



Political Communications Of The Indonesian Democracy Party Struggling (Pdip) In Getting The Most Vote In Deli Serdang In The 2019 Election

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ABSTRACT

Using qualitative research methods, this study aims to discover how the PDIP party in Deli Serdang conducts political communication and communication/campaign strategies, the factors that influence the success and failure of Legislative candidates, and the candidates' attitudes toward the results of the 2019 presidential election. This study's subjects included several party cadres who ran campaigns as well as the general public. Interviews were used to collect data, which was then analyzed using data triangulation techniques. The findings revealed that the campaign strategies used by party cadres to win their successful and unsuccessful parties were generally the same, namely: campaigner determination, use of campaign media, preparation of distinct messages, and the same target audience.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana komunikasi politik dan strategi komunikasi/kampanye yang dilakukan oleh partai PDIP di Deli Serdang. Faktor-faktor yang memengaruhi keberhasilan dan kegagalan para calon Legislatif, serta sikap para kandidat terkait hasil pemilihan presiden pada tanggal 2019 yang lalu, dengan menggunakan metode penelitian kualitatif. Subjek penelitian ini terdiri dari beberapa kader partai yang melakukan kampanye, dan masyarakat lalu Data dikumpulkan melalui wawancara dan selanjutnya dianalisis dengan menggunakan teknik triangulasi data. Hasil penelitian menunjukkan bahwa strategi kampanye yang dilakukan para kader partai untuk memenangkan partainya yang berhasil maupun yang gagal pada umumnya yaitu: penetapan juru kampanye, penggunaan media kampanye, penyusunan pesan yang khas, serta khalayak sasaran yang sama.

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I. INTRODUCTION

Politics discussions will always be interesting because politics is an important ingredient in the operation of democracy, and politics is also associated with seizing or seeking power; it has become a part of the life of every human being who wants to have the power to demonstrate or develop the implementation of his potential. To do and get all of that, whether you like it or not, you must enter the world of politics and effectively and efficiently use various political channels.

Political communication is an important phase to go through if you want to enter politics because it deals with who can talk to whom, about what, under what circumstances, and to what extent can be trusted. In practice, political communication is very thick with our daily lives and activities, because there is not a single normal human who does not communicate; for example, when fuel prices rise, everyone from various circles must comment; this is an example of political

communication's viscosity. The government's decision to raise fuel prices must have been subject to political consultation with the DPR and must have been approved by the DPR. This is an illustration of political communication.

Because attracting people's votes requires a careful plan, the Indonesian Democratic Party of Struggle (PDIP) uses political communication as a political strategy. Because the strategy will influence the party's vote as well as the legislative candidates. The strategy is primarily aimed at winning the heart and gaining constituent sympathizers as a determinant of a political decision, and it employs a variety of approaches, such as improving political issues that will be sold to groups of voters, considering the strengths of their own groups, and observing the capabilities of competing parties that become political rivals.

Several factors, including the use of political communication channels, influence campaign strategy. One of the most widely used political campaign channels for socializing and disseminating political messages is social media. Facebook, Instagram, Twitter, WhatsApp, YouTube, Line, and other social media platforms are frequently used by Indonesian audiences or people today. Social media campaigns do provide opportunities for political actors to attract voters, interact directly with the public, and build "familiar" conversations with the public. According to the explanation, political communication is an important topic for researchers to discuss, which includes how the Indonesian Democratic Party of Struggle (PDIP) used political communication to win the most votes in the Deli Serdang district. and what are the challenges and how will they be overcome in carrying out the campaign?

Political Communication Strategy, The Hagopian view places more emphasis on the interests of a political party, with more emphasis on ideological interests or instilling ideological interests through power in government and people's participation in general elections. From the definitions that have been expressed by these experts, it can be concluded that a political party is a citizen organization that has the aim of seizing or maintaining power over the government through a general election process to achieve common goals that have been agreed upon by all party members.

Political communication strategy is about how the communication process that occurs in winning in a political battle by a political party, or directly, by a legislative candidate or regional leadership candidate, who wants the greatest power and influence in the midst of society as its constituents. Abdullah, 2008). Then Abdullah's definition according to him, that Political Communication Strategy is a plan that includes methods, techniques and functional relationships between the elements and factors of the communication process for operational activities between the elements and factors of the communication process for operational activities to achieve goals. and targets.

Political communication process factors include: Political communicators are those who can convey or provide information about issues with political significance or weight. Political messages are statements conveyed, both written and unwritten, verbally and nonverbally, secretly or openly, consciously or unconsciously, that contain political obscurity. That is how to ensure that every political message is understood by every member or society. Political media or channels. Political channels or media are the tools or means by which political communicators convey their political messages. Where every political party's activity or message is displayed in every political media. Political Objectives or Goals Political targets or targets are members of the community who are expected to support parties or candidates in Legislative Elections. Political Communication's Influence or Effect Political communication is expected to result in a better understanding of the government system and political parties, with the nuances leading to voting in the general election.

