

REGULATORY DESIGN OF ENVIRONMENTALLY FRIENDLY ELECTION CAMPAIGNS IN ENCOURAGING THE REALIZATION OF GREEN ELECTIONS IN INDONESIA

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Abstract

Elections are the main pillar of democracy that allows people to determine the leaders and policy direction of the country. However, election campaigns in Indonesia still produce negative impacts on the environment, especially through print-based campaign props (APK) waste. Current election regulations, including Law No. 7/2017 on Elections, have not explicitly accommodated the principle of sustainability. Therefore, this study aims to analyze the urgency of legal reform in regulating green election campaigns and develop a regulatory model that can integrate sustainability principles into every stage of election campaigns in Indonesia. This research uses normative legal methods with statutory and conceptual approaches. The results show that regulatory reform of green election campaigns can be carried out through regulatory adjustments, the application of the polluter pays principle, and strengthening supervisory mechanisms. This study emphasizes that Green Elections are not only a solution to reduce the environmental impact of political campaigns, but also a strategic step in strengthening a more sustainable democracy in Indonesia. Therefore, a strong political commitment is needed from election organizers, election participants, and the community to support the effective implementation of green election regulations.

Keywords: Green election; election regulation; sustainable campaign; law reform; environment.

1. Introduction

Elections are one of the main pillars of democracy that serves to realize the sovereignty of the people in determining the leaders and direction of state policies.

However, in practice, the election campaign stage in Indonesia has not fully reflected the principles of sustainability, especially in terms of environmental protection. This phenomenon can be seen from the large volume of waste generated during the campaign process, such as campaign props (APK), printed materials, and other campaign attributes that often end up as waste without adequate management. The 2024 general election, for example, is estimated to generate a minimum waste generation of 784 thousand m³ or 392 thousand tons. This figure shows the significant environmental impact of campaign activities that do not take sustainability into account (Amrurobbi, 2021, p. 66).

At the normative level, the prevailing electoral regulations in Indonesia, especially those related to campaigns, still do not fully accommodate the principle of sustainability. Law Number 7/2017 on Elections, as well as its derivative regulations such as General Election Commission Regulations (PKPU) and Bawaslu Regulations, do not yet have provisions that explicitly regulate environmentally friendly principles in election campaigns. In fact, in the 2025-2045 RPJPN, the government has set a target of improving the environmental quality index and emphasizing the importance of controlling environmental pollution to achieve sustainable development. Therefore, a more comprehensive regulation on environmentally friendly election campaigns is an urgency to encourage the realization of green elections in Indonesia (Wahyuni, 2024, p. 146).

Various studies have addressed the relationship between elections and environmental sustainability, both in the context of using digital technologies in campaigns and in designing more resource-efficient campaign policies. The studies conducted show that the application of the green campaign model is able to significantly reduce the use of printed materials in the campaign by reducing the various kinds of material campaign tools such as banners, flags, etc., in favor of a model system using media such as electronic, thus reducing the negative impact on the environment. Instead, the model system prioritizes the use of media such as electronics, thus reducing the negative impact on the environment (Hisan & Azhar, 2020, p. 80). In addition, other studies have proposed information technology-based campaign models as a more environmentally friendly alternative to conventional methods that rely on large amounts of printed materials (Firdaus, 2019, p. 164).

However, in Indonesia, studies on environmentally friendly election campaigns are still limited and have not been integrated into regulations in a holistic manner. The majority of previous studies have only focused on the technical aspects of campaigns without considering their ecological impacts. Therefore, this research seeks to fill the gap by offering a normative approach to the regulation of environmentally friendly election campaigns, through legal reforms that integrate sustainability principles in election regulations. The novelty offered in this research is an upstream-downstream election campaign law reform model that accommodates the principle of sustainability in every stage of the campaign, so that it can become a reference for the formulation of election policies that are more oriented towards environmental protection (Susi Dwi Harijanti, 2023).

