

POLITICAL COMMUNICATION STRATEGY PARTAI KEADILAN SEJAHTERA IN THE 2019 LEGISLATIVE ELECTION IN MEDAN CITY

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Abstract: Elections conducted in accordance with the law must be carried out using a proportional system with a list of candidates open to the public. Every political party competes for the most votes in order to succeed in sitting in the parliamentary seats and people's representatives, especially in the legislative seats of the Medan City DPRD. This study uses a qualitative descriptive method, namely research that aims to present facts and events systematically and accurately and analyze the truth based on data obtained in the field. Data collection techniques in this study are interview techniques and literature study research. Based on the results of research and discussion, the PKS political communication strategy in increasing vote acquisition in the 2019 general election in Medan City is by taking care of character and institutions, creating togetherness, then offering special programs needed by the community, including free BPJS, lifetime SIM life, motor vehicle tax abolished for people with income below 8 million, visiting people's homes to listen to the aspirations and needs and complaints needed by the community, preaching in mosques in each electoral district in Medan City, and building consensus

Keywords: *Political Communication Strategy, Election, Medan City.*

Introduction

The political communication strategies implemented by political parties need to be adapted to the existing political system in Indonesia. The political system can be seen as influencing and being influenced by the communication implemented by political parties. It can be seen that political communication is one of the key factors determining the functioning of all functions within the political system. Political communication is inseparable from the political system, a concept that states that all social phenomena, including communication and politics, are interconnected and influence each other. (Aminulloh, 2010). The 2004 general election marked the beginning of a shift in Indonesia's electoral system from a closed system to an open one. This change occurred because every citizen had the direct right to elect their representatives and president. Consequently, political parties were no longer able to distribute votes proportionally based on the candidate's ballot number, but rather based on the number of votes each candidate received. This was a stark contrast to elections today, where the public could now make their choices directly, and the results were publicly available. Political parties play a key role in democracy, but they cannot avoid what Robert Michel called the "iron law of oligarchy," which is the tendency for domination (control) by a small group (minority) that does not represent the interests of the majority. The public truly had high hopes that elections would change the situation for the better (Valentina, 2009).

The year 2019 marks a new beginning for Indonesia in holding general elections. More than 187 million voters, both domestically and internationally, will for the first time simultaneously vote for legislative candidates, presidential

and vice-presidential candidates. Due to the simultaneous nature of the elections, the 2019 elections differ severally from the 2014 elections, from the implementation process, the number of participating political parties, to the method of counting political party votes. This difference is marked by the merging of the Legislative Election Law, the Presidential Election Law, and the Election Implementation Law into just the Election Law. The most fundamental difference in the 2019 elections is their simultaneity. In 2014, the legislative and presidential elections were held separately, but in 2019, the legislative and presidential elections were held simultaneously on one day. This simultaneous election resulted from the Constitutional Court's decision in lawsuit number 14/PPU-XI/2013, which was decided in January 2014. In the 2019 simultaneous elections, voters had to bring five ballots to the voting booth to cast their votes. These five ballots were to elect members of the district/city DPRD (Regional People's Representative Council), members of the provincial DPRD (Regional People's Representative Council), members of the Regional Representative Council (DPD), and the presidential and vice-presidential candidates (Mukhlizardi, 2019).

In the 2019 Medan City legislative elections, 15 political parties registered legislative candidates to compete in the second-tier legislative elections. Only the National Awakening Party (PKB) did not have a single legislative candidate represented in Medan City. In the 2019 legislative elections, approximately 748 candidates competed. Approximately 50 members of the Medan City Regional People's Representative Council (DPRD) were inaugurated on September 16, 2019. Among the 50 DPRD members, 17 were incumbent DPRD members and 33 were newcomers. The Prosperous Justice Party (PKS) is one of the parties in the ranks of political parties in the general election in Medan

City in 2019. As one of the political parties based on Islam that has a big name, PKS also has a role in communicating politics to sympathizers and the public, namely moving in the political field to participate in regulating the state administration. Therefore, the political communication strategy implemented must be in accordance with expectations so that the vote acquisition obtained will be in accordance with what the party wants in the legislative election in 2019. By implementing various strategic methods, the Prosperous Justice Party party and legislative candidates convey special programs to their targets, namely the public, by campaigning is one of the party's strategies to attract the masses and sympathizers, through mass media and going directly is a communication strategy that is often carried out by both parties and legislative candidates who participate in the legislative election (Nurman, 2005).

