

Aspects of Political Campaign in Political Communication Partai Keadilan Sejahtera (PKS) At The 2019 Legislative Election

Tatik Rohmawati^{1*}

¹Departemen Ilmu Pemerintahan, Universitas Komputer Indonesia,
Jalan Dipatiukur No.112-114, Bandung, Jawa Barat - Indonesia

E-mail: tatik.rohmawati@email.unikom.ac.id

Abstract. The purpose of this study is to determine aspects of the Prosperous Justice Party (PKS) political campaign in the 2019 Legislative general election. Political communication is one of the ongoing problems of the Prosperous Justice Party because it is still not optimally implementing forms of political communication to support the party with the community. The focus in this paper is on aspects of political campaigns in the political communication of the Prosperous Justice Party. This paper is the result of research using a descriptive qualitative approach. Data collection methods used include observation, interviews and documentation studies. The focus of the analysis of the results of the study shows that the political communication of the Prosperous Justice Party (PKS) seen from the aspect of political campaigns has not met the expectations of PKS. The conclusion of this study is that the political campaign carried out by the Prosperous Justice Party was interesting with its flashmob, but the party did not carry out a more attractive campaign for millennials even though in the 2019 legislative general election there were many millennials who were only able to cast their votes but because the campaign did not Embrace the millennials, it causes less political campaigns to be carried out. The results of this study are expected to be useful for the community, especially to understand the importance of political campaigns in political communication carried out by political parties, especially the Prosperous Justice Party.

1. Introduction

Political communication has a very important meaning, especially in the current reform era. The climate of openness and democratization that is built, decentralization and regional autonomy, as well as direct presidential and vice presidential elections, as well as regional head elections which will also be carried out directly further add to the importance of political communication in Indonesia. Political communication as a theory does have universality or general practice. However, as a practice, communication of course there are differences as a result of differences in customs and organizational culture, political communication itself is influenced by the cultural system and the political system itself.

Political communication strategies are important for actors and candidates who will advance in general elections, especially political parties. Because the success of the party in the post-conflict local election is largely determined by the extent to which its political communication strategy functions. In addition, the proper functioning of political communication will make the party able to compete in an increasingly competitive democracy [2]. Political communication strategy is one of the keys to the

success of political parties in winning this legislative general election. By gaining a large number of votes, it proves how much support and trust the people have for the political party.

The functions of political parties to the state include creating an effective government and political participation in the ruling government. Meanwhile, the functions of political parties towards the people include fighting for the interests, aspirations and values of the community as well as providing protection and a sense of security. According to Dewi Kurniasih and Tatik Rohmawati [5] in the journal on the implementation of the political communication function, political parties not only act as channels for the political aspirations of various community groups and as a vehicle for articulating political demands in the political system as a whole, but also function as the only type of organization that competes to form a cabinet. government.

The legislative general election held in 2019 in Purwakarta Regency was attended by many political parties which had implications for tight competition between political parties in the struggle for voters' votes, in general the general election that took place in Purwakarta Regency at that time was attended by 20 political parties. The Prosperous Justice Party (PKS) is one of the parties that participated in the 2019-2024 legislative general election, the Prosperous Justice Party participated in the 2019 general election and it is also an event to show how effective political communication is related to the theory of forms of communication. The politics put forward by Anwar Ariffin through political retrospect, political agitation, propaganda, public relations, political campaigns, political lobbying and mass media carried out by the Prosperous Justice Party.

One form of political communication is a political campaign. The political campaign carried out by the Prosperous Justice Party in Purwakarta Regency was deemed ineffective because it did not reach people far from urban areas, causing public ignorance about the Prosperous Justice Party.

Political campaigns are very important in introducing candidates to the public. Political campaigns are understood as organized efforts that seek to influence the decision-making process in certain groups. Political campaigns are a very important part of political communication.

