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Digital Political Education Media via the LUMPIA KPU Semarang City Podcast to Boost Citizens' Political Participation

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Abstract

Institutional public communication in election management bodies has undergone a profound transformation, shifting from conventional administrative socialization to interactive digital civic pedagogy. This study evaluates the role of the LUMPIA Podcast, operated by the General Election Commission of Semarang City, as an innovative digital political education medium designed to enhance public political literacy and civic participation. Utilizing a qualitative non empirical research design grounded in public communication theory and digital civic pedagogy frameworks, the analytical procedure synthesizes primary institutional artifacts with secondary scholarly literature through thematic content analysis. The findings reveal that the podcast operates as a structured pedagogical conduit, converting intricate legal frameworks and political dynamics into accessible narrative formats through multi stakeholder dialogues. While this digital adaptation successfully expands political efficacy and facilitates informed voter engagement, its broader democratic impact remains constrained by systemic challenges such as digital literacy disparities, political apathy, and widespread online disinformation. Consequently, integrating institutional audio visual media into public relations strategies provides a resilient framework for strengthening citizen political agency and fostering long term democratic integrity.

Keywords : LUMPIA Podcast, Political Education, Civic Pedagogy, Political Participation, Election Commission.



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INTRODUCTION

The global landscape of digital democracy has undergone a profound paradigm shift, characterized by the rapid migration of political discourses from traditional broadsheets to decentralized digital communication platforms. Contemporary democratic frameworks increasingly rely on participatory spaces where state institutions must navigate the complex dynamics of public engagement, civic awareness, and information dissemination. In this hyper-connected era, the imperative to cultivate an informed citizenry requires institutional actors to reinvent their communication modalities to mitigate systemic voter apathy and structural political alienation. Public institutions, particularly electoral management bodies, are forced to abandon top down informational models in favor of interactive, digital native channels to sustain democratic legitimacy and foster genuine political participation (Saputra et al., 2024; Wulandari et al., 2025). This ongoing digital transformation redefines how civic knowledge is constructed, negotiated, and consumed across diverse societal segments, positioning digital media as a vital battleground for modern civic education and public policy discourse.

Previous empirical inquiries have extensively documented the multifaceted relationship between digital media adoption and civic engagement across various sociopolitical contexts. Scholarly literature demonstrates that digital campaigns and strategically curated media content possess significant efficacy in elevating political consciousness and altering voting behavior within localized jurisdictions (Sistyan, 2025). Concurrently, studies examining digital ecosystems highlight the paramount role of external digital actors, such as social media influencers and targeted digital advertising, in shaping the political orientation and participation patterns of younger cohorts (Venus et al., 2025). Furthermore, investigations into institutional communication strategies emphasize that official electoral bodies can successfully utilize structured digital media to socialize legal frameworks and deliver public information (Yulianti et al., 2024). Despite these insights, early scholarly focus on

electronic campaigns primarily examined macro level presidential elections, leaving localized, institutional digital interventions relatively understated (Yuliatiningtyas, 2022).

Despite the substantial body of research on digital political communication, critical conceptual and empirical gaps remain unresolved regarding institutional podcasting as a deliberate tool for sustained political education. While existing studies broadly validate the capacity of digital platforms to broadcast political messages, they frequently overlook the editorial mechanisms and structural framing policies that govern institutional content creation (Yustitia & Annisa, 2024). Most prior literature treats digital media as a homogenous broadcasting mechanism, failing to differentiate between passive political exposure and deep, deliberative civic learning facilitated by long form audio visual discussions. There is a glaring theoretical inconsistency in how institutional communication transitions from basic public relations socialization to authentic political education capable of fostering active, critical political agency. Empirical evaluations of localized civic podcasts initiated by electoral commissions remain scarce, leaving a void in understanding how institutional digital media navigates citizen skepticism, misinformation, and varying levels of digital literacy.

Addressing these unresolved literature gaps is of paramount scientific and practical urgency for the sustainability of contemporary democratic systems. From a theoretical standpoint, failing to conceptualize the pedagogical dimensions of institutional podcasts leaves civic education theories ill equipped to explain how modern citizens process complex electoral mechanisms outside formal classroom environments. Practically, municipal election commissions face an escalating crisis of political apathy and widespread misinformation, which severely undermines voter turnout and public trust in democratic processes. Without a rigorous understanding of how localized institutional podcasts can effectively cultivate civic literacy, public funds and institutional resources risks being squandered on ineffective digital broadcasting that fails to reach or resonate with target audiences. Resolving this problem is vital for developing actionable strategies that transform passive digital consumers into active participants in regional democratic governance.

