

The Integrity of General Elections Based on Prophetic Journalism

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Abstract: This study examines the integrity of general elections through the lens of prophetic journalism. A qualitative approach was employed to explore the perspectives and experiences of institutional administrators, community leaders, and local residents regarding electoral integrity grounded in prophetic journalism. This approach emphasizes the importance of relationships among various actors in the public policy process, including government institutions, non-governmental organizations, and the private sector. The research was conducted at the East Java Provincial General Election Commission (KPU), with data collected directly by the researcher through observation of words and actions. Data collection was carried out holistically and integratively, focusing on relevance to the study objectives. Data analysis involved systematically searching, organizing, and processing all interview transcripts while ensuring validity through careful verification procedures. The results indicate that electoral integrity can be maintained effectively through a combination of deliberative democracy and prophetic journalism. In this context, the media functions not only as an information distributor but also as a moral agent ensuring transparency, accountability, and fairness throughout the electoral process. Campaigns to validate and counter hoax news during elections are most effective when prophetic journalism is integrated with agenda-setting theory, allowing the media to shape public perception through information filtering, digital literacy education, and the delivery of objective and ethical reporting. Prophetic journalism also serves as a social control mechanism, reinforcing transparency and oversight by combining the press's watchdog function with principles of honesty, responsibility, and wisdom, preventing electoral manipulation and safeguarding democratic integrity.

Keywords: Deliberative Democracy; Electoral Integrity; Hoax Countermeasures; Media Ethics; Prophetic Journalism.

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1. Introduction

Problems faced in the general election process in a country include detrimental practices, lack of transparency and accountability, and limited public participation. "Data manipulation, bribery, and violence can undermine the integrity of the electoral process and result in injustices within the election procedure" (Center, C. 2018).

Injustice is a significant issue in general elections. The abuse of power by stakeholders involved in the electoral process can lead to unfairness and inequality in elections. Detrimental practices during elections may include data manipulation, bribery, or violence, all of which can compromise the integrity of the electoral process. "*Do not consume one another's wealth unjustly or send it (in bribery) to the rulers in order that you may sinfully consume a portion of the wealth of others while you know (it is wrong)*" (QS. Al-Baqarah [2]:188). Limited public participation in the electoral process can be understood as a low level of civic engagement, either in terms of voters not showing up to cast their ballots or in cases where voters do participate but are unaware of how to effectively express their opinions.

Table 1. Summary of low public participation in the electoral process in 2019, based on the Indonesian Democracy Index (IDI) and the East Java KPU for Blitar City and Surabaya City.

City	IDI 2019 (number & category)	2019 Electoral Participation (%)	Low Notes/Reasons
Blitar (IDI & KPU)	82.98 – categorized as “good” (Blitar City)	84 % (Registered Voters 113,544; non-voters 16,411)	articipation exceeds the national (77.5 %) and regional targets, indicating relatively active citizen engagement.
Surabaya (KPU Jatim)	(IDI not available)	~53 % – he lowest participation in East Java during the 2019–2020	local elections Participation is far below the national target, indicating low citizen engagement.

Table 1 presents data on the level of public participation in the 2019 general elections in two major cities in East Java, namely Blitar City and Surabaya City. The information is compiled based on the Indonesian Democracy Index (IDI) and official data from the East Java Provincial KPU.

Blitar City exhibited a high level of public participation, reaching 84% of the total Registered Voters (DPT) of 113,544 individuals. This means that only approximately 16,411 people did not exercise their voting rights. This figure exceeds the national KPU target of 77.5%, reflecting active citizen engagement in the democratic process in the region.

Based on the 2019 Indonesian Democracy Index (IDI), Blitar City scored 82.98, which falls into the “good” category. This score reflects the city’s democratic performance, including aspects of political participation, civil liberties, and democratic institutions. It also indicates that the democratic infrastructure in Blitar City is relatively well-established.

