

Political Communication Strategy for the Prosperous Justice Party (PKS) in Winning the 2019 Pekanbaru City DPRD Legislative Election

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Abstract: Political communication is the study of how to create, disseminate and influence public opinion. Communication strategy is one way to organize the implementation of a communication process, from planning, and implementation to evaluation to achieve a goal. Researchers used a qualitative approach with a qualitative descriptive method. The subject of this research is the informant. Selection of the sample by purposive sampling method. Research instruments are interviews, observation, and documentation. The object of research is PKS political communication. Data analysis techniques were done by data reduction, presentation, and verification. The technique of checking the validity of the data is done by triangulation. PKS political communication strategy planning is carried out by getting to know potential voters, compiling messages to prospective PKS voters, designing issues according to the profiles of prospective PKS voters, establishing message delivery methods, identifying existing communication media channels to select the most appropriate and relevant media, and holding face-to-face meetings with voters. PKS Pekanbaru's political communication strategy is implemented by carrying out the "favor of friendship between figures/neighbors/relatives" which is abbreviated as GESIT; also with awareness, interest, desire, action, and satisfaction.

Abstark: Komunikasi politik adalah studi tentang bagaimana menciptakan, menyebarkan, dan mempengaruhi opini publik. Strategi komunikasi adalah salah satu cara untuk mengatur pelaksanaan sebuah proses komunikasi, mulai dari perencanaan, pelaksanaan hingga evaluasi untuk mencapai suatu tujuan. Peneliti memakai pendekatan kualitatif dengan metode diskriptif kualitatif. Subjek penelitian ini adalah informan. Pemilihan sampel dengan metode *purposive sampling*. Instrumen penelitian adalah wawancara, observasi dan dokumentasi. Objek penelitian adalah komunikasi politik PKS. Teknik analisa data dilakukan dengan reduksi data, penyajian data, dan verifikasi data. Teknik pemeriksaan keabsahan data dilakukan dengan triangulasi. Perencanaan strategi komunikasi politik PKS dilakukan dengan mengenal calon pemilih potensial menyusun pesan kepada calon pemilih PKS, merancang isu sesuai profil calon pemilih PKS, menetapkan metode penyampaian pesan, mengidentifikasi saluran media komunikasi yang ada untuk memilih media yang paling tepat dan relevan, dan melakukan pertemuan langsung dengan calon pemilih. Pelaksanaan strategi komunikasi politik PKS Pekanbaru yaitu dengan melaksanakan program "gemar silaturahmi tokoh/tetangga/kerabat" yang disingkat dengan GESIT; juga dengan *awareness, interest, desire, action, dan satisfaction*



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INTRODUCTION

One of the characteristics of a country that adheres to a democratic political system is the holding of general elections (Pemilu). Elections are one of the characteristics of a democratic political system. According to Election Law Number 7 of 2017, Chapter II, Article 2, Paragraph 1, elections must be carried out based on the principles of direct, universal, free, confidential, honest, and fair. Elections are a way to elect members of parliament in countries that adhere to democracy as a political system. Election implementation is inseparable from the participation of political parties. One of the factors that influence the acquisition of votes is the political communication strategy. In a political party, a political communication strategy is one of the techniques to win and achieve a goal.

Communication is the process of sending messages or symbols that convey meaning from one person or entity to another. It can be used to achieve certain goals, or to build relationships (Susanto, 2010). One part of the science of communication is political communication. Political communication must be directed to achieve political goals in the future (Palupi, 2020). General elections are a way in which every citizen has the right to openly compete for political positions (Ananta et al in Pujono, 2016). By the provisions of Law Number 7 of 2017, Chapter II, Article 2 Paragraph 1, relating to elections, elections are held

based on the principle of direct, general, free, secret, and neutral voting. fair.

Political parties are an important instrument in the implementation of elections. Elections will not be realized without the presence of political parties. Participation of political parties in general elections continues to change with other verified political parties (Ngato et al., 2019).

The Prosperous Justice Party (PKS) is one of the major parties in Indonesia. PKS, formerly known as the Justice Party (PK), is an Islamic-based political party in Indonesia. PKS was established in Jakarta on April 20, 2002. The Prosperous Justice Party (PKS) took part in the 2004 elections for the first time.