PKS Medan City in the 2019 Legislative Election at the Medan City DPRD level, the number of seats obtained increased compared to the previous period, namely the legislative election in 2014. In the 2014 general election, PKS only managed to win 5 seats in the Medan City DPRD, with a total of 91,861 votes in 2014, but in the next period, namely the 2019 election, PKS got 7 seats in the Medan City Legislature. When compared with other parties, for example Golkar, that Golkar in the 2019 legislative election only got 101,305 votes, while PKS got 152,890 votes. PKS is also a party based on Islam, that is known that Islamic parties have decreased in existence in 2019, for example PPP in the 2019 legislative election in Medan City, the party only got 34,460 votes (Bawaslu, 2019).

The widespread political promotion of the PKS is an effective form of propaganda in building the party's image based on Islam. Several promotional campaigns aim to transform PKS's image from a closed party to an open one.

For example, in the "hero" advertisements, several national political figures and religious figures are featured, hoping that PKS can embrace all interests. PKS's advertisements also reflect that PKS is not a local party but a party with national significance, a party worthy of being the choice of all Indonesians from all walks of life. Furthermore, several communication strategies and programs implemented by the PKS party in winning the 2014 legislative elections, the most important of which is, PKS listens, namely, PKS cadres go directly to the grassroots, meaning that PKS goes directly to the community to hear the voices of the people, what their complaints are and what they need. PKS listens is a means of communication between the party and the community or constituents directly from house to house, or what is called door-to-door communication. Then, PKS invites. Because PKS cannot possibly address all problems or what the community needs, therefore PKS invites the community and institutions that are willing to be invited to collaborate to jointly address existing problems in the community. In this research, the author uses the political communication theory from an expert named Anwar Arifin which consists of three indicators, including maintaining figures and institutions, creating togetherness, and building consensus.

Method

The type of research used in this study is descriptive qualitative. Descriptive qualitative research is a type of research that aims to understand several phenomena about what the research subjects experience, such as behavior, perception, motivation, actions, and so on. This is done holistically and through descriptive methods in the form of words and language in a specific, natural context and by utilizing various natural methods (Moelong, 2005).

Qualitative research focuses on triangulating data generated from three methods: interviews, participant observation, and organizational record review. In qualitative research, data collection should utilize observation, documentation, and interviews. It also includes the possibility of utilizing non-human sources, such as available documents and recordings. The data collection process also involves various supporting activities, such as creating reports, selecting informants, and recording data or information resulting from the data collection. This section constitutes of research procedures, especially data collection and analyses (Azwar, 2007). Meanwhile, in this study, three compositions were used in analyzing data, namely data reduction, data presentation, and drawing conclusions.

Results and Discussion

PKS Strategy in Conducting Political Communication

Political communication strategy is the sum of conditional decisions about current actions to achieve future political goals. Cultivating personalities, strengthening institutions, creating unity, crafting persuasive messages, establishing methods, and building consensus are all key decisions for political communicators. Findings obtained from data analyses should be presented in line with the aims of the study. Tables and figures can be used to display the results of the analyses. Findings section should deal only with presenting the results and should not include the discussion of the findings. Sub-headings in line with sub-goals of the study can be used. Sub-headings should be flush left, in italics and with each word capitalized (Arifin, 2011).

Personalities and Institutions

As for the PKS efforts to maintain its character, namely, legislative candidates who want to advance in the election

are voted together with PKS cadres, as well as other communities, including mosque communities, and other community leaders. As for other efforts made by PKS in selecting legislative candidates, namely with a member development unit, where this method is carried out so that legislative candidates who want to advance meet the requirements in the party's cadre mechanism, and the legislative candidates and PKS cadres are asked by the party to interact more with the community, carry out mutual cooperation activities, carry out social activities, and fill religious studies in the community.

