



POLITICAL COMMUNICATION STRATEGY