Elections, in the context of political communication, are a form of two-way communication between political candidate parties and the general public (voters). Both entities persuade potential voters that they are deserving of being elected to lead the government in the future by offering political programs.

According to another viewpoint, "political communication strategy is defined as a process in which mass communication is integrated with interpersonal communication and elements in the political communication process that occur have an impact on political behavior" (Susanto, 2014). Barriers to Political/Campaign Communication, The obstacle is that political actors in Indonesia are still not aware that communicating on social media requires its own ability. The ability here is certainly not just technical ability, but mentality. The presence of social media requires political actors to adapt. However, these political actors often have difficulty in this adaptation phase (Chavez, 2012).

There are several things related to the "old mentalities" as mentioned above and these are generally experienced by organizations that use social media. One of them is ignoring the interactive nature of social media. In the era of contemporary politics, politicians must think about interactive audiences and their capacity to respond to, respond to, distribute and modify the messages they receive. Asih's research (2011) reveals that the majority of political parties in Indonesia have not maximized social media and new media. The interactivity factor is ignored. This is because of the 34 political parties participating in the 2009 General Election, all of them have websites. Unfortunately, the website has not been fully utilized as a two-way communication medium. Almost all political party websites do not have forums that allow two-way communication. Even if available, this forum is not accessible. Facebook and Twitter that are used by politicians and political parties are only meant to inform the good things. Information transactions that occur are dominated by posts submitted by sympathizers of political parties or politicians. Politicians and political parties are just talkative about using social networks to interact. Social media is still used as a media campaign, not yet interactive, not yet aspirational. Whereas social media has the potential as a means to listen to people's voices.

Even communication experts James Curren (2002), in the book *Media and Power*, states that there are three roles of the media in a democratic political system, namely, first, watchdog role; the media must monitor all state activities, and dare to expose abuses of power. In order for this role to be optimal, it is necessary to have a free market and deregulation for the media. Second, information & debate; The media must be able to provide a channel of communication between the government and the people. For this reason, the media must create a forum for dialogue (a forum of debate) where the people can identify problems, propose solutions, make agreements and guide the direction of the community (to guide the public).

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II. RESEARCH METHOD

The descriptive qualitative research method was used in this study, which is a research method that aims to conduct an in-depth study of a social unit in such a way that it produces a well-organized and complete picture of the social unit. This study employs a qualitative approach for this type of research. Observation, in-depth interviews, literature studies, and documentation studies are examples of data and information collection techniques that will attempt to understand and interpret the meaning of an event of human behavior interaction in specific situations (Wirman Hamid, 2019).

This study was conducted at Medan Street No. 7, Perbarakan, Pagar Merbau sub-district, Deli Serdang district, North Sumatra. This study's data collection techniques include observations and interviews conducted between May and July 2022.

The data was collected entirely at the Deli Serdang Regency Branch Representative Council (DPC) of the Indonesian Democratic Party of Struggle (PDIP), with the subjects encountered being party administrators, DPRD members, and the general public. Primary and secondary data sources were used in this study. Primary data is collected directly from informants using interview techniques related to these issues. Tugiran (deputy secretary for internal affairs) DPC PDIP, Antony Napitupulu (secretary and member of DPRD) DPC PDIP, and Zainal were the informants in this study (community representative). Secondary data for research comes from books and scientific articles that are directly related to the researcher's title.

Primary data is information obtained directly from informants during the interview stage that is directly related to the research problems. Several political party cadres on Jl. Medan No.7 Perbarakan, Kec. Merbau Fence, Deli Serdang Regency were chosen as informants by researchers. Secondary data, on the other hand, is primary supporting data obtained by researchers from a variety of existing sources such as books, journals, research reports, and so on. Data collection techniques, according to (Sugiyono, 2013), are the most strategic techniques in research because the main goal is to find and collect data. Extensive interviews, observation, and documentation were used to collect data.

III. RESULT AND DISCUSSION

1. Deli Serdang PDIP Political Communication In Winning The Most Votes In The 2019 General Election

Political parties, particularly PDIP, are a means of providing information to the public, namely the delivery of messages from communicators to the public in the form of ideological lines, policies, and party political programs, either directly or through various print and electronic media. How to inform the public about what is going on around them.

In this case, the communication media serves as both an observer and a monitor of what is going on in the community. The existence of party programs that reach the lower classes via various print or electronic media. Submission of party programs to the lower classes is essential, but in order to reach out to the community, many parties and candidates for legislative members distribute them through the mass media, which is considered easy to obtain and can enter society that has not been touched by the party or legislative candidates.

