

ABSTRAK

EFEKTIVITAS PELAKSANAAN DEBAT KANDIDAT CALON KEPALA DAERAH DAN WAKIL KEPALA DAERAH DI KABUPATEN OGAN KOMERING ULU TAHUN 2024

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Latar belakang penelitian muncul karena hasil pengawasan Bawaslu OKU menyatakan KPU tidak profesional akibat debat publik kedua tidak selesai. Hasil Pilkada 2024 juga tidak diterima positif oleh Paslon 01 (Yudi-Yenny) yang kalah selisih 3.809 suara dari Paslon 02, dengan mereka menyatakan adanya pelanggaran dan KPU tidak netral. Penelitian ini bertujuan untuk mengetahui efektivitas pelaksanaan debat calon kepala daerah dan wakilnya tahun 2024, menggunakan metode kualitatif deskriptif melalui observasi, wawancara, dan dokumentasi langsung terhadap KPU Kabupaten OKU. Penelitian dilaksanakan pada 1 Juni hingga 3 Juni 2025. Hasil penelitian menunjukkan empat indikator utama: (1) Pencapaian tujuan memberikan kontribusi positif pada transparansi politik dan pendidikan pemilih, namun belum optimal dalam membantu masyarakat menilai calon pemimpin secara komprehensif; (2) Ketepatan waktu menjadi masalah akibat keterlambatan dan pembagian waktu yang tidak seimbang antar kandidat; (3) Kualitas output terganggu secara negatif oleh aksi walk out Paslon YPN-YESS yang membuat informasi tidak utuh dan tidak representatif; (4) Efisiensi pelaksanaan belum optimal akibat berbagai kelemahan manajemen. Kesimpulan penelitian menyatakan bahwa debat Pilkada OKU 2024 belum efektif dan optimal, sehingga diperlukan evaluasi serta perbaikan menyeluruh. Adapun saran yang diberikan adalah bagi KPU OKU untuk memperbaiki aspek waktu, lokasi, teknis, dan publikasi; bagi peserta debat untuk meningkatkan substansi penyampaian; bagi pemerintah dan stakeholder untuk mendukung fasilitas serta penyebaran informasi; bagi masyarakat untuk aktif berpartisipasi; dan bagi peneliti selanjutnya untuk memperluas cakupan kajian ke literasi politik dan pengaruh media sosial.

Kata Kunci: Efektivitas Debat, Debat Pilkada, KPU OKU, Bawaslu OKU, Metode Kualitatif, Transparansi Politik, Demokrasi Lokal.

ABSTRACT

THE EFFECTIVE OF CANDIDATE DEBATES IN THE 2024 REGIONAL HEAD ELECTION IN OGAN KOMERING ULU REGENCY

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Regency General Elections Supervisory Agency (Bawaslu) stated that the General Elections Commission (KPU) was unprofessional due to the incomplete second The research background emerged because the oversight results from the OKU public debate. The 2024 regional head election (Pilkada) results were also not positively received by Candidate Pair 01 (Yudi-Yenny), who lost by a margin of 3,809 votes to Candidate Pair 02. They claimed there were violations and that the KPU was not neutral. This study aims to determine the effectiveness of the 2024 regional head and deputy regional head candidate debates, using a descriptive qualitative method through observation, interviews, and direct documentation of the OKU Regency KPU. The research was conducted from June 1 to June 3 2025. The research findings show four main indicators: (1) Achievement of objectives contributed positively to political transparency and voter education, but was not yet optimal in helping the public comprehensively assess the candidates; (2) Timeliness was problematic due to delays and uneven time allocation among candidates; (3) Output quality was negatively affected by the walk-out action of the YPN-YESS candidate pair, which made information incomplete and unrepresentative; (4) Implementation efficiency was not yet optimal due to various management weaknesses. The research conclusion states that the 2024 OKU Regency Pilkada debate was not yet effective and optimal, so comprehensive evaluation and improvement are needed. The recommendations provided are as follows: for KPU OKU to improve aspects of time, location, technical matters, and publication; for debate participants to enhance the substance of their presentations; for the government and stakeholders to support facilities and information dissemination; for the public to participate actively; and for subsequent researchers to expand the scope of study to political literacy and the influence of social media.

Keywords: *Debate Effectiveness, Regional Head Election Debate, KPU OKU, Bawaslu OKU, Qualitative Method, Political Transparency, Local Democracy*