnal Hukum Keluarga dan Hukum Islam* 5, No. 1. (2021). Wais Alqarni and Afrizal Tjoetra, "Green Local Politics: Promoting the Role of Local Political Parties in Environmental Governance," *Seumike: Society Progress Journal* 1, No. 2 (2025).

⁵⁶Abdul Aziz Nasihuddin, "Kearifan Lokal Dalam Perlindungan Dan Pengelolaan Lingkungan Hidup (Studi Di Desa Janggolan Kec. Sumpiuh, Banyumas)," *Bina Hukum Lingkungan* 2, No. 1 (2017), p. 99-107.

must communicate its commitment to environmental protection to each participating political party. This collaboration will foster a climate for environmentally friendly elections in Indonesia, particularly in Aceh, as part of efforts to preserve and protect the environment.

Conclusion

Environmental issues have become a central issue in Indonesian politics, particularly in the lead-up to the 2024 elections. Public pressure and global trends have pushed this issue to the forefront. Unfortunately, Indonesia still lags behind in environmental management, and political commitment to this issue is uneven across political parties. The 2024 elections represent a crucial opportunity to drive change. The General Elections Commission (KPU) has included environmental issues in debates, but implementation of environmentally friendly policies in campaigns remains weak. Differences between KPU and Bawaslu regulations regarding environmental issues also highlight inconsistencies in addressing this issue. Various political parties have implemented environmental protection efforts during the campaign period in Aceh, such as in Sabang City, Banda Aceh, and other regions, but a number of challenges remain. The Aceh Provincial Elections Supervisory Agency (Panwaslih) has actively sought to educate the public and prospective election participants about the importance of environmental protection. However, obstacles such as the lack of a specific legal framework prohibiting the installation of campaign materials on trees and non-compliance by some candidates have hampered this. The government, particularly the Environmental and Sanitation Department (DLHK) at district and city levels, has also played an active role by conducting outreach and cleaning up campaign equipment. However, budget constraints and administrative demands from the central government hamper the DLHK's focus on field activities. Regency and city Independent Election Commissions (KIP) have disseminated campaign regulations to political parties, which emphasize ethics and aesthetics. However, some candidates still violate these regulations.

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