This research is important because election regulations in Indonesia still have weaknesses in accommodating the principles of environmental sustainability. The lack of rules governing environmentally friendly campaigns has the potential to worsen the quality of the environment, which in turn can hinder the goals of sustainable development as stated in the 2025-2045 RPJPN. From the *ius constituendum* perspective, legal reforms in regulating election campaigns need to be carried out to ensure that every element in organizing elections not only upholds the principles of democracy, but is also responsible for environmental sustainability (Mukhlis et al., 2024, p. 567).

In addition, election campaigns that are not environmentally friendly can have far-reaching impacts, such as environmental pollution due to unmanaged APK waste,

and increased costs of organizing elections due to the production and distribution of large quantities of campaign materials. Without strict regulations, the democratic process has the potential to continue to impose a high ecological burden. Therefore, this research becomes relevant in an effort to encourage election campaign regulations that are more in favor of environmental sustainability (Assyayuti et al., 2024, p. 185).

In the context of organizing elections in Indonesia, there is an urgency to reform election campaign regulations that are more oriented towards environmental protection. This is motivated by the lack of regulations that accommodate the principle of sustainability in the implementation of the campaign, resulting in significant environmental impacts. Therefore, this research seeks to answer several legal issues that are of primary concern, namely how the urgency of legal reform in the regulation of election campaigns to pay more attention to aspects of environmental protection, as well as how the legal reform model can be applied to integrate the principle of sustainability in every stage of the election campaign in Indonesia. In addition, this research will also evaluate the effectiveness of the implementation of green election principles in the national election system through comparative studies with other countries that have implemented environmentally friendly campaign models. By examining these various dimensions, this research is expected to provide direction for the development of more ideal regulations in supporting the concept of green elections in Indonesia.

In line with the formulation of the problem, this research aims to analyze the urgency of legal reform in regulating election campaigns that are more environmentally friendly in order to encourage the implementation of the green election concept in Indonesia. In addition, this research also seeks to develop a regulatory model that can be applied to integrate sustainability principles in the implementation of election campaigns, both in terms of policy and practice in the field. Furthermore, this research will evaluate the effectiveness of the green election concept by conducting a comparative study of other countries that have implemented environmentally friendly campaign models. Thus, this research is expected to provide strategic recommendations for policymakers in designing election campaign regulations that are not only democratic, but also sustainable and environmentally sound.

2. Materials and Methods

This research uses a normative legal research method, which relies on analyzing regulations related to the regulation of environmentally friendly election campaigns to encourage the realization of Green Elections in Indonesia. Normative legal research is a method that focuses on conceptual and theoretical legal studies by analyzing various legal norms contained in laws and regulations and related legal doctrines (Kusumaatmadja, 2002, p. 83).

In this research, the approaches used are statute approach and conceptual approach (Kusumaatmadja, 2003, p. 38). The statutory approach is carried out by examining various regulations related to election campaigns, including Law Number 7 of 2017 concerning Elections, General Election Commission Regulation (PKPU) Number 15 of 2023 concerning Election Campaigns, as well as various regulations related to environmental protection such as Law Number 32 of 2009 concerning Environmental Protection and Management. Meanwhile, a conceptual approach is used to analyze relevant legal theories in building a more environmentally friendly election campaign regulatory model.

The data used in this research consists of secondary data, which includes primary, secondary, and tertiary legal materials (Hidayat, 2008, p. 9). Primary legal materials include laws and regulations related to elections and the environment, while secondary legal materials include various legal literature, academic journals, and previous research on Green Elections. In addition, tertiary legal materials such as legal dictionaries and encyclopedias are also used to support conceptual analysis.

The method of analysis used is qualitative analysis, by systematically interpreting relevant legal norms and legal doctrines (Bryant & Bailey, 1997, p. 43). This analysis aims to identify weaknesses in current election campaign regulations and formulate a legal reform model that can support the implementation of Green Elections in Indonesia. By using a normative approach, this research not only examines the regulatory aspects of election campaigns, but also evaluates the effectiveness of the implementation of these regulations in practice. Through this analysis, it is hoped that a more effective legal solution can be found in encouraging election campaigns that are oriented towards sustainability and environmental protection.