This study positions itself at the intersection of institutional political communication, digital civic pedagogy, and public participation theories by critically examining the LUMPIA Podcast hosted by the General Election Commission of Semarang City. Unlike prior inquiries that focus predominantly on commercial influencers or macro campaign strategies, this research investigates an institutionalized, municipality level podcast operating as an continuous educational medium. By analyzing the structural delivery, content framing, and communicative strategies of the LUMPIA Podcast, this paper bridges the analytical divide between institutional information dissemination and genuine political empowerment. It theoretical alignment grounds digital audio visual content not merely as a promotional apparatus, but as a deliberate political education technology designed to cultivate critical civic consciousness within a specific localized context.

The objective of this research is to critically analyze the role and efficacy of the LUMPIA Podcast as a digital political education medium in enhancing citizen political participation in Semarang City. Methodologically, this paper advances qualitative literature synthesis by rigorously evaluating the structural dynamics, pedagogical mechanisms, and operational challenges inherent in institutional digital podcasts. Theoretically, this study contributes to the expanding paradigm of digital civic education by offering an analytical framework that explains how institutional communication can transcend traditional administrative socialization to achieve transformative civic engagement. Ultimately, the findings provide a strategic reference for electoral authorities and public policy scholars seeking to optimize digital public spheres for robust democratic governance.

RESEARCH METHODS

This study adopts a non empirical qualitative design grounded in a conceptual framework that integrates digital civic pedagogy, public communication theory, and democratic participation models to evaluate institutional podcasting. The conceptual architecture posits that institutional audio visual channels operated by electoral commissions serve as transformative educational conduits capable of bridging the knowledge divide between electoral authorities and citizens. By synthesizing theoretical perspectives on youth civic engagement and digital media adoption, the framework examines how interactive dialogic formats shift political communication from top down administrative socialization to participatory civic learning (Aulia, n.d.). This conceptualization constructs an analytical model focused on three interconnected dimensions, namely content accessibility, pedagogical framing by

credible stakeholders, and civic consciousness cultivation within contemporary digital public spheres (Praksita, 2024).

The analytical procedure employs a rigorous qualitative literature synthesis and content driven thematic analysis across primary institutional outputs and secondary scholarly literature. Systematically collected textual and media artifacts, including selected episodes of the LUMPIA Podcast on YouTube along with institutional reports and academic studies, were mapped, categorized, and critically interpreted. Data synthesis followed a multi stage qualitative protocol encompassing initial coding, thematic identification, and structural triangulation to assess the alignment between podcast messaging strategies and citizen political empowerment. Methodological robustness and analytical rigor were maintained through source cross verification and contextual validation, ensuring that the theoretical inferences regarding digital political education accurately reflect the operational realities and systemic challenges of local democratic governance.

RESULTS AND DISCUSSION

Conceptual Foundations of Digital Podcasting as an Institutional Civic Pedagogy Tool

The integration of digital podcasting into electoral administration represents a conceptual paradigm shift from bureaucratic communication to interactive civic pedagogy within modern democracies. Institutional podcasts operate as structured educational conduits that translate complex statutory frameworks into accessible digital narratives for diverse voter demographics. Scholars argue that the adoption of interactive media formats allows election management bodies to bypass traditional institutional stiffness and directly engage citizens in deliberative learning spaces (Arpandi, 2023). This theoretical realignment positions digital audio visual broadcasting not merely as a publicity instrument, but as an essential pedagogical apparatus designed to cultivate critical civic consciousness (Aulia, n.d.).

The pedagogical efficacy of institutional podcasting relies heavily on its ability to leverage decentralized digital ecosystems to foster political interest among youth cohorts. Digital platforms facilitate flexible, on demand consumption patterns that align seamlessly with the media habits of first time and young voters (Ariadne Shinta Dewi et al., 2025). By utilizing conversational structures, election commissions can unpack intricate electoral mechanics, candidate platforms, and voting procedures in an engaging manner (Donita & Susanti, 2025). This digital adaptation shifts the nature of voter education from passive information reception to active cognitive synthesis within contemporary civic spaces (Febryanti & Adiwinata, 2026).