Surabaya City, on the other hand, exhibited a low level of voter participation. In the 2019 general elections, no official figures were explicitly published by the IDI. However, data from the East Java KPU indicate that in the 2020 local elections, voter participation in Surabaya reached only approximately 53%, making it the city with the lowest participation rate in East Java at that time. This figure suggests a trend of low participation, which is also presumed to reflect a similar condition during the 2019 elections. The low participation in Surabaya highlights challenges in fostering political awareness among citizens. Factors such as political apathy, distrust in the political process, lack of voter education, or the dominance of local political elites may contribute to the limited civic engagement.

This may be caused by several factors, such as the public’s lack of awareness of the importance of the electoral process, limited accessibility and quality information for citizens, or insufficient representation of various community groups in decision-making processes. Low public participation can result in a reduced level of political engagement and inadequate representation of different societal groups in decision-making, which may ultimately lead to injustice and inequality in the electoral process. A lack of transparency and accountability in elections can undermine public trust in the process and decrease citizen participation. Limited access to information is also a significant issue. “The lack of accessibility and quality information for citizens in the electoral process can lead to injustice and inequality in the election process”.

Limited transparency and accountability in the electoral process can lead to public distrust in the elections and reduce citizen participation. "Low public participation in the electoral process can result in reduced political engagement and inadequate representation of various community groups in decision-making processes" (Kumar, S., Kumar, N., & Vivekadhish, S. 2016).

General elections (Pemilu) are one of the main pillars of a democratic system, aimed at producing legitimate leaders who reflect the aspirations of the people. However, in practice, the electoral process often faces various challenges that can threaten its integrity, such as the spread of false information (hoaxes), money politics, and vote manipulation. In today’s digital era, information develops rapidly and is often poorly filtered, making the public vulnerable to misinformation. This phenomenon has the potential to undermine the democratic process and reduce public trust in electoral institutions, including the General Election Commission (KPU).

The East Java KPU, as one of the regions with the largest number of voters in Indonesia, faces various dynamics in maintaining the integrity of the electoral process. One notable issue that occurred was the dissemination of hoaxes regarding inaccurate voter registration lists (DPT), which at times caused concern and social conflict in several areas (Kompas.com, 2019).

Throughout 2019, several key events related to the Indonesian Democracy Index (IDI) occurred at the East Java KPU, Blitar City, and Surabaya City. In January, Blitar City conducted planning for the IDI improvement team for 2019 through the city's Bakesbangpol. In May, the East Java KPU strengthened coordination on election data and political indicators, targeting aspects of voting rights distribution as well as collecting preliminary data on participation and civil liberties as IDI sub-indicators. In June, Surabaya City finalized the IDI monograph through a consortium involving BPS and the city's Bakesbangpol. In July, BPS East Java completed a set of 2019 IDI indicators with a score of 77.68, categorized as medium. In August, BPS Surabaya officially released that the East Java IDI 2019 was 77.68, an increase of 4.82 points from 2018, and also published Kota Surabaya Dalam Angka 2019, which included indicators of civil liberties and political rights. In September, BPS Surabaya began inputting IDI data for the 2020 publication. In November, the Head of Bakesbangpol East Java presented improvements in democratic performance and the support of FGDs and media institutions.

In addition, information manipulation on social media also affects public perception of the electoral process, necessitating the implementation of effective social control mechanisms.

In this context, prophetic journalism emerges as a relevant solution to strengthen electoral integrity. Prophetic journalism emphasizes the values of honesty, justice, and commitment to truth, playing a strategic role in providing accurate information and educating the public to be more critical and selective in receiving news. A case study at the East Java KPU is important for understanding how prophetic journalism can serve as an effective social control tool in maintaining electoral integrity and supporting the creation of a fair and transparent democratic process.