The theoretical foundation in this research serves as a framework for thinking that is the basis for analyzing the regulation of environmentally friendly election campaigns to encourage the realization of Green Elections in Indonesia. This theoretical foundation not only explains the basic concepts used, but also connects relevant theories to the phenomenon under study. In this research, the two main theories that support the analysis are Development Law Theory and Political Ecology Theory.

Development Law Theory proposed by Mochtar Kusumaatmadja argues that law is not only a tool to maintain order, but also as a means to encourage social change and community development (Soekanto & Mamudji, 2003, p. 13). In the context of this research, law must be a tool of social engineering that can direct election regulations towards a more environmentally friendly concept.

According to Kusumaatmadja, law has a role not only as a norm that regulates people's lives, but also as a means to direct and shape social behavior in order to achieve broader development goals. In other words, the law should not be static, but should be progressive and able to adapt to the needs of the times. In this perspective, more environmentally friendly election regulations should be developed as part of the development law agenda, which aims not only to ensure the smooth running of elections, but also to protect the environment from the negative impacts of uncontrolled political campaigns (Soekanto & Mamudji, 2003, p. 14).

The application of Development Law Theory in the context of Green Elections refers to the urgency of legal reform in regulating election campaigns that pay more attention to environmental aspects. This reform includes the integration of sustainability principles into election regulations, by prioritizing the polluter pays principle, which ensures that each election participant is responsible for the environmental impacts caused by their campaign activities. From the perspective of Development Law Theory, electoral regulations that accommodate sustainability principles must be systematically structured through a progressive legal approach that is responsive to the needs of society and environmental challenges. Therefore, strengthening Green Legislation in the Election Law and other technical regulations is an important step in implementing Green Elections more effectively.

Political Ecology Theory focuses on the relationship between politics, law and the environment, and how power and policy influence natural resource management. In the context of this research, Political Ecology Theory is used to understand how electoral regulations can reflect the balance between human sovereignty (democracy) and environmental sovereignty (ecocracy) (Muhammad, 2004, p. 81).

According to Bryant and Bailey (1997), political ecology highlights how the environment is not just a passive object in resource management, but is also closely tied to political and economic dynamics (Tiyas Vika Widyastuti et al., 2024, p. 60). In the context of elections, political campaigns conducted using conventional methods have become one of the factors that put significant ecological pressure, both in the form of environmental pollution due to campaign waste and uncontrolled resource exploitation. Therefore, election campaign regulations must consider sustainability aspects as part of more holistic political planning.

Election campaigns in Indonesia have so far emphasized practical politics and

the effectiveness of communication with voters, without taking into account their ecological impacts. This reflects the weak position of the environment in electoral politics. In the perspective of Political Ecology Theory, the environment should not only be part of the public policy discourse, but also integrated in the technical regulations of elections, especially in campaigns. Therefore, this approach underlines the importance of regulations governing the use of campaign materials, community involvement in campaign waste management, and the implementation of a monitoring system for election participants' compliance with Green Election principles.

By understanding politics as a factor that determines environmental regulations, this research asserts that Green Election policies in Indonesia require an active role from state institutions such as the KPU and Bawaslu to monitor and enforce rules that favor environmental protection. Through the application of the concept of Political Ecology, green elections are not only an environmental agenda, but also part of a broader national political policy to realize sustainable elections.

These two theories become the main foundation in this research to formulate a model of legal reform in election campaigns that is oriented towards the principle of sustainability. Development Law Theory is the basis for efforts to formulate regulations that are more adaptive and progressive towards environmental protection in the context of elections. Meanwhile, Political Ecology Theory is used to analyze how political and legal factors affect the implementation of the Green Election concept, as well as how regulations that favor the environment can be integrated into the electoral system in Indonesia.