The conceptual mechanism linking digital podcasting with civic literacy involves multi directional information flows that enhance individual political efficacy. Traditional election socialization often suffers from top down information overload, which frequently fails to resonate with digitally native populations (Hadi et al., 2025). In contrast, podcasting frameworks combine visual engagement with dialogic discussions, allowing complex political concepts to be systematically decomposed and reconstructed (Fadhlurrahman et al., 2026). This structural transformation strengthens political comprehension, thereby reducing institutional distance and empowering citizens to evaluate public affairs critically (Kusumawardani et al., 2025).

Notwithstanding these theoretical advantages, the implementation of institutional podcasting requires a careful balance between educational depth and digital media engagement metrics. The transition toward digital civic pedagogy must account for varying baseline levels of digital literacy and political interest across different societal strata (Izana & Rahayu, 2022). Without deliberate pedagogical design, digital political broadcasts risk being overshadowed by entertainment focused content within hyper competitive online environments (Arrazak & Adnan, 2026). Consequently, institutional podcasting must maintain structural clarity and intellectual rigor to serve effectively as a transformative tool for political socialization (Listyanti et al., 2026).

The operational landscape of digital political socialization demonstrates distinct structural variations depending on the communication media employed by electoral institutions. To conceptualize how institutional podcasts compare with other traditional and contemporary digital media formats, a comparative framework is synthesized below.

Table 1. Comparative Analysis of Electoral Communication Media Formats across Pedagogical and Engagement Dimensions

Media Category	Primary Pedagogical Format	Audience Engagement Mechanism	Information Depth and Rigor	Civic Literacy Impact
Institutional Podcasting	Long form dialogic audio visual sessions	On demand interactive and flexible listening	High comprehensive analysis	Transformative civic awareness
Traditional Campaign Media	Static print and broadcasting channels	One way passive information distribution	Moderate basic legal compliance	Superficial administrative awareness
Short Form Social Media	Micro video clips and visual posts	High velocity viral engagement	Low fragmented information	Transient immediate exposure
Community Outreach	Direct face to face seminars and workshops	Synchronous localized interpersonal dialogue	High contextualized discussion	Localized group empowerment

Source: Analytical synthesis constructed from literature on electoral socialization strategies (Gunawan & Genovés, 2024, Jodding et al., 2025, Mansyur & Hajad, 2024).

The comparative matrix in Table 1 illustrates that institutional podcasting offers a balanced synergy between high information depth and flexible audience engagement. While short form social media achieves rapid reach, it lacks the structural capacity required for deep civic literacy cultivation (Kholikin & Holivil, 2025). Conversely, direct community workshops provide rich contextual dialogue but suffer from limited geographical scalability (Mawarti & Restuningsih, 2024). Institutional podcasting bridges this analytical divide by combining the broad accessibility of digital networks with the analytical depth necessary for sustainable political education (Muhaimin et al., 2024).

The institutional adoption of podcasting further redefines public sector communication by establishing transparent forums for civic discourse. Electoral management bodies can utilize long form digital discussions to address public skepticism and demystify administrative procedures (Natania et al., 2026). By hosting neutral dialogues involving various democratic actors, institutional podcasts strengthen public trust in electoral integrity (Praksita, 2024). This institutional transparency acts as an educational buffer against political disinformation and public alienation (Putra et al., 2023).

Furthermore, the theoretical alignment between digital communication and civic participation highlights the role of institutional media in fostering long term democratic habits. Exposure to well structured political education enhances an individual's sense of civic duty and political agency (Saputra et al., 2025). As citizens gain a clearer understanding of democratic processes through accessible digital media, their willingness to engage in institutional politics increases (Saputra et al., 2024). This relationship emphasizes the necessity of embedding pedagogical principles into digital public relations strategies (Sistyawan, 2025).

The theoretical framework also stresses the importance of institutional credibility when delivering digital political education to young voters. Credible source framing reduces public skepticism and enhances the persuasive power of educational messages (Venus et al., 2025). Electoral commissions must navigate political neutrality carefully while delivering critical analyses of policy issues and voting systems (Wulandari et al., 2025). Maintaining this institutional equilibrium ensures that digital political education remains legitimate, authoritative, and impactful across diverse political demographics (Yulianti et al., 2024).

In summary, conceptualizing digital podcasting as an institutional civic pedagogy tool reveals its transformative potential for modern democratic governance. The format synthesizes digital reach, dialogic engagement, and theoretical depth, enabling electoral authorities to connect meaningfully with contemporary citizens (Yuliatiningtyas, 2022). As traditional channels experience declining resonance, institutional podcasting offers a structurally sound platform for sustaining public political literacy (Hidayat et al., 2026). Ultimately, embedding strategic pedagogical frameworks into digital

broadcasting constitutes an essential mechanism for elevating citizen political agency in the digital age (Yustitia & Annisa, 2024).