There are several previous studies that have the theme of political communication as a reference and reference for researchers in conducting research so that researchers can enrich the theories used in reviewing the research conducted including: Muhammad Rosit, faculty of social science and political science, department of communication science, specifically the management of political communication at the University Indonesia, political communication strategy in the regional election, case study of the winning pair of candidates Ratu Atut and Rano Karno in the 2011 Banten Regional Election. The aim of the study is to identify and analyze the political communication strategy used by the couple Ratu Atut Chosiyah and Rano Karno to gain support in the 2011 Banten Regional Election. and analyze whether the steps taken by the success team of the coalition of parties and organizations that became the means of winning the pair Ratu Atut Chosiyah and Rano Karno in the 2011 Banten Regional Elections and to find out and analyze the communion strategy political cations carried out by the supporting parties and supporting parties that were embodied in the party coalition's success team and the volunteer team in the process of winning Ratu Atut Chosiyah and Rano Karno as governor and deputy governor of Banten Province for the 2012-2017 period. [9]

Fadly Jamil, Communication Science, Faculty of Da'wah and Communication at UIN Alauddin Makassar, Political Communication Strategy for the 2015 Gowa Regional Election (Case Study of the Victory of Adnan Purrichta Ichsan Yasin Limpo S.H. And H Abd Rauf Malaganni, S.Sos., M.Si). The purpose of the study was to determine the pattern of determining the political communication strategy of Adnan Purictha Ichsan Yasin Limpo., S.H and H. Abdul Rauf Malaganni., S.Sos., M.Si in the 2015 Gowa district election. And to determine the form of application of the political communication strategy of Adnan's victory Purictha Ichsan Yasin Limpo, S.H and H. Abdul Rauf Malganni. S.Sos., M.Si in the 2015 Gowa Regency Pilkada [Then there is research conducted by Zahlul Armi, Faculty of Da'wah and Communication at the State Islamic University of Ar-Raniry Banda Aceh, political communication strategies for the candidate pair for mayor of Banda Aceh in the 2017 Pilkada (study on the winning team of Aminullah Usman and Zainal Arifin). The purpose of the study was to determine the political communication strategy carried out by the winning team for the mayoral candidate pair Aminullah

Usman and Zainal Arifin, and to determine the inhibiting factors and opportunities for the political communication process carried out by the winning team for the mayoral candidate pair Aminullah Usman and Zainal Arifin. [1]

The novelty of this research with previous research is that the subjects studied by previous researchers focused more on winning each regional head election, while in this study the researchers focused more on aspects of political campaigns in political party communication which became the main object of research.

The purpose of this research is to see and know the aspects of political campaigns in the communication of the Prosperous Justice Party (PKS) Political Party in the 2019 Legislative General Election.

Based on this background, the researcher is interested in conducting research related to political communication with the title "Aspects of Political Campaigns in the Communication of the Prosperous Justice Party (PKS) Political Party in the 2019 Legislative General Election".

2. Method

The author in this study uses a qualitative methodology [3] with a case study method which is a form of empirical research by investigating contemporary phenomena in real-life contexts, especially when the boundaries between phenomena and contexts do not have clear evidence [10].

Schramm [12] further explains that the essence of case studies is that the main trend among all varieties of case studies is that these studies seek to highlight a decision or set of decisions, why they were taken, how they were implemented and what the results were [10]

The author in this study took the case in the DPD of the Prosperous Justice Party, Purwakarta Regency. The reason for choosing the place was because of the failure of the Prosperous Justice Party in the 2014-2019 period in obtaining seats.

This study uses a unit of analysis. The unit of analysis shows who or what has the characteristics to be studied [11]. The unit of analysis in this research is the apartment of the DPD of the Prosperous Justice Party of Purwakarta Regency.

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This study uses a unit of analysis. The unit of analysis shows who or what has the characteristics to be studied [11]. The unit of analysis in this study is the DPD of the Prosperous Justice Party of Purwakarta Regency, as well as the voting community who have the right to vote.

Data collection techniques in this study used observation, interviews and documentation studies. Interviews were conducted with four informants from the apparatus and four informants from the community. The data analysis used is descriptive qualitative analysis. Operationally, the data analysis technique is carried out through several stages as the data analysis technique model proposed by Miles and Huberman [6].

First, data reduction as a process of selecting, simplifying, classifying rough data from the results of using techniques and data collection tools in the field. Data reduction has been carried out since data collection. The reduction is carried out in stages by making a summary of the data and tracing the scattered themes. Each selected data was crossed through the comments of different informants to gather information in interviews and observations. Information from the DPD apparatus of the Prosperous Justice Party was crossed with information obtained from the voting public.

Second, data presentation is an effort to compile a set of information into a statement. Qualitative data is presented in the form of text which is initially scattered and separated according to the source of information and when the information is obtained. Then, the data is classified according to the main issues related to the Political Campaign Aspects in Political Communication of the Prosperous Justice Party (PKS) in the 2019 Legislative General Election.