An interview with one of the PDIP Party Executives, Tugiran, as deputy secretary for internal affairs at the DPC PDIP Deli Serdang, revealed the above reality "Given the importance of the media in increasing votes and attracting sympathizers, the role of the media in campaigning is critical for the PDIP. Instagram, Facebook, and other social media platforms are popular among millennials. That is where PDIP has the opportunity to carry out socialization and community-attraction campaigns, so the role of the media is critical for Pdip ". Furthermore, Antony Napitupulu, a member of the DPRD and Secretary of the DPC PDIP Deli Serdang, explained that "the current campaign is different from the old campaign which had to go directly to the bottom, now campaigning can be done through party social media to make it easier and more efficient."

According to the statement above, the community receives all types of information and work programs through various means, legislative candidates campaign, come directly to residents' homes, and do not forget to hold activities that involve the community on occasion. According to the above statement, the mass media is a communication tool used by legislative candidates in addition to coming down and meeting face to face with the public, which is the PDI-P party's main

priority, which is then supported by the mass media. In the 2019 General Election yesterday, the PDI-P in Deli Serdang Regency used a lot of media to campaign. Furthermore, candidates for legislative members meet with the public in order to attract the masses to vote, win elections, and introduce party programs as part of their political communication strategy. However, for the PDI-P, face-to-face campaigns and direct contact with the community are more important in getting people's voices heard.

A political campaign is a dramatisable event. Movement aimed at gaining followers and popular support through political speeches, public meetings, newspaper statements, and other means. A campaign program's success is determined not only by its strategy, but also by good, interesting, clear, and direct-to-target planning of campaign materials and content. According to Zainal, who lives in Tanjung Gusti and is a voter in Deli Serdang Regency, "political parties must provide good programs for the community." And we will elect a Party whose work programs will be relevant to our societal interests. And, of course, we hope that these programs deliver on their promises." Thus, the election of members of the legislature in the general election will be determined by how effectively the candidates present their work programs; taking a direct approach is thought to be effective in attracting more sympathizers.

2. Barriers To The PDI-P Party In Conducting Political Communications/Campaigns And How To Overcome Them

The appearance of legislative candidates whose names and faces are well known to a large number of people, the actual communication motives contained in the activities carried out, and the messages conveyed by the legislative candidates in these activities can all be identified as campaign elements. Legislative candidates' disguised communication motives in community activities are actually very influential on the rapid formation of public attitudes toward their profile, competence, and role in society. The activities and communication materials are not impromptu or far-fetched because they contain activities and communication materials that are relevant to the community's problems and needs.

The PDI struggle has demonstrated its seriousness by keeping its promises and carrying out its work program effectively. PDI-P candidates who win legislative elections must keep the promises they made to the community, because promises are things that must be fulfilled for the PDI-P Party in Deli Serdang Regency. When a legislative candidate wins an election, he or she must follow through on the promises that have been made.

Nonetheless, Tugiran, the PDIP DPC's Secretary for Internal Affairs, stated that "the obstacles that are frequently encountered are the lack of public trust as a result of the many legislative candidates who give sweet promises at the beginning but when he is above/successfully won he forgets his promises to the community," and that the obstacles that the PDIP cadres must overcome are how to restore the public's trust to elect them. To overcome these obstacles, every legislative candidate will be required to always be a holder of the community's aspirations, so that every candidate who is elected must be ready to listen to the community's aspirations.

The Deli Serdang Regency DPC of the PDI-P always socializes some of its work programs, one of which is to accommodate community aspirations, listen to community complaints, and assist the community in fulfilling their aspirations. There is a political promise that is being made to look at the reality of the community to the problems that are being faced. Political promises that are being attempted to be fulfilled include poverty alleviation programs, the people's economy, and low-cost education; additionally, we as political parties and members of the legislature must be prepared to accommodate the people's aspirations. The promises made are based on the working ideology of the party and are intended to reassure the public that legislators are willing to accommodate the aspirations of the people's voice. And, as previously stated, it was political communication that enabled the PDIP party to win the Joko Widodo-Ma'ruf Amin pair in North Sumatra in 2019, which

took place on April 17 with 3,936,515 votes or a percentage of 52.38%. (2019 North Sumatra KPU data)

IV. CONCLUSION

Political communication carried out by PDIP Deli Serdang Regency aims to develop intensive communication with constituents, which should be ongoing rather than starting only when the election campaign begins. Legislative candidates will have no difficulty mapping the character of the mass of voters and their distribution areas if they continue to build intensive communication with their constituents. It also assists legislative candidates in understanding the voting community's reaction to political messages they receive. Meanwhile, the effective campaign model used by legislative candidates to get closer to the public and convey their political message is a communication model that allows the community to engage in two-way communication so that they feel close and have high hopes for the candidate.

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