Previously, in the 1999 elections, this party was still called the Justice Party (PK), which was eliminated from participating in the 2004 elections due to the Electoral Threshold. minimum of 2.5%. Therefore, in the 2004 elections, the Justice Party (PK) changed its name to the Prosperous Justice Party (PKS). The Electoral Threshold is the minimum level of support needed by a party to be able to gain representation in the legislature or parliament.

The 2009 Legislative Election of Pekanbaru City DPRD was attended by 12 (twelve) political parties. PKS managed to win votes in 3rd place with 5 seats (11.11%). Meanwhile, the winning party (ranked 1st) in this legislative election was the Democratic Party and the Golkar Party which both won 9 seats (20%). PKS' achievement in winning 5 seats (11.11%) is a pretty good result. Considering PKS's participation in the 2009 election, this is only the second time. In other words, PKS was still relatively a new party at that time.

In the 2009 election, the Democratic Party succeeded in winning the DPR-RI legislative vote in Rank-1 and won SBY to become President of the Republic of Indonesia for the second time. In the 2014 legislative elections, there was a decrease in the PKS vote from previously 5 seats (11.11%) to 3 seats (6.67%) or was in 9th place in the Pekanbaru City DPRD.

For the 2019 Legislative Election, the results of the Pekanbaru City DPRD Legislative Election in 2009 and 2014 were also discussed in the framework of objectivity. The 2009 Legislative Election of Pekanbaru City DPRD was attended by 12 (twelve) political parties. PKS managed to win votes in 3rd place with 5 seats (11.11%). Meanwhile, the winning party (ranked 1st) in this legislative election was the Democratic Party and the Golkar Party which both won 9 seats (20%). PKS' achievement in winning 5 seats (11.11%) is a pretty good result. Considering PKS's participation in the 2009 election, this is only the second time. In other words, PKS was still relatively a new party at that time.

Table 1. Vote Acquisition Per Electoral District Per Election Year

No	Tahun	Nama	Dapil	Jumlah Suara Sah
1	2009	Muhammad Sabarudi, ST	Pekanbaru 1	1041
		Dedy Vilia, S.Pd	Pekanbaru 2	817
		Dian Sukheri, S.IP	Pekanbaru 3	1696
		Riyanto	Pekanbaru 3	1010
		Muhammad Fadri AR, A.Md	Pekanbaru 4	1443
2	2014	Roem Diani Dewi, SE, MM	Pekanbaru 1	821
		Dian Sukheri, S.IP	Pekanbaru 4	1611
		Mulyadi, A.Md	Pekanbaru 5	1072
3	2019	Muhammad Isa Lahamaid	Pekanbaru 1	2349
		Firmansyah, Lc	Pekanbaru 2	3685
		Muhammad Sabarudi, ST	Pekanbaru 3	2646
		Hamdani, MS, SIP	Pekanbaru 4	5042
		Kartini, SKM	Pekanbaru 4	2064
		Yasser Hamidy, SPI	Pekanbaru 5	4761
		Mulyadi, A.Md	Pekanbaru 5	2462
		Rois, S.Ag	Pekanbaru 6	2452

Information:

Pekanbaru 1 : Fifty District, Pekanbaru City, Sukajadi
Pekanbaru 2 : Rumbai District, Coastal Rumbai
Pekanbaru 3 : Sail and Tenayan Raya Districts
Pekanbaru 4 : Bukit Raya District, Marpoyan Damai
Pekanbaru 5 : Handsome
Pekanbaru 6 : Senapelan District, Payung Sekaki

Based on the table above, we can see that the highest number of valid votes acquired in the 2009 election year was in the Pekanbaru 3 chosen area (Sail and Tenayan Raya Subdistricts) with 1696 votes. In the 2014 election year, the highest number of valid votes were obtained in the selected areas of Pekanbaru 4 (Bukit Raya District, Marpoyan Damai) with 1611. In the 2019 election year, the highest number of valid votes were obtained in the selected areas of Pekanbaru 4 (Bukit Raya District, Marpoyan Damai) as many as 5042.