Third, draw conclusions based on the reduction, interpretation and presentation of data that have been carried out in the previous stage in line with the logical mechanism of inductive thinking, then drawing conclusions will depart from specific (specific) matters to general conclusions (general). The researcher then carried out the next stage after carrying out the data presentation stage. The researcher conducted a brief review of the field notes which aimed to be able to understand the Aspects of Political Campaigns in Political Communication of the Prosperous Justice Party (PKS) in the 2019 Legislative General Election so that it can be drawn into a conclusion and understanding. Accurate.

3. Results and Discussion

Political campaign is a form of political communication carried out by people or groups (organizations) at a certain time to obtain and strengthen political support from the people or voters. Political campaign is a series of planned communication actions with the aim of creating a certain effect on a large number of audiences which is carried out continuously over a certain period of time.

Political campaigns are political communication agendas that are carried out by involving the general public and can have a certain effect on the masses who attend the political campaign agenda within that period.

Political campaigns in political communication. This is a common activity that is usually carried out by every political party, but in packaging it sometimes needs interesting spices in order to bring in a lot of mass so that it can get the attention of the community. Political campaigns are a fairly powerful way to attract people's attention because in its implementation, unique things often happen that generate interest from the public to take part in events that can bring in large masses.

In terms of political campaigns, the election winning body and regional head elections state that:

The campaign that is being carried out is a creative campaign, meaning in that case how we can be creative at a low cost and different from others so that it can attract other people, that's why we made a flashmob program. Interested people who walk and see so that we know the number PKS on the password probowo by us is boosted because it's not expensive, it only costs one hour when crowded conditions use music like nasyid so the spirit of the cadres or the backsound of encouragement becomes very effective and the latest innovations and everything comes down from the party president to the management. (Friday, 24 July 2020)

Figure 1 shows one of the political campaigns of the Prosperous Justice Party carried out by several party cadres.



Figure 1. Political Campaign Partai Keadilan Sejahtera
(Source: www.journalnews.co.id, 2019)

Based on the statements and pictures listed above, the Prosperous Justice Party did flashmob in a strategic place like the location in the picture is along Jalan Veteran at the red light of Sadang, the implementation of a political campaign that is quite unique turns out to be quite effective if it is carried out in a strategic place. The creativity carried out by the Prosperous Justice Party turned out to have an impact where the community could sympathize with what the party was doing, at least with the flashmob campaign pattern, the people who passed along the road and the people around there gave an imprint on their memories because of this unique campaign pattern, political campaigns. This flashmob is carried out in each constituency.

Meanwhile, the general chairman of the Prosperous Justice Party expressed his views regarding the political campaign that:

In campaigning, our capital is very minimal and capital-efficient, because our candidates are not from businessmen like other parties. The flashmob campaign process is carried out per electoral district or per dpc. When people are greeted with flashmobs, people welcome us with smiles and sympathy with us. That is also the program from the center that we carry out. (Tuesday, 28 July 2020)

From the general chairman's statement, political campaigns carried out by the party can be carried out at a small cost, there is no need to gather large numbers of people in one place or in the field by presenting people's entertainment which can actually make campaign costs swell, but by doing things that simple is also enough to get sympathy from the public so that the cost of conducting a campaign is very economical. The good public acceptance of this campaign led the party to do the same thing in every electoral district once every two weeks.

The results of the researcher's interview with one of the people in Jatiluhur District stated that the PKS party provided education to the community so that they were not easily tempted by money politics offered by other parties and led the community to choose intelligently and based on conscience. PKS party in addition to conducting political campaigns that are cheap but also provides values of honesty in which they as political parties do not want to play dirty just to gain votes.

Based on the above, according to the researchers, the understanding of political campaigns that do not use political money needs to be echoed more broadly, the community needs to be given more education because after all, if they were elected from the start before becoming a member of the legislature, they had done dirty things to get elected, it would indicate if elected later. the first thing that will be done is to replace the money made during the campaign in the general election. Then the importance of public awareness so that they want to take part in participating if they see political parties that do money politics in order to gain votes for the authorities. Entering the era of the industrial revolution 4.0, every political party should have more creativity in campaigning for parties and legislative candidates because after all in this era campaigns can be carried out even without spending a lot of money so that they can save budget costs.

4. Conclusion

The implementation of the political campaign carried out by the Prosperous Justice Party was interesting with its flashmob, but the party did not carry out a more attractive campaign for millennials even though in the 2019 legislative general election there were many millennials who were only able to give their voting rights but because the campaign did not enter the millennials it causes less political campaigns are carried out.

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