The voting mechanism carried out by PKS in determining legislative candidates from PKS who will advance in the legislative elections, including, First, the names of those who will advance in the election are collected first, then a voting mechanism is carried out, aka voting carried out by the local community, then there are community leaders, as well as senior PKS, after the voting is carried out, then a member coaching unit is carried out for PKS legislative candidates who will advance in the election, in the sense that PKS legislative candidates are bombed, taught, and coached by PKS seniors who have been involved in politics for a long time, with the aim that the image of PKS legislative candidates will get a positive side from the community. That is how PKS maintains its character in the 2019 legislative elections in Medan City.

Besides maintaining a strong character, the next step is to strengthen or expand the institution. This is crucial as a fundamental factor in political communication, particularly regarding campaigns and voting in general elections. The institution in question is a forum for collaboration among individuals to achieve a common goal. In politics, institutions can include political parties, parliaments, governments, and bureaucracies. Institutions also possess characteristics like

human beings, encompassing existence, personality, and activities. A politician's character is also enhanced by their membership in a reputable political party. Strengthening an institution and nurturing a strong character are inextricably linked due to their close relationship. Institutions and political figures are inextricably linked, interconnected. Therefore, efforts to expand and enhance the institution must be pursued. Therefore, the political party must be presented in a prime manner, both through its attractive physical appearance and through the character of its administrators and their daily activities in providing services to the public.

Creating Togetherness

Then the second strategy that must be carried out to achieve the goals of political communication is to create togetherness between political figures and the public (society), by getting to know the public and conveying interesting messages to the public.

In today's era, one way for legislative candidates to win the hearts of the people is by understanding the audience. This means legislative candidates must go directly to the community, this is also what the PKS does. This strategy is considered quite useful because the community can directly voice their aspirations to the legislative candidates from PKS themselves when they take office. Not only that, legislative candidates from PKS and their campaign teams can also understand the conditions on the ground and in the area so that later changes can be made if they are elected later. As one example of what the PKS does to understand the audience is by conducting silaturahmi with the communities in each region, each cadre from PKS visits 10-20 homes in each electoral district of Medan City, before the campaign period and is done well before the election. Not only that,

PKS also engages in community meetings in mosques or prayer rooms and gives lectures.



PKS action in conducting friendly relations with the community at the Nurul Ikhwan Mosque, Medan, Johor

The Prosperous Justice Party (PKS) believes that conducting door-to-door political communication with the public is very helpful, as its legislative candidates can directly hear the grievances within the community. However, things haven't always been smooth sailing when PKS reaches out to the public; it has also encountered several obstacles. One factor hindering PKS's communication with the public is the rise of identity politics, which influences public opinion.



 **Dhiyaul Hayati**
Alhamdulillah..
Acara Dzikir Akbar dan Tausiyah oleh Ustadz Surianda Lubis telah berjalan dengan lancar.
Semoga menjadi amal Sholeh bagi yang hadir.

#Majelis_Qur'an_Sudirman

PKS activities in a lecture by PKS legislative candidate Dhiyaul Hayati with Ustadz Surianda Lubis on Jalan Sudirman Medan

The explanation of the image above can be seen, PKS also carried out a lecture activity carried out by one of the PKS legislative candidates, namely Dhiyaul Hayati, he carried out a lecture activity as well as a Grand Dhikr which was carried out on Jalan Sudirman, Medan City.

After understanding the audience and the situation, the next step is to develop a message. It is the public who ultimately determine the political message that legislative candidates must convey during their campaigns, whether through political rhetoric, also known as speeches, or through political media. Political messages are developed after understanding the conditions of the community and their needs. In this case, the PKS conveys messages to the public in various ways, namely by preaching at mosques visited by legislative candidates in each region, and by taking to the streets to convey special programs offered by the PKS. The special programs conveyed by the PKS to the public include the implementation of free BPJS (Social Security) for the National Health Insurance (BPJS), a lifetime driving license (SIM), and the elimination of motorcycle taxes.



PKS action in delivering special programs on the streets of Medan City

The purpose of this special program is as follows:



1. Free BPJS, that there are 30,130 BPJS JK PBI APBN participants who have been deactivated, of course this increases the number of Medan City residents who do not have health insurance, therefore a special free BPJS program was created by PKS, in order to realize Universal Health Coverage (UHC).
2. The Lifetime Driving License (SIM) program is a highly appropriate initiative, given the tax amnesty and tax exemption for taxpayers. The Lifetime Driving License program is a step to reassure the public that the government is always there for them.
3. The Motor Vehicle Tax has been eliminated, aiming to ease the burden on the public and boost the economy in Medan City, given the increase in electricity tariffs and soaring food prices. This tax elimination also reduces the hassle for the public and the loss of productive time from paperwork that could otherwise be used for work.