Strategy comes from the Greek word "strategos" which means in the military field, namely to lead. In the beginning, the use of the word strategy to plan how to conquer opponents in war. According to Cangara (Cangara, 2011: 22), strategy is a way to choose the best plan from various plans to achieve goals that are carried out sustainably. In the field of communication, strategy is a combination of how to manage communication and plan communication so that the goals set can be achieved (Effendy, 2002: 10). Communication strategy can also

be interpreted as a plan that is carried out by sending new ideas to change the behavior of communicants on a large scale (Rogers in Canada, 2011: 61).

So a communication strategy can be interpreted as a communication management plan to achieve goals by sending new ideas. Cangara states that communication planning is an important aspect of the communication strategy (Cangara, 2011: 62). Communication planning is the science and art of using communication channels to market to achieve the target audience (Cangara, 2013: 45). With good planning in the communication strategy, the message to be conveyed can change the behavior of the audience that is the target audience for communication so that to develop a communication strategy, it is necessary to formulate a clear plan regarding communication operational tactics by considering the supporting and inhibiting factors of communication. Effendy, 2002: 35).

Communication strategy is one way to organize the implementation of a communication process, starting from planning (planning), implementation (implementation) to evaluation (evaluation) to achieve a goal. The communication strategy is one of the important aspects that allow for the acceleration and sustainability of a development program, especially in marketing (Strömbäck and Kioussis. 2014:1).

The political communication strategy is the overall conditional decision about the actions to be carried out at this time to achieve political goals in the future (Anwar, 2019). Some political communication strategies include:

a) Character and institutional

1) Caring for personality:
Figures in politics are obtained because of credibility, that is, they can be trusted because of commendable character and morality in association with society. Trust grows because of the expertise or ability and skills in conveying the substance of the message that is mastered. Expertise is acquired over a long period

through formal or informal learning or educational processes.

- 2) Establishing Institutions. The self-image of a political party is something that is believed and expected by the people about what they do. Political parties must be solid and harmonious in playing the role of intermediaries and translating political activities to the public.

b) Creating togetherness

Creating togetherness has the goal that politicians and the public know the audience by composing homophile messages. This is so that political communicators can exercise empathy (imaginary personality or flexible personality). One example is by creating equations

Siregar (2020) explained that the marketing strategy carried out by PKS was to provide ideas that were needed in the community, where these ideas were close or related to the community and would become PKS's proposals that would be fought for in parliament. These ideas include:

1. The SIM is valid for life, PKS wants people not to have to take care of SIM once every five years which is a hassle and that is felt by many people.
2. Motorized vehicle tax-free, because most of the people who own motorbikes are economically weak so PKS is in favor of a weak economy, this is also part of how the political campaign targets the general needs of the community and according to what is their reality in society.
3. Income tax-free under 8 million.
4. PKS is fighting for the bill on the protection of religious scholars and leaders.

The step taken by PKS is to have many cadres, one of which is optimized is the strength of cadre militancy so that PKS cadres can achieve campaign targets that are quite broad and can reach remote areas to convey their vision and mission, and promises. campaign promises and also the politics of campaign ideas. This is also a strength where there are limitations in the use of media, for example, television media or other media because one of the strengths of a campaign is when the program runs to convey information to the public at large.

Research methods

Researchers used a qualitative approach with a qualitative descriptive method. the subjects in this study are, which consists of:

1. Chairman of the DPD PKS Pekanbaru City (1 person)
2. Election Winning Team Leader (1 person)
3. Expert Council (1 person)
4. Constituents (5 people)
5. Political expert (2 people)

The object of the research is political communication carried out by the Prosperous Justice Party (PKS) Regional Representative Council (DPD) in Pekanbaru city. the object of this research was obtained through unstructured interviews with informants. Data collection techniques are carried out by observation, interviews, and documentation. Data analysis techniques were done through data reduction, presentation, and verification. The data validity checking technique is done by data triangulation

RESULTS AND DISCUSSION

PKS has many cadres, one of which is to optimize the power of cadre militancy so that PKS cadres can achieve broad campaign targets to remote areas to convey campaign visions and promises, as well as political campaign ideas. This is also a strength where there are limitations in television or other media because one of the strengths of this campaign is when the program runs according

to the information that will be conveyed to the public at large.

Characteristic mapping is also a factor that PKS wants to realize. PKS wants equal distribution of education. In terms of the economic program, PKS wants a more massive economic empowerment program to increase MSMEs and new businesses as well as women, and also the campaign promise of five thousand new entrepreneurs and one thousand women entrepreneurs can be realized. In terms of organizational management, the first thing PKS did was the regeneration process. This regeneration is ongoing and mandatory for PKS members in obtaining and being assigned structural positions.