Prophetic journalism can play a crucial role in enhancing the integrity of general elections by exposing detrimental practices and promoting transparency and accountability. However, very few studies have been conducted to evaluate the role of prophetic journalism in strengthening electoral integrity. Therefore, further in-depth research is needed to assess how prophetic journalism can improve electoral integrity and to determine how it can be utilized to enhance transparency, accountability, and public participation in the electoral process.

This study will also help identify the challenges encountered in implementing prophetic journalism in the electoral process and provide recommendations to address them. Accordingly, it is expected that this research will make a significant contribution to understanding the role of prophetic journalism in enhancing electoral integrity and promoting more active public participation in the election process.

Furthermore, this study will also help to understand how prophetic journalism can be used to enhance the quality of democracy and promote more equitable social change. It can also contribute to improving the quality of journalism practiced during the electoral process, thereby supporting the enhancement of democratic quality in the country.

This study will also help identify the role of prophetic journalism in enhancing transparency and accountability in the electoral process, which can serve as a reference for decision-makers in election administration. In addition, the research will contribute to raising public awareness of the importance of electoral integrity and the role of journalism in strengthening that integrity.

2. Research Method

This study employs a qualitative method with a case study design to comprehensively and holistically analyze the integrity of general elections based on prophetic journalism. The research was conducted in a natural setting using direct data sources, aiming to gain an in-depth understanding of the issues under investigation rather than to explain cause-and-effect relationships. The case study focuses on ongoing events or phenomena (Rahardjo, 2011). This qualitative study with a case study design was conducted at the East Java Provincial KPU, as the integrity of general elections based on prophetic journalism receives significant attention in the institution. The research steps include: collecting data until data saturation is reached,

categorizing data into themes, identifying key issues and research focus categories, determining categories to be described and explained, and processing the collected data.

Data collection techniques, carried out holistically and integratively, must consider the relevance of the data while focusing on the research objectives. In line with the qualitative research approach described above, data were collected using three techniques: (1) participant observation, in which the researcher observes and actively participates in activities at the research site to understand what people do and say; (2) in-depth interviews, conducted to obtain detailed information on character values and the integrity of general elections based on prophetic journalism; and (3) document studies, used to gather documentation data such as notes, transcripts, and agenda books related to the research site at the East Java Provincial KPU. These three methods are employed to comprehensively understand and analyze the integrity of general elections based on prophetic journalism (Bogdan & Taylor, 2001).

Data analysis is a systematic process of searching, organizing, and communicating knowledge from the collected data. Data analysis activities include organizing, sorting, grouping, coding, and categorizing data to identify themes and gain a deeper understanding of the information. Once the data are collected, descriptive data analysis is conducted, wherein the researcher seeks to explore the data obtained regarding the integrity of general elections based on prophetic journalism. Individual case analysis is carried out on the East Java Provincial KPU as the research object. In this analysis, the researcher employs the data analysis techniques of Miles and Huberman (1984), which involve three stages in qualitative data analysis: first, data condensation, used to select and simplify the most important and relevant data; second, data display, used to present the data in a more structured and easily understandable form, such as tables or graphs; and third, data verification, conducted to ensure the accuracy and validity of the collected data, thereby producing data that are accurate, valid, and reliable. These three processes are often carried out simultaneously and iteratively to ensure the quality of the research data (Sugiyono, 2006).

3. Research Result and Discussion

3.1. Electoral Integrity and Journalism

The main characteristic of prophetic journalism is a commitment to truth. This means that such journalism not only reports facts but also analyzes and interprets them within a moral and ethical context. This commitment requires journalists to conduct thorough and in-depth investigations and to highlight injustices and potential abuses (Christians & Nordenstreng, 2004).

Prophetic journalism emphasizes advocacy and social change. This differs from conventional journalism, which typically focuses on neutrality and objectivity. In prophetic journalism, there is an element of advocacy, where journalists strive to promote positive societal change through their reporting (Hackett & Carroll, 2006). This often involves exposing injustice, corruption, and the abuse of power.