After they created special programs, PKS also raised hot issues, especially on social media, including the issue of Prabowo's candidacy for president in 2019. The method used by PKS is educational, as an effort to influence the audience through a statement made. This can be realized in the form of a message containing opinions, facts, and experiences. This fact and experience can then persuade the audience to vote for PKS. PKS's method is based on lawful means, not on justifying any means.

All media can be used in political communication, as political communication itself essentially aims to shape and foster public opinion and influence voters in elections. The use of any of the available media depends largely on the audience's needs and ability to receive and digest the political messages being conveyed. Based on the author's interviews, the media used by the PKS during its campaign

and outreach efforts to increase vote count in the 2019 general election included all forms of media, including billboards, banners, and social media.

In political communication, a prominent phenomenon is the use of new media, namely the internet, as a medium or communication channel increasingly used by the public. This has also forced political actors, from politicians and political figures to journalists, to increasingly use the internet. Through internet media, many things can be accomplished relatively quickly, such as obtaining information, inviting people to make demands, even protesting and publishing alternative policy proposals. Everything feels more practical and faster than using print or broadcast media.

N o	PKS Facebook Account Name	PKS Facebook Account Logo	PKS Facebook address
1.	PKS Kota Medan		https://www.facebook.com/dpdpkmedan
2.	BPKK PKS Kota Medan		https://www.facebook.com/bpkkpkmedan
3.	PKS Fans Club		https://www.facebook.com/PKSmenang2019

4.	Kabar PKS		https://www.facebook.com/KabarPKSdotCom/
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Build Consensus

The third strategic step that must be taken to achieve the goals of political communication is to build consensus both between politicians within one political party and between politicians from different parties.

In building consensus, a political figure must possess the ability to compromise, which is an art in itself. The art of compromise itself is generally a talent or innate skill, and is certainly possessed by every political figure.

How does the PKS approach compromise when conflicts, differences of opinion, and perspectives arise? The PKS builds role models with PKS figures who have long been involved in politics, and these PKS figures provide insight and guidance in resolving any conflicts that arise.

In other words, PKS uses deliberation, also known as syuro, to resolve internal institutional issues. The existence of syuro allows for conflict resolution and solutions. One example of a frequent internal conflict within the PKS in Medan City is the financial hardship of PKS cadres. This is a key internal issue within PKS Medan City, given the large number of young university students who desire to participate in PKS activities. However, economic constraints hinder the implementation of party programs.

Conclusion

Based on the discussion regarding the Prosperous Justice Party's political communication strategy in the 2019 Medan City Legislative Elections, several conclusions were drawn from the research, including:

1. The 2019 legislative election system is an open proportional system. Each legislative candidate in each electoral district must rely on their own individual figures to gain votes. In the previous period, the legislative election still used a closed proportional system, where those who could occupy parliamentary seats were based on the candidate's own serial number. The Prosperous Justice Party (PKS) in Medan City won 7 seats, an increase from the previous period, where the PKS only won 5 seats.
2. PKS also conveyed its persuasive message, in this case PKS conveyed special programs that were made directly on the streets and by preaching in mosques visited by legislative candidates from PKS, the special programs offered by PKS to the community were, the implementation of free BPJS, lifetime driving license, and motorcycle tax that was removed for the lower middle class, after making special programs, PKS also raised issues that were widely discussed during the election period, for example money politics, so that PKS could provide political education to the community to reject money politics activities by preaching. Then for the social media used by PKS, namely Facebook and Twitter, and PKS focuses more on using Facebook, because in 2019 the social media that is widely used by the public is Facebook, so that this is utilized by PKS so that the public can get to know

PKS, and the last is building consensus, in the art of compromise, PKS uses a method of deliberation or called syuro to solve existing problems, and PKS also has an open attitude by inviting all PKS cadres not to use methods that can damage democratic values in carrying out strategies, and we also educate the public about this.

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