In PKS the emphasis is on the process of structural solidity and obedience to the leadership, this is one of the values that strengthen organizational management so that no matter how hard and how intense the debates that occur in party management are all agreed that they must have a solid structure and obedience to the leadership. PKS optimizes all media, both online media, social media, and also print media. DPW PKS Riau through the Election Winning Sector provides direction to the Pekanbaru PKS DPD management and the Candidates must know the prospective voters who have the most potential to support the PKS and PKS Candidates, then on the aspect of compiling messages that can arouse the attention of prospective PKS voters, they are asked to design issues that are by the profile of prospective PKS voters both in demographic, geographical, psychographics and lifestyle. Next is to determine the method of conveying messages, Pekanbaru PKS is directed to identify all existing communication media channels such as business cards, banners, brochures, banners, billboards, print media advertisements, electronic media, and social media, and conduct direct meetings with prospective voters. , then the selection of the most appropriate and relevant media is carried out so that the message can be well received by prospective voters. In its political communication strategy, PKS Pekanbaru was also asked to identify potential obstacles to communication with prospective voters. brochures, banners, billboards, advertisements in print media, electronic

media, and social media, and holding face-to-face meetings with prospective voters, then selecting the most appropriate and relevant media so that the message can be well received by prospective voters. In its political communication strategy, PKS Pekanbaru was also asked to identify potential obstacles to communication with prospective voters. brochures, banners, billboards, advertisements in print media, electronic media, social media, and direct meetings with prospective voters, then selecting the most appropriate and relevant media so that the message can be well received by prospective voters. In its political communication strategy, PKS Pekanbaru was also asked to identify potential obstacles to communication with prospective voters.

The implementation or execution of the political communication strategy is carried out by PKS Pekanbaru through the program (Gemar Silaturahmi Leaders/Neighbors/relatives) which is abbreviated as GESIT. GESITetangga was conducted for 20 minutes, telling stories about anything positive related to the Election, PKS, and the figures of the candidates for regional head/legislative candidate/presidential candidate. Election education, approaches, and recruitment are also carried out. PKS Pekanbaru also conducted "Cyber Operations: Yuk TPS (Tweet, Post, Share)". Every cadre is required to conduct TPS (Tweet, Post, Share) every day from their Facebook and Twitter accounts about anything related to the PKS win and the candidate candidates being carried. Each cadre is required to follow the official PKS account and several PKS central figures and share articles from designated accounts.

To build the commitment of PKS cadres so that they can always continue to be with PKS, a member coaching unit is implemented in the form of weekly recitations. Each cadre is also required to be active in assisting the community in activities such as tackle assemblies, being RT/RW administrators, and mosque administrators, and always establishing friendships with community leaders. Another strategy is Friendship by visiting residents' homes one by one by introducing themselves and asking for direct support. PKS also uses the media. In addition, there are PKS winning teams starting from the

national level to the RT level with a network pattern such as a multilevel marketing system, where there are people in charge at each level by setting a targeted vote.

For PKS, which has Islamic principles, it is not that difficult to understand, moreover, the cadres are old enough and of course, educated people. The average PKS cadre is someone who has been in the community for a long time, such as being a mosque caretaker, Koran teacher, RT head, and others. So that they already understand the existing environmental conditions so it is not difficult to understand them. From an emotional approach, PKS provides contact persons who will later serve the community in terms of dealers or liaisons in communicating between PKS and the community.

PKS is very open in terms of communication and has been tested in terms of good communication in Legislative Elections, Pilkada, and Presidential Elections. PKS is always committed and maintains because what is proposed is Islamic values so what is needed is the first thing, namely equality because in communication what is needed is equality and without discrimination. PKS has a large support base because of its vision to make PKS a party that serves the people and the country. Every PKS board at various levels is filled with reliable and committed members, so PKS can carry out its goals effectively. PKS Pekanbaru also has a large and active number of cadres, this can be seen from their involvement in community activities at the Ward level. Besides that, PKS routinely approaches the community through local leaders, to help build relationships and avoid negative sentiment towards the party. This is done to maintain the good name of PKS and to prevent similar behavior from occurring among its followers.