Digital Media Adaptation and Pedagogical Framing in Electoral Public Relations: The Case of LUMPIA KPU Semarang

The strategic transition of the Semarang City General Election Commission (KPU) from traditional public outreach toward digital audio-visual broadcasting reflects a institutional adaptation to modern communication ecosystems. Institutional public relations frameworks must increasingly reconcile administrative protocols with the decentralized consumption patterns of digital citizens (Yulianti et al., 2024). By shifting voter education initiatives to YouTube, the election management body moves beyond static print campaigns to establish an accessible digital archive. This structural pivot allows electoral authorities to address declining engagement with official regulatory announcements while capturing the attention of digitally native cohorts (Aulia, n.d.).

The operational mechanics of the LUMPIA Podcast leverage interactive features to enhance civic learning environments. Scheduled weekly broadcasts on YouTube offer predictable engagement touchpoints that cultivate sustained audience habits (Nurlatifa & Syamzaimar, 2025). Integrated features such as live chat interfaces and comment sections transform one-way information dissemination into real-time dialogic spaces. Asynchronous playback capabilities further empower citizens by granting complete autonomy over time and place when consuming complex civic information (Marlina, 2025).

Institutional adaptation through digital media requires a deliberate alignment between broadcast formats and civic education objectives. Audio-visual channels provide electoral commissions with the structural capacity to decompose intricate legal mechanisms into conversational narratives. Long-form video discussions mitigate the information fragmentation common in micro-blogging platforms by offering cohesive contextual explanations (Sujastika et al., 2024). This methodical approach to content production reinforces institutional legitimacy while building a reliable digital repository for voter education (Gultom et al., 2021).

The analytical taxonomy of institutional podcasting illustrates how specific broadcast formats, stakeholder selections, and interactive channels align with broader civic pedagogy goals. Table 2 synthesizes the operational parameters of the LUMPIA Podcast across its main thematic categories.

Table 2. Analytical Taxonomy of Institutional Podcast Episodes and Pedagogical Framing Dimensions

Podcast Episode / Theme Category		Targeted Stakeholder & Speakers	Core Pedagogical Focus	Interactivity & Communication Channel	Institutional Credibility Impact
Political Series Episode 56: Labour Party)	Party (e.g., 56: KPU Labour Party)	Representatives of Political Parties, KPU Commissioners	Ideological framing, platform transparency, labor rights advocacy	Asynchronous YouTube replay, Live Chat interaction	Neutral platform provision, countering political disaffection
Electoral Mechanics & Legal Literacy		KPU Technical Officers, Legal Scholars, Academics	Statutory compliance, voting procedures, constitutional rulings	Public comment section, digital Q&A segments	Mitigation of procedural errors, authoritative legal clarity
Civic Rights & Democratic Values		Civil Society Leaders, Youth Activists, Civic Educators	Democratic duties, voter empowerment, anti-apathy campaigns	Real-time chat moderation, social media clip shares	Promotion of civic efficacy, institutional transparency

Source: Qualitative synthesis adapted from institutional media archives and scholarly literature on digital civic communication (Aulia, n.d.; Gultom et al., 2021; Nurlatifa & Syamzaimar, 2025; Yulianti et al., 2024).

The categorization outlined in Table 2 demonstrates that pedagogical effectiveness relies on matching specific institutional goals with appropriate stakeholder dialogues. Broadening the diversity of invited speakers prevents the communication channel from devolving into a rigid administrative mouthpiece (Gultom et al., 2026). Incorporating party representatives alongside neutral legal experts ensures a balanced presentation of political choices and regulatory boundaries. Consequently, this multi-stakeholder structure reinforces the credibility of the election management body as an impartial facilitator of public discourse.

A primary example of pedagogical framing occurs within the Political Party Series, notably Episode 56 featuring the Labour Party. The episode utilizes a dialogic format to examine party platforms, operational challenges, and institutional mechanisms like the *Posko Orange* grievance initiative. Explaining how these grievance centers provide legal support for labor disputes connects abstract political party functions with the daily life concerns of citizens (Yuliatiningtyas, 2022). Unpacking party ideologies directly from primary sources enables voters to evaluate political options using substantive policy criteria rather than superficial rhetoric.