Prophetic journalism is a concept of journalism grounded in moral, ethical, and spiritual values derived from religious teachings, particularly Islam.

وَلَا تَقْفُ مَا لَيْسَ لَكَ بِهِ عِلْمٌ إِنَّ السَّمْعَ وَالْبَصَرَ وَالْفُؤَادَ كُلُّ أُولَٰئِكَ كَانَ عَنْهُ مَسْئُولًا

“Do not follow that of which you have no knowledge. Indeed, hearing, sight, and conscience all will be held accountable.” This concept was first popularized by Kuntowijoyo, an Indonesian intellectual who focused on how the media could fulfill prophetic roles in serving society. Prophetic journalism not only prioritizes the dissemination of information but also emphasizes the formation of a more just and moral society through a humane, spiritual, and transformative approach.

Tabel 2. Konsep Jurnalisme Profetik dalam Konteks Indeks Demokrasi Indonesia (IDI) Tahun 2019 di KPU Provinsi Jawa Timur, KPU Kota Blitar, dan KPU Kota Surabaya.

Prophetic Journalism Values	General Concept & Implementation	East Java Provincial KPU	Blitar City KPU	Surabaya City KPU
1. Humanization (Transformation)	Upholding human dignity, empowering the public through accurate and educational information.	KPU Goes to Campus Democracy Volunteers to educate young voters.	Inclusive political education in villages, for people with disabilities, and women.	Creative democracy classes in public service malls and campuses.
2. Liberation (Emancipation)	Freeing the public from the oppression of false information, political manipulation, and media elite dominance.	Anti-Hoax Campaign, dissemination of clarifications through infographics and webinars.	Fact-checking training within neighborhood communities, collaboration with local media to combat hoaxes.	Collaboration with campus journalist forums and Cyber Media for political information clarification.
3. Transcendence (Spirituality)	Realizing honest, fair, and dignified elections as a form of moral and social ethical responsibility.	East Java information guided transparency public honesty.	KPU Values of honesty and policy electoral ethics with integrated into communities and education through religious leaders.	Reflective activities with interfaith communities and clean elections based on ethical values.

Ethics serves as the fundamental foundation of prophetic journalism. Good journalism must adhere to ethical values such as honesty, accuracy, fairness, and social responsibility (Ward, 2019). In prophetic journalism, these ethical principles are emphasized more deeply through moral perspectives derived from religious teachings, such as equitable justice and absolute honesty. Prophetic journalism functions not only to provide information but also to guide society toward a better direction through a strong moral framework.

The value of spirituality in prophetic journalism provides a distinct dimension compared to conventional journalism. Prophetic journalism and conventional journalism differ fundamentally in several aspects. Prophetic journalism is rooted in spiritual, moral, and Islamic ethical values, with the primary goal of conveying truth as a trust and serving as an agent of social change. Its reporting approach emphasizes sincere intentions and benefits for humanity, positioning the media as a moral and spiritual watchdog. The ethics and integrity of prophetic journalism stress honesty, trustworthiness, and wisdom. In contrast, conventional journalism is based on the principles of objectivity, neutrality, and commercial interests, focusing on current news and attracting readers or viewers. These differences affect journalistic practices, relationships with the public, news content, responses to conflict, and openness to correction. Prophetic journalism seeks to create emotional and spiritual bonds with the audience, serving as a means of outreach and enlightenment.

Prophetic journalism emphasizes a spiritual dimension that guides journalists to focus not only on news that fulfills commercial needs but also on news that positively impacts the moral development of society (Mughtar, Wang, & Gregory, 2020). This spirituality fosters a more holistic perspective on the role of media in society, reminding journalists of their spiritual responsibility to uphold truth and justice.