PKS's political strategy was also implemented by proposing programs aimed at improving the quality of life of the middle and lower classes. These programs cover things like providing healthcare, building smart homes, and creating programs to help families feel more connected to one another. PKS believes that this kind of program can help people feel more sympathetic towards PKS and its policies. PKS plans its campaign carefully, considering what needs to be done before it starts. This includes preparing

candidates, developing programs, and tracking what's happening in the community. PKS uses this information to create hope for the community, so that they can feel motivated to support candidates. PKS supports both CALEG,

According to constituents, they chose PKS because PKS has programs that benefit society as a whole, including a special program to help build Pekanbaru City into a more religious city and PKS solemn programs that focus on the needs of the middle class. PKS in its struggle is very much in line with the problems of the lower middle class, such as the program to abolish motorbike taxes and abolish driver's license extensions, as well as policies that protect religious symbols. The large number of PKS cadres in the city of Pekanbaru is one of the reasons they chose PKS. These cadres are always there when residents are doing something, and they are always friendly. PKS's organizational system is also good. You can see that it is a party that closely follows Islamic values. PKS cadres visited residents' homes to explain the party and its policies. They didn't force citizens to vote for PKS, but they informed residents about PKS and the policies of the party they were fighting for. This is very effective because cadres can talk to residents directly and introduce candidates and party policies. When the community needs help, PKS always has volunteers ready to help. PKS members are always willing to join volunteers in helping the community. It can be said that PKS has always been the first political party to appear when there is a disaster or when the community needs help. This is the reason for him to choose PKS. but they told citizens about PKS and the policies the party stood for. This is very effective because cadres can talk to residents directly and introduce candidates and party policies. When the community needs help, PKS always has volunteers ready to help. PKS members are always willing to join volunteers in helping the community. It can be said that PKS has always been the first political party to appear when there is a disaster or when the community needs help. This is the reason for him to choose PKS. but they told citizens about PKS and the policies the party stood for. This is very effective because cadres can talk to residents directly and introduce candidates and party policies.

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Meanwhile, evaluation in strategy PKS political communication during the planning stage at the data collection/inventory there is an evaluation of how many potential votes there are, and if it is inadequate, a solution will be found.

Thus, it can be concluded that the implementation of the political communication strategy carried out by the Pekanbaru PKS DPD, includes building awareness, consisting of Co-branding: Attaching the PKS brand "bela Indonesia" to figures or officials both external and internal Public engagement:

Bringing PKS closer in various community activities in the community
 Publication: Increasing PKS 'promotion' through print media advertisements, social media, radio, TV and existing community networks
 Interest: Product differentiation: Increasing PKS 'products' that are acceptable to the community and are unique (segment, target, position)
 Testimonials: Multiply and expand on the best testimonies from officials and community leaders, both in the form of moving narratives and short and simple sentences.
 Emotional approach: Building and strengthening emotional ties in the community towards PKS, that PKS defends the people (party issue tagline)
 Desire Value added program: Creating programs that have added value to PKS and are right on target (5W1H)
 Reward & appreciation: Give as many awards and appreciation as possible with strategic themes. Action Stage is where

constituents are loyal and vote for PKS
 Satisfaction Final stage where constituents are satisfied with PKS and finally decide to vote again.
 Evaluation in strategy PKS political communication during the planning stage at the data collection/inventory there is an evaluation of how many potential votes there are, and if it is inadequate, a solution will be found.

Conclusion

PKS's communication strategy to win the 2019-2024 Pekanbaru City DPTD Legislative Election was carried out in several steps which included awareness, interest, desire, action, and satisfaction. PKS maintains character, conducts friendships with the community, and is very open in terms of communication. This makes PKS a party that is devoted to society and the state. PKS also has a large and active cadre, which can be seen from their involvement in community activities at the ward level. In addition, PKS routinely approaches the community through local leaders. PKS often proposes programs that aim to improve the quality of life of middle and lower-class people. PKS plans its campaign carefully, considering what needs to be done before it starts. Some of PKS's political strategies include the GESIT program (Gemar friendship figures/neighbors/relatives); "Cyber Operations: Yuk TPS (Tweet, Post, Share)", Social Service Program. PKS also has a "Grand Strategy for Winning Pileg/Pilkada".

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