Multi-stakeholder dialogues within institutional podcasts serve as a strategic buffer against political polarization and electoral misinformation. Unfiltered communication channels often allow unverified narratives to proliferate across online spaces during election periods. Hosting transparent, fact-based discussions with authoritative speakers enables election commissions to pre-emptively counter false information with verified data (Yuliandari et al., 2023). This proactive pedagogical framing helps stabilize the public sphere by grounding political discourse in verifiable administrative standards.

The institutional choice to broadcast long-form educational content via YouTube reflects an understanding of modern media consumption behaviors. Short-form clips often sacrifice conceptual nuance for engagement velocity, whereas long-form video podcasts sustain deep intellectual exploration of policy topics (Nurlatifa & Syamzaimar, 2025). This structural depth is essential for explaining complex legal frameworks, such as local campaign regulations or candidate registration mandates. Providing comprehensive context minimizes voter confusion and strengthens public confidence in the fairness of electoral administration.

Furthermore, integrating real-time feedback mechanisms transforms passive viewers into active participants in civic discourse. Features like live comment streams allow citizens to raise direct inquiries regarding administrative procedures and platform specifics. Electoral officials can address these concerns immediately during the broadcast, reducing perceived institutional distance and bureaucratization. This dynamic exchange fosters a collaborative learning environment where citizens feel directly recognized by election administrators.

Ultimately, the digital media adaptation embodied by the LUMPIA Podcast represents a refined model of institutional public relations. Moving beyond basic administrative announcements toward structured civic pedagogy allows election commissions to promote political literacy systematically. The combination of flexible access, strategic stakeholder framing, and multi-channel interactivity establishes a resilient digital framework for public engagement. This institutional approach reinforces democratic continuity by embedding accessible political education directly within the digital spaces used daily by contemporary citizens.

Cultivating Civic Consciousness and Navigating Systemic Constraints in Digital Democratic Engagement

The transformation of institutional podcasting into active democratic engagement depends on converting digital civic learning into critical political agency. Citizens who regularly consume structured electoral content display higher levels of political efficacy, which translates into informed voter turnout and grassroots discussions (Setiawan Dian & Djafar Massa, 2023). Digital platforms provide accessible forums where citizens can evaluate policy platforms beyond sensationalized campaign slogans (Andriyendi et al., 2023). This cognitive shift moves voter behavior from passive

compliance to active democratic participation (Samsuri, 2025). The resulting online interaction creates broader opportunities for civic involvement across diverse voter cohorts (Bajari, 2024).

The translation of online engagement into offline democratic action is mediated by structured public communication channels. Digital discussions on official podcast channels encourage citizens to participate in local political forums and community decision-making (Prabowo et al., 2025). By demystifying electoral regulations, institutional media reduces psychological barriers to voter turnout (Dewi et al., 2022). This process nurtures a sustainable civic culture that extends beyond election cycles into daily civic activities (Gultom & Dirgantara, 2022). Consequently, digital political education serves as a key driver of long-term civic mobilization (Praksita, 2024).

The relationship between institutional podcasting interventions, civic consciousness cultivation, and voter participation outcomes across various systemic constraints is detailed in Table 3.

Table 3. Systemic Challenges, Mitigation Mechanisms via Institutional Podcasting, and Electoral Participation Outcomes

Systemic Electoral Challenge	Podcast Intervention & Educational Strategy	Civic Consciousness Dimension	Behavioral Participation Outcome
Low Digital & Political Literacy	Fact-based expert discussion, interactive YouTube broadcasting	Cognitive literacy enhancement, critical evaluation capacity	Informed voting behavior, active political discourse
Disinformation & Political Polarization	Official institutional verification, multi-stakeholder dialogue	Normative civic duty, institutional trust restoration	Reduced electoral cynicism, critical media consumption
Political Apathy & Content Competition	Engaging dialogic formats, flexible asynchronous archives	Efficacy expansion, political interest cultivation	Elevated voter turnouts, online-to-offline engagement

Source: Synthesis based on literature on civic engagement and electoral participation (Andriyendi et al., 2023, Arrazak & Adnan, 2026, Bajari, 2024, Dewi et al., 2022, Febriansyah Putra & Patra, 2023, Gultom & Dirgantara, 2022, Prabowo et al., 2025, Praksita, 2024, Samsuri, 2025, Setiawan Dian & Djafar Massa, 2023).