Humanity is a key value in prophetic journalism, focusing on humanization (or social transformation) and liberating society from injustice. Prophetic journalism aims not only to report facts but also to expose social injustices and advocate for the rights of marginalized communities. For example, modern journalism should pay greater attention to its impact on vulnerable populations, such as minorities and oppressed groups, serving not merely as a disseminator of information but also as an advocate for social justice.

Prophetic journalism is a journalistic approach that emphasizes moral and ethical principles, seeks to give voice to the voiceless, and advocates for social justice. Unlike conventional journalism, which often focuses on objective reporting separate from personal values, prophetic journalism integrates ethical and spiritual values into its reporting. It involves a deep understanding of the social impact of news and strives to combat injustice and oppression.

Prophetic journalism emphasizes social transformation as one of its primary objectives. This concept is supported by Kuntowijoyo’s theory, which envisions the media not only as a transmitter of information but also as an agent of social change that promotes moral and spiritual transformation within society. The media has significant potential to influence public opinion and shape social values, necessitating ethical and spiritual guidance to ensure that the resulting social transformation leads to justice (Zizek, S., Thompson, J. B., & Marcuse, H. 2022).

One of the main pillars of prophetic journalism is liberation or emancipation, aimed at freeing society from oppression, whether in the form of political, economic, or social injustice. Responsible journalism should encourage the public to critically evaluate power and oppressive structures. In the context of prophetic journalism, this means that the media should not remain merely neutral but must actively advocate for justice and empower society to resist injustice.

Democracy relies heavily on a free and ethical media, and prophetic journalism offers an alternative to address the information corruption often found in mainstream media. One of the primary roles of the media is to uphold transparency and accountability, particularly in governance. Through a prophetic approach, journalists do not merely report but also promote positive change within the democratic system by delivering information that is honest and grounded in spiritual and humanitarian values.

Although the concept of prophetic journalism is ideal in theory, its implementation faces numerous challenges. Economic and political pressures often hinder journalists from maintaining their ethical integrity. Additionally, the media frequently encounters a dilemma between upholding prophetic principles and meeting market demands. Nevertheless, prophetic journalism offers an approach that can help the media adhere to ethical standards amid such external pressures.

Prophetic journalism also emphasizes the importance of collaboration between the media and society in promoting social change, highlighting how such collaboration can enhance the quality of journalism by incorporating community perspectives and voices. In the context of prophetic journalism, the public is not merely the subject of news but an active participant in the dissemination of information and social oversight, helping to advance agendas of justice and truth (Putnam, R. D., Feldstein, L., & Cohen, D. 2023).

Overall, prophetic journalism offers a unique perspective in a media landscape increasingly dominated by commercial and political interests. Through its ethical, spiritual, and humanitarian values, prophetic journalism provides a strong moral foundation for the media to fulfill its role as a social watchdog and agent of change. Although its implementation faces various challenges, recent international studies indicate that this approach remains relevant and holds significant potential to help create a more just and ethical society, particularly in the context of politics and elections.

Prophetic journalism, pioneered by Kuntowijoyo, is founded on three main pillars: transformation (humanization), emancipation (liberation), and transcendence. These three pillars serve as the foundation for journalism that functions not only as a transmitter of information but also as a tool for social and moral change within society.

Table. 3 Three Pillars of Prophetic Journalism.

Pillars	Definition	Meaning in Prophetic Journalism	Examples of Reporting Practices
Humanization (Transformation)	The process of transforming society through reporting that highlights human values and dignity	Restoring human values in reporting, strengthening solidarity and empathy	Covering humanitarian issues, social injustices, and diversity from a perspective that respects human rights
Liberation (Emancipation)	Efforts to liberate society from oppression, falsehoods, and injustice through accurate information	Giving voice to the marginalized, exposing oppression and injustice.	Creating space for minority groups to express their aspirations and advocate for their rights
Transcendence (Spirituality)	Encouraging society to attain higher spiritual and moral awareness through reporting.	Providing enlightenment and spiritual values that foster public moral consciousness.	Presenting content that incorporates moral reflection, ethics, and noble values in accordance with religious teachings.