By combining these two theories, this research seeks to offer legal reforms that are not only normative but also implementative, so as to be able to answer the environmental challenges faced in organizing elections in Indonesia.

3. Results and Discussion

In a modern democratic system, elections not only serve as a mechanism for the legitimate transfer of power, but also a reflection of the extent to which a country is able to manage the democratic process in a sustainable manner. In Indonesia, election campaigns are still dominated by the use of physical props that not only have an impact on increasing political costs, but also cause environmental problems due to the production of large amounts of waste. Waste from campaign props (APKs) such as billboards, posters and paper leaflets is often poorly managed, contributing to environmental pollution and ecosystem degradation. The lack of regulations governing the use of environmentally friendly campaign materials is one of the main factors that cause election campaigns in Indonesia to still be far from the principles of sustainability.

The Green Election concept comes as a solution to this problem by emphasizing the importance of reforming election regulations to integrate sustainability principles in every stage of the campaign. This reform aims to reduce the environmental impact caused by elections through the implementation of stricter regulations regarding the use of environmentally friendly campaign props and the optimization of digital-based campaigns. Thus, this research not only seeks to identify weaknesses in existing electoral regulations, but also offers strategic recommendations for policymakers in designing election campaign regulations that are more oriented towards environmental protection.

The concept of Green Elections is a future idea for the electoral system in Indonesia that integrates human sovereignty (democracy) with environmental sovereignty (ecocracy). The implementation of this concept requires changes in the election campaign mechanism, which has tended to produce significant environmental impacts due to the use of print-based campaign materials that are not environmentally friendly. Political campaigns in Indonesia have produced large amounts of election waste, such as banners, billboards and other campaign props, which contribute to environmental pollution (Ibrahim Mohammed, 2023, p. 1).

The 2024 General Election is a clear example of this problem, where the waste generated from the campaign stage is estimated to reach 784 thousand m³ or equivalent to 392 thousand tons of waste. This figure confirms that the absence of regulations that explicitly regulate sustainability principles in election campaigns has had an impact on the high carbon footprint of the democratic process in Indonesia.

Normatively, election regulations in Indonesia, especially in Law Number 7/2017 on Elections, have not explicitly accommodated the principle of environmental protection (Indonesia, Pemerintah Pusat, 2017). The lack of sustainability-related arrangements in the election campaign also has consequences for the lack of a monitoring mechanism that can reduce the ecological impact of organizing elections. In fact, in the 2025-2045 RPJPN, the government has set a target of improving the environmental quality index and encouraging pollution control to achieve sustainable development (Indonesia, Pemerintah Pusat, 2024).

Therefore, in the context of the *ius constituendum*, a more comprehensive regulation of environmentally friendly election campaigns is an urgency that cannot be ignored. Legal reforms in electoral regulations must be carried out to ensure that every element of elections not only upholds democracy, but is also responsible for environmental sustainability.

In addition, the lack of regulations governing campaign waste management adds to the complexity of this problem. As stated by Firdaus and Kalingga (2021), «One of the environmental problems that Indonesians are not aware of is the handling and management of waste during election campaigns organized by legislative candidates and executive candidates in campaigning for seats in the upcoming government.» (Firdaus & Kalingga, 2021, p. 1) This shows that without a clear legal framework, efforts to reduce the environmental impact of campaign activities will be difficult to realize.

The implementation of Green Elections is also in line with global efforts to address climate change and environmental degradation. By adopting more sustainable campaign practices, Indonesia can demonstrate its commitment to the international environmental agenda. As stated by Thalib (2024), «This research underscores the urgency of implementing green election practices for the 2024 Simultaneous Regional Head Elections (Pilkada).» Thus, Green Elections are not only relevant nationally but also in the context of Indonesia's commitment to global environmental issues (Abbadi Said Thalib, 2024, p. 138).

