An Open Web Approach to Innovative Voter Engagement

The API Pemilu (Application Programming Interface) connects Indonesian citizens with critical information concerning their rights as voters, as well as technical and procedural issues on how to vote, and information on candidates. The API leverages a first-ever, responsive, and scalable online database of elections data, making it possible to develop applications that can deliver important election information to millions of Indonesians via mobile or web services.

The Election Information API

Open, scalable, and highly customizable, the API Pemilu is designed to make existing data on Indonesian elections more accessible to citizens. The API achieves this through its integration with an extensive and regularly updated database of candidate data, political party information, geographic data, and other official election data. Designed to answer common questions most voters have during an election cycle, API Pemilu provides data that has never before been available to the public in this format. The API can answer questions like:

• Who can I vote for in my district?
• Where do candidates stand on issues that are important to me?
• What can I do if I have trouble voting?
• What are my voting options if I am disabled?

Impact To Date

• 5.4 million API Pemilu requests for information made in the month of April.
• Approximately 110,000 voters have downloaded API Pemilu-powered Android and iOS apps.
• 150 developers participated in API Pemilu’s March Code for Vote hackathon in Bandung.
• 40+ prototypes developed and 6 winning apps.
• 9 mobile and web apps available for download.
• Partnership with Google produced the API-powered candidate map, Peta Caleg, which has received over 1 million API requests.
• Following the launch of API Pemilu, Indonesia’s General Elections Commission (KPU) debuted its own API on legislative elections day.

Supporting Citizen Awareness is a Win-Win Proposition

Free to use, open source, and regularly updated, API Pemilu is providing developers with an entirely new and exciting way to create custom mobile apps, web services, and simple SMS solutions. Using the API, developers can link their applications to a database capable of serving validated and reliable election-related information to millions of Indonesians. Through mobile and web apps, API Pemilu provides Indonesians with access to information they care about via the open web.

The 2014 Indonesian Elections

On April 9, 2014, the roughly 180 million Indonesians voters elected 19,700 legislators from over 230,000 candidates at the national, provincial, district, and municipal levels. Over 20 million young, first-time voters participated. As one of the largest connected populations in the world – 80 million Internet subscriptions and 50 million smartphone users – many Indonesians turned to their mobile phones to search for information on the legislative elections. In July, voters will cast their ballots once again to elect a new president, and access to information on the election will again be in high demand.

See API Pemilu in action at:
pemiluapi.org | pemiluapps.org | google.co.id/elections/ed/id

API Pemilu is a project created in partnership by:
1. **Election Information Database**

   The database contains an extensive collection of election-related information like candidate backgrounds, political party details, aggregated news and social media feeds, election maps, incumbent data, and scheduled political events.

2. **API Pemilu**

   The API allows anyone to build and distribute a custom application that can request information from the database. Developers can allow access to the full database or limit requests to a specific set of questions or data.

   The process is: **Open. Reliable. Free.**

3. **Mobile and Web Apps**

   Anyone with access to a mobile or web app that leverages the API can connect to the database and ask questions like:

   - Which candidates can I vote for in my district?
   - Where do candidates stand on the issues that are important to me?
   - Who are current members of the DPR and DPD?
   - What is the most recent election-related news?
   - What are my voting options if I’m disabled?