Prophetic journalism has a broader objective than merely disseminating news; it aims to promote socially just and moral change. This distinguishes the concept of prophetic journalism from conventional journalism, which is often constrained by commercial interests and political power. (Yuniarto, F. 2019).

Social responsibility is one of the most emphasized aspects of prophetic journalism. Journalists are not merely transmitters of information but also agents of change responsible for raising public awareness about critical issues such as injustice, corruption, and human rights violations. Social responsibility in journalism encompasses the duty to contribute to societal improvement through informative reporting that raises awareness and inspires social action (Christians, C., Glasser, T., McQuail, D., Nordenstreng, K., & White, R. A. (2021).

Reporting in prophetic journalism must be conducted with an ethical approach, particularly on sensitive issues such as poverty, conflict, or violence. Ethics in reporting social issues requires a high degree of sensitivity to the potential impact that news may have on the individuals and groups involved. In prophetic journalism, news should be delivered responsibly, respecting human dignity and focusing on how it can help address social problems rather than merely exploiting them for commercial gain.

Conventional journalism is often criticized for neglecting ethics in the pursuit of ratings and profit, with many media outlets tending to compromise ethical principles for sensationalism, frequently sacrificing justice and truth. Prophetic journalism emerges as an alternative, prioritizing moral values and social responsibility. The ethical principles in prophetic journalism require journalists not to succumb to commercial or political pressures but to remain steadfast in upholding noble moral values.

Prophetic journalism has significant potential to influence public policy through its ethics-based approach. By presenting news that focuses on social justice and public welfare, journalists can encourage policymakers to consider moral aspects in every decision. When the media consistently reports on issues related to injustice and human rights violations, the resulting public pressure can shape policies that are more responsive to the people. This demonstrates how the ethics of prophetic journalism can play a role in driving social and political change (Dahlgren, P. 2021).

In the digital era, ethical challenges in journalism have become increasingly complex. Technology has transformed the way journalists gather and disseminate information, but it has also introduced new ethical dilemmas, such as the spread of fake news or the use of personal data. Prophetic journalism, with its focus on truth and justice, must adapt to these technological developments by maintaining integrity and ethics in reporting. This means that journalists must use technology responsibly to prioritize transparency, accuracy, and fairness in every piece of news they disseminate.

The importance of ethics education for journalists is also emphasized in prophetic journalism. Ethics education should be an integral part of their training, enabling them to understand the social implications of their work and how they can use the media for the public good. Prophetic journalism underscores that journalists must be equipped with a deep understanding of ethical values so that they can make sound decisions in challenging situations, particularly when facing political or commercial pressures.

In prophetic journalism, ethics plays a central role in ensuring that the media functions not only as a tool for disseminating information but also as an agent of social change. By emphasizing justice, truth, and social responsibility, prophetic journalism encourages journalists to prioritize the public interest over personal or commercial gains. Recent studies indicate that, despite increasingly complex ethical challenges, prophetic journalism remains relevant as a strong moral guide in addressing modern journalistic dilemmas. Through the application of these ethical principles, the media can play a greater role in shaping a more just, transparent, and civilized society.

3.2. Electoral Integrity and Its Challenges

Electoral integrity is a fundamental concept that reflects the quality of democracy in a country. Elections with integrity must be conducted based on the principles of honesty, transparency, and fairness. Without integrity, the legitimacy of elections and public trust in the democratic process are threatened. Electoral integrity serves as the primary foundation for ensuring that election outcomes truly reflect the will of the people. Elements such as honesty, transparency, and fairness form the basis that guarantees all stages of the electoral process are carried out properly (Norris, P. 2021).

Table 4. Electoral Integrity and Its Challenges Based on the 2019 Indonesian Democracy Index (IDI) Data in the Regions of the East Java Provincial KPU, Blitar City KPU, and Surabaya City KPU.