To realize Green Elections, cooperation between the government, election organizers, political parties, and the community is needed. The preparation of comprehensive regulations, public education on the importance of environmentally friendly campaigns, and the application of sanctions for violators can be the first step towards a more sustainable electoral transformation. As stated by Assyayuti et al. (2023), «Handling violations of the installation of campaign props; second, the environmental impact due to the emergence of visual campaign waste.» With these steps, it is hoped that Green Elections can become a new standard in the implementation of democracy in Indonesia (Assyayuti et al., 2024, p. 184).

The implementation of the PTSL program at the village level is a strategic step in supporting the national agenda, especially in providing legal certainty over land to the community. The implementation of PTSL at the village level, such as in Parangargo Village, Malang District, is a concrete step to support the national program in providing legal certainty over land ownership. The program is designed to simplify the land registration process at an affordable cost, as stipulated in the Joint Decree (SKB) of Three Ministers which sets a fee of Rp150,000 for Java and Bali. The fee covers document preparation activities, procurement of land boundary stakes, and village officer operations, aiming to make it easier for people to access this service without the burden of high costs.

In comparative studies with other countries, the implementation of Green Election has been implemented with a more sustainability-oriented approach. Germany

and Canada, for example, have implemented digital-based campaign regulations as a strategy to reduce the use of printed material-based props. Meanwhile in Indonesia, regulations governing environmental aspects in elections are still very limited, so more systematic legal reforms are needed.

The various law reform efforts offered in this study include:

Adjustments to electoral regulations, including in Law No. 7/2017 on Elections, by including the principle of environmental protection as part of the basic principles of election campaigns.

The application of the polluter pays principle, which ensures that election participants are responsible for the environmental impacts resulting from their campaign activities.

Strengthening green election supervision, by adding an administrative sanction mechanism for election participants who do not manage campaign props (APK) waste responsibly.

Within the framework of the Green Election implementation model, there are several important stages that are prerequisites for the success of environmentally friendly campaign regulations, as illustrated in the Table 1.¹

Table 1. Green election implementation model

Regulatory Aspects	Implementation Strategy	Expected Impact
Regulation Adjustment	• Amend Law No. 7/2017 to include the principle of sustainability in election campaigns. • Require election participants to adopt green campaigns.	▣ Regulations that are more adaptive to environmental issues in the conduct of elections.
Implementation of the Polluter Pays Principle	Requires election participants to be responsible for campaign waste. Impose an environmental tax on political parties that use non-environmentally friendly APKs.	▣ Reduce the use of print-based campaign props. ▣ Encourage the use of digital campaigns.
Strengthening Supervision	• Increase administrative sanctions for violators of green campaign regulations. • Improve KPU and Bawaslu supervision of the implementation of environmentally friendly elections.	▣ Increased compliance of election participants with the principle of sustainable campaigns.
Digital Campaign Optimization	• Encourage the use of social media, webinars, and digital apps as the primary means of political campaigning. • Reduced distribution of printed brochures and banners.	▣ Reducing the cost of political campaigns. ▣ Reduce waste of campaign props.
Community Participation in Green Elections	• Increase voter education on Green Election. • Engage the environmental community in green campaign monitoring.	▣ Higher political awareness of environmental issues. ▣ Voter behavior change towards sustainable elections.

The implementation of green campaigns in Indonesian elections has several significant positive impacts. First, by reducing the use of conventional campaign props, which are often plastic-based and difficult to decompose, waste generation that has the

¹ This table illustrates concrete steps that can be taken in an effort to implement Green Elections as part of the transformation of elections in Indonesia towards a more environmentally friendly democracy

potential to pollute the environment can be minimized. This is in line with the polluter pays principle, where the party that produces pollution is responsible for its impact (LSE, 2022).

Second, the implementation of green campaigns can encourage changes in people’s political behavior. Voters begin to consider environmental aspects in determining their political choices, thus increasing the number of green voters, namely those who have concerns about environmental issues and sustainable development. As stated by Faure and Grimeaud (2003), the application of the polluter pays principle can encourage pro-environmental behavior among the public (Khan, 2015, p. 640).

Third, green campaigns are a means of testing the commitment of election participants to environmental issues. Sustainability is one of the main indicators in evaluating political campaigns, so election participants are encouraged to show real commitment to protecting the environment. In addition, moving from a print-based campaign model to a more sustainable digital and social media-based campaign model can streamline campaign costs, reduce spending on physical props, and utilize digital platforms that are more efficient and environmentally friendly.

Thus, the transformation of election campaign regulations based on Green Election not only contributes to environmental conservation, but also improves the quality of democracy through more environmentally conscious political participation.

In the context of Development Law Theory, as stated by Mochtar Kusumaatmadja (1976), law must function as a tool of social engineering to change people’s behavior towards a more sustainability-oriented pattern. Kusumaatmadja emphasizes that law not only functions as a means of social control, but also as an instrument to achieve the development goals desired by society. In this case, green election regulations must be constructed as part of a national legal development strategy aimed at shaping a more environmentally friendly political culture. As stated by Kusumaatmadja, «the law is expected to function more than that, namely as a ‘means of community renewal’ or a ‘social engineering tool» (Supriyanto & Barthos, 2022, p. 3).

On the other hand, from the perspective of Political Ecology Theory, as explained by Bryant and Bailey (1997), green electoral regulations must also consider political power and interests in their implementation. They emphasize that environmental changes do not affect society homogeneously; political, social, and economic differences lead to unequal distribution of costs and benefits. Therefore, Green Election requires not only regulatory support, but also political commitment from various stakeholders, including political parties, election organizers, and civil society. Bryant and Bailey state that «any change in environmental conditions must affect the political and economic status quo» (Bryant & Bailey, 1997, p. 156)

Thus, the role of law in supporting Green Elections is crucial. The law must be able to be an effective instrument in encouraging changes in political behavior towards sustainability, while taking into account the dynamics of power and interests that exist. This requires a comprehensive and collaborative approach between policymakers, election implementers and the wider community to ensure that sustainability principles are integrated in every aspect of the electoral process.

The key strategies required to ensure the effectiveness of the Role of Law in Green Election regulation, by linking each step with its objectives and expected impact are outlined in the Table 2.

Table 2. Effective strategies for green election regulation

Strategy	Implementation Description	Objectives and Expected Impact
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Election Law Reform	Add explicit provisions on environmentally friendly principles in election campaigns in Law No. 7/2017 on Elections.	Ensure sustainability principles become part of the electoral law that binds all parties.
Preparation of Technical Guidelines (PKPU & Perbawaslu)	Regulate the use of recyclable campaign materials. Prohibit the installation of props in green spaces and conservation areas.	Reduce environmental impact due to APK usage. Restricting indiscriminate installation of campaign tools
Imposition of Administrative Sanctions	Set fines for election participants who violate environmental regulations. Impose a ban on campaigning in the next election for serious violators.	Encourage compliance by election participants with the principle of sustainability. Prevent environmental pollution due to political campaigns.
Improved Monitoring & Evaluation	Involve civil society, environmental communities and academics in green election monitoring. Provide an open complaint mechanism for environmental campaign violations	Ensure transparency and accountability in the implementation of green elections. Increase the active role of the community in sustainable democracy.

To ensure the effectiveness of Green Election regulations, various strategies are needed that can guarantee the implementation of more environmentally friendly campaigns and reduce the ecological impact of the democratic process. One of the main steps that must be taken is the reform of the Election Law, by adding explicit provisions governing sustainability principles in election campaigns. Currently, the regulations governing elections are still general in nature and have not specifically accommodated environmental protection as an integral part of the campaign stage. Therefore, it is necessary to revise Law Number 7/2017 on Elections, so that the principle of sustainable elections can be included as a binding legal norm for election participants, political parties, and election organizers.

In addition, to ensure more effective implementation, it is necessary to develop technical guidelines in the General Election Commission Regulation (PKPU) and the Election Supervisory Agency Regulation (Perbawaslu). These guidelines should include specific rules regarding the use of recyclable campaign materials, such as a ban on the use of single-use plastic campaign props, as well as restrictions on installing banners in green areas and conservation areas. With these technical guidelines in place, election participants will have clearer guidance on how they can run campaigns that remain effective without neglecting environmental aspects.

Furthermore, the implementation of green election regulations must also be supported by strict sanction mechanisms. Election participants who are proven to violate the rules regarding environmentally friendly campaigns must be subject to administrative sanctions, either in the form of fines, revocation of campaign rights, or a ban on participating in the next election. The application of the polluter pays principle in the context of elections can be a solution to ensure that parties who cause environmental pollution due to their political campaigns are responsible for the impacts caused. With a clear and measurable sanction system, election participants will be more encouraged to comply with the regulations that have been set.

Finally, the effectiveness of Green Election regulations relies heavily on rigorous monitoring and evaluation. The active role of the community in monitoring election participants' compliance with sustainability principles must be strengthened with a

transparent complaint mechanism. The involvement of the environmental community, academics, and civil society organizations can be an important factor in ensuring that the principles of sustainable elections are truly applied in every stage of the election. With this strategy, Green Elections will not only be a mere discourse, but also a new standard in a more sustainable and environmentally responsible Indonesian democracy.

The implementation of these strategies requires a strong and comprehensive legal framework. As stated by Koesnadi Hardjasoemantri in his book *Environmental Law*, «Environmental protection and management must be an integral part of every development policy, including the holding of elections.» This emphasizes that the integration of sustainability principles in electoral regulations is not just an option, but a necessity to ensure that the democratic process does not damage the environment (Hardjasoemanti, 1994, p. 102).

In addition, Kusumaatmadja in *Law and Development: The Indonesian Perspective* emphasizes that law must function as a social engineering tool to change people's behavior towards more sustainability-oriented patterns (Katz & Katz, 1976, p. 335). In this context, green election regulations should be designed in such a way that they encourage election participants and the wider community to adopt environmentally friendly practices in every aspect of political campaigns.

Thus, comprehensive legal reforms, supported by clear technical guidelines, strict sanction mechanisms, and active public monitoring and participation, will be key in realizing effective and sustainable Green Elections in Indonesia.

4. Conclusions

Election regulations in Indonesia still face challenges in accommodating sustainability principles, especially in political campaigns that generate large amounts of waste. The lack of regulation regarding environmentally friendly campaigns has a significant ecological impact, which has the potential to hamper sustainable development as mandated in the 2025-2045 RPJPN. Therefore, legal reform in regulating election campaigns is a must so that the principle of sustainability can be integrated in every stage of the election. This research offers a Green Election-based legal reform model, which accommodates the principle of sustainability in election regulations through regulatory adjustments, the application of the polluter pays principle, and strengthening supervision of election participants' compliance in preserving the environment. Thus, green electoral regulatory reform is expected to increase political awareness of environmental issues and encourage a more sustainable democratic transformation.

To realize more effective green elections, concrete steps are needed in a more comprehensive electoral regulatory reform. The government and policymakers need to immediately revise Law No. 7/2017 on Elections, by adding explicit provisions regarding environmentally friendly principles in election campaigns. In addition, PKPU and Perbawaslu need to develop technical guidelines that regulate the use of recyclable campaign materials and prohibit the installation of props in green spaces. The application of stricter administrative sanctions, including fines and campaign bans for violators, also needs to be enforced to improve compliance with sustainability principles. In addition, public participation in green election monitoring should be strengthened with community-based monitoring systems and transparent complaint mechanisms. With these measures in place, it is hoped that the Green Election concept can be optimally applied in Indonesia's democratic system, thus not only ensuring electoral justice, but also contributing to environmental conservation.

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