

ABSTRAK

Tingginya skor indeks kerawanan pemilu di Kabupaten Banyumas dengan skor Indeks Kerawanan Pemilu 2024 mencapai 30,82% dibarengi partisipatif masyarakat Banyumas dalam Pilkada 2024 menurun menjadi peluang terjadinya pelanggaran, seperti pelanggaran administratif, pidana, dan netralitas aparatur sipil negara (ASN). Dalam memitigasi permasalahan tersebut, penelitian ini dikaji melalui teori *The Excellence in Public Relations* dengan model *Two Way-Symmetric*. Teori tersebut menekankan pentingnya komunikasi dua arah yang simetris antara organisasi dan publik guna menciptakan saling pengertian dan kesepahaman dalam proses interaksi yang efektif. Penelitian ini dilakukan guna menganalisis penerapan prinsip *Two Way Symmetric* dalam melakukan komunikasi yang efektif dan beretika oleh humas Bawaslu Banyumas dalam meminimalisir pelanggaran pemilihan serta hambatan komunikasi. Penulisan menggunakan metode penelitian kualitatif dengan pendekatan deskriptif. Data dikumpulkan melalui wawancara mendalam dengan narasumber internal Bawaslu Banyumas dan stakeholder terkait, serta analisis dokumen berupa laporan pengawasan dan regulasi pengawasan Bawaslu Banyumas. Hasil penelitian menunjukan bahwa, meskipun model *Two Way Symmetric* telah diterapkan serta membantu memahami nilai hubungan antara Bawaslu Banyumas dan publiknya melalui interaksi sosialisasi pencegahan, ditemukan bahwa masyarakat yang bersikap apatis menjadi tantangan dalam membangun komunikasi dan kolaborasi efektif dengan para pemangku kepentingan Pilkada Banyumas 2024. Penelitian ini memberikan rekomendasi agar Bawaslu lebih memaksimalkan peran humas sebagai jembatan komunikasi strategis melalui peningkatan program edukasi publik terkait pentingnya pemilu yang bersih dan adil serta kajian survei efektifitas kegiatan pencegahan pelanggaran untuk evaluasi secara komperhensif atas hasil kegiatan sosialisasi pencegahan yang dilaksanakan.

Kata kunci: Bawaslu Banyumas, Sosialisasi Pencegahan, Teori *The Excellence in Public Relation*, *Two Way Symmetric*, Pilkada Banyumas.

ABSTRACT

The high vulnerability level in Banyumas Regency, as indicated by the 2024 Election Vulnerability Index score of 30.82%, along with the decline in community participation in the 2024 Pilkada, has created opportunities for violations, such as administrative offenses, criminal acts, and breaches of neutrality by state civil servants (ASN). This study applies the theory of Excellence in Public Relations with the Two-Way Symmetric model to address these issues. This theory emphasizes the importance of symmetrical, two-way communication between organizations and the public to foster mutual understanding and effective interaction. The study examines the application of the Two-Way Symmetric principle in conducting ethical and effective communication by the Banyumas Bawaslu public relations team to minimize election violations and address communication barriers. It employs qualitative research methods with a descriptive approach, gathering data through in-depth interviews with internal sources from Banyumas Bawaslu and related stakeholders and document analysis of supervision reports and regulations issued by Banyumas Bawaslu. The findings reveal that while the Two-Way Symmetric model has been implemented and has enhanced the relationship between Banyumas Bawaslu and its public through preventive socialization interactions, societal apathy remains a significant challenge in establishing effective communication and collaboration with stakeholders during the 2024 Banyumas Pilkada. This study provides recommendations for Bawaslu to optimize the role of public relations as a strategic communication bridge by expanding public education programs on the importance of clean and fair elections. Additionally, surveying the effectiveness of violation prevention activities is suggested to enable a comprehensive evaluation of the preventive socialization efforts.

Keywords: *Bawaslu Banyumas, Prevention Socialization, Public Relations Excellence Theory, Two-Way Communication, Banyumas Regional Election.*