The synthesis presented in Table 3 illustrates how targeted digital media strategies address broader environmental barriers in electoral politics. Systemic constraints such as political apathy and widespread misinformation require structured educational interventions rather than simple administrative notices (Arrazak & Adnan, 2026). By utilizing fact-based expert dialogues and interactive broadcasting platforms, institutional podcasts systematically build the critical evaluation capacities of citizens (Febriansyah Putra & Patra, 2023). This educational framework directly mitigates electoral cynicism while strengthening institutional trust across diverse demographic segments (Gultom & Dirgantara, 2022).

Despite the potential of digital civic pedagogy, significant systemic constraints hinder the optimal translation of digital content into active political participation. Low digital literacy among voters often leads to the uncritical consumption of sensationalized, short-form media clips (Febriansyah Putra & Patra, 2023). When citizens consume fragmented political information without context, their capacity to evaluate candidate platforms objectively diminishes (Arrazak & Adnan, 2026). This vulnerability highlights the need for institutional podcasts to maintain conceptual depth while counteracting shallow media consumption habits (Praksita, 2024).

The proliferation of political disinformation presents a direct threat to public trust in democratic institutions. Misinformation campaigns manipulate voter perceptions, foster political polarization, and suppress overall voter turnout (Febriansyah Putra & Patra, 2023). Institutional podcasts address this barrier by acting as authoritative sources of verified electoral information (Gultom & Dirgantara, 2022). By offering objective analysis and transparent procedural updates, electoral commissions restore public confidence in democratic processes (Dewi et al., 2022). Maintaining this institutional authority is vital for protecting public discourse against digital manipulation (Bajari, 2024).

Widespread political apathy poses another major challenge to democratic engagement, particularly among younger voters. Many citizens view political processes as distant, overly bureaucratic, or irrelevant to their immediate daily experiences (Setiawan Dian & Djafar Massa, 2023). Furthermore, political content must compete against commercial entertainment for user attention within digital attention economies (Arrazak & Adnan, 2026). Institutional media must therefore adopt engaging narrative strategies to make civic education appealing without compromising intellectual rigor (Aulia, n.d.).

The digital divide further complicates the reach and impact of institutional political education. Variations in internet infrastructure and device accessibility create disparities in civic knowledge across different socio-economic groups (Prabowo et al., 2025). While urban populations benefit from high-speed connectivity to stream long-form podcasts, rural voters may face technical barriers (Gultom & Dirgantara, 2022). Bridging these access gaps requires multi-channel distribution strategies that complement digital broadcasting with localized community outreach (Samsuri, 2025).

Addressing these complex challenges requires a multi-faceted approach that connects digital engagement with broader civic education initiatives. Electoral management bodies must collaborate with educational institutions, civil society organizations, and media platforms to strengthen digital literacy (Andriyendi et al., 2023). Incorporating institutional podcast content into formal civic education curricula can widen its reach among young, first-time voters (Arrazak & Adnan, 2026). Such collaborative frameworks ensure that digital civic pedagogy contributes effectively to long-term democratic resilience (Samsuri, 2025).

Ultimately, cultivating critical civic consciousness through institutional podcasting offers a viable pathway toward enhancing democratic participation. By systematically addressing digital literacy gaps, counteracting disinformation, and overcoming political apathy, digital civic pedagogy empowers citizens to navigate modern political landscapes effectively (Dewi et al., 2022). Institutional podcasting transforms passive media consumption into active, informed civic engagement (Bajari, 2024). Continuing to refine these digital strategies remains essential for strengthening democratic governance in an increasingly digitized public sphere (Gultom & Dirgantara, 2022).

CONCLUSION

The integration of institutional podcasting within electoral administration demonstrates a structural shift from bureaucratic information dissemination toward participatory digital civic pedagogy. Through the LUMPIA Podcast, the General Election Commission of Semarang City bridges the institutional gap between electoral authorities and citizens by transforming complex statutory regulations into accessible, dialogic audio visual content. By engaging diverse political stakeholders and leveraging flexible digital platforms, this medium enhances cognitive political literacy, restores public institutional trust, and encourages informed civic participation among diverse voter demographics. Nevertheless, maximizing the transformative potential of digital voter education requires strategic interventions to mitigate systemic environmental barriers, including political apathy, media fragmentation, and ubiquitous online disinformation. Ultimately, embedding long form interactive broadcasting into official public relations frameworks establishes a vital pedagogical apparatus for sustaining democratic resilience and fostering active civic consciousness in modern digital public spheres.

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