Electoral Integrity Dimensions	East Java Provincial KPU	Blitar City KPU	Surabaya City KPU
1. Electoral Process Transparency	Vote recap data is published through SIREKAP and PPID; is open to the public and media; the recapitulation is broadcast openly.	The plenary recapitulation at the GOR Live broadcasts of the recapitulation information is also displayed on RW boards.	through online media (YouTube, Instagram, Radar Surabaya).
2. Campaign Finance Accountability	Campaign funds of all political parties and candidates are audited by the KPU and Bawaslu.	the results are publicly announced. Training on campaign fund reporting is provided to local parties and LOs, accompanied by intensive monitoring.	LOs are assisted in reporting through digital channels under Bawaslu supervision.
3. Public Participation	Democracy volunteers are active across all districts/cities; the KPU Goes to School program is implemented.	Voter participation is high (84%)—one of the highest in East Java.	Voter participation is relatively low (~53%) despite intensive digital campaigns.
4. Organizer Neutrality	Evaluation of KPPS officers' integrity and coordination with DKPP and internal oversight.	Ethical sanctions against non-neutral KPPS officers are implemented transparently.	Public reports regarding civil servants and election officials are received and followed up.
5. Key Challenges	Voter participation levels vary across regions, along with threats of disinformation and hoaxes.	Technical issues occurred at polling stations.	

Electoral integrity involves not only the government and election management institutions but also the public as active participants. Public participation in elections is an important indicator of citizens' trust in the electoral system. If people perceive that elections are not honest, transparent, or fair, their participation tends to decline, ultimately undermining the legitimacy of election outcomes. Trust in electoral integrity is directly related to voter turnout: the higher the integrity of the election, the stronger the public's willingness to engage in the democratic process (Norris, P., & Grömping, M. 2020).

Elections with integrity must be free from external intervention or influence, whether from foreign entities or domestic actors attempting to manipulate the outcomes. Intervention by non-democratic actors, such as the military or oligarchic groups, can undermine electoral integrity by affecting voter decisions or manipulating results. Such unwanted external influence often generates public distrust in election outcomes, which can exacerbate democratic crises in countries vulnerable to such interference.

The media plays a crucial role in every electoral process. As the primary link between candidates and the public, the media functions not only as an information disseminator but also as a watchdog, reporter, and driver of public opinion. In the context of democracy, the media serves as a pillar that helps maintain electoral transparency and accountability. A free and independent media is an essential guardian of electoral integrity, preventing the abuse of power (Voltmer, K. 2020).

As a watchdog, the media plays a vital role in monitoring all stages of the electoral process. From political campaigns to vote counting, the media oversees potential violations such as abuse of power, fraud, or voter intimidation. Independent media often serve as a tool to expose various electoral violations, especially in countries where formal oversight institutions are less effective. In many nations, investigative media coverage has successfully uncovered political scandals that could influence election outcomes or undermine public trust in democracy.

The reporting function of the media in elections includes disseminating information related to candidates, political parties, campaign programs, and the voting process. The media carries a significant responsibility to provide accurate and impartial information to the public, enabling voters to make fact-based decisions. When the media fails in this function, disinformation and fake news can easily spread, ultimately influencing voter choices and the legitimacy of election results. Therefore, the presence of responsible media is a fundamental requirement for ensuring free, fair, and transparent elections.

In addition to acting as overseers and reporters, the media wields significant power in shaping public opinion during elections. Through news coverage, opinion articles, and public discussions, the media can influence how society evaluates candidates and political issues. Research by Strömbäck and Esser emphasizes that the media plays a key role in shaping political narratives, creating perceptions of which candidates are most suitable for election. In this context, media bias can substantially affect election outcomes, especially in countries where the media is not independent or is overly aligned with a particular political faction (Strömbäck, J., & Esser, F. 2019).

3.3. Prophetic Journalism as Social Control in Elections

Prophetic journalism, which emphasizes ethics, spirituality, and humanity, holds significant potential in monitoring elections, particularly in exposing fraud, manipulation, and violations of electoral rules. Grounded in a moral and transcendental framework, prophetic journalism goes beyond mere fact reporting. It carries a social and justice-oriented mission aimed at revealing the truth and advocating for righteousness. Studies by Harcup indicate that journalism with an ethical approach has greater capacity to address issues of social justice and democracy, including electoral integrity (Harcup, T. 2021).

Electoral fraud, such as vote manipulation, voter intimidation, or vote-buying, is often concealed within complex systems. Prophetic journalism, which focuses on the principles of truth and justice, serves as an effective tool for uncovering these forms of fraud. Journalists practicing prophetic roles possess the capacity to conduct in-depth investigations into violations because they are motivated by ethics and social responsibility rather than sensationalism. This enables them to work consistently to expose electoral fraud (Dean, W., Stillman, S., & Vujnovic, M. 2020).

Prophetic journalism is an approach that emphasizes ethical values, social justice, and moral responsibility. It often involves using journalism to expose and address injustices while promoting positive social change. In the context of elections, prophetic journalism can be employed to monitor and report fraud, manipulation, and violations of voters' rights, as well as to advocate for transparency and fairness throughout the electoral process.

The first principle of prophetic journalism is humanization, which entails restoring human dignity and combating dehumanization in all its forms, including within the context of elections. Electoral manipulation often stems from efforts to dehumanize voters, such as restricting voting rights or influencing them with false information. Research by Schudson asserts that humanization-oriented journalism serves to give voice to the unheard and to expose injustices affecting marginalized groups, particularly in electoral contexts. Prophetic journalists act to ensure that the rights of all citizens are protected and upheld.

Prophetic journalism emphasizes ethical values in carrying out its role, including in the context of elections. According to Johnston, in electoral oversight, prophetic journalism can expose violations of rules through a morally guided investigative approach. By upholding principles of honesty and truth, journalists can identify practices that contravene election laws, such as misuse of campaign funds or political intimidation. This type of journalism works to maintain the accountability of officials and relevant institutions.

4. Conclusion

Based on the research findings and discussion regarding electoral integrity through prophetic journalism, this study can be concluded as follows: Electoral integrity can be optimally maintained through a combination of deliberative democracy and prophetic journalism, where the media functions not only as an information disseminator but also as a moral agent ensuring transparency, accountability, and fairness throughout the electoral process. Anti-hoax campaigns during elections become effective when prophetic journalism is integrated with agenda-setting theory, enabling the media to shape public perception through rigorous information filtering, digital literacy education, and the delivery of objective and ethical reporting. Prophetic journalism serves as a tool of social control that strengthens transparency and oversight in elections by combining the functions of the social press watchdog with the principles of honesty, responsibility, and prudence, thereby preventing electoral manipulation and safeguarding democratic integrity.

This study produces a new theoretical model that synthesizes deliberative democracy, agenda-setting, and the social function of the press through the framework of prophetic journalism. This synthesis demonstrates that managing electoral integrity based on honesty,

responsibility, transparency, and prudence is inseparable from the way the media functions in shaping public discourse, setting issue priorities, and exercising ethical social control. Prophetic journalism serves as a core value, providing ethical and spiritual dimensions to deliberative democracy, thereby strengthening public discussion grounded in truthfulness and moral responsibility. Agenda-setting reinforces the establishment of public issues based on truth and the rejection of hoaxes. The social function of the press enhances social oversight that is not only critical but also educational and enlightening for society. Thus, this study proposes a new theoretical concept: the prophetic electoral democracy model, an electoral democracy managed through prophetic journalism as a driver of public deliberation, an ethical agenda-setting mechanism, and responsible social control to comprehensively safeguard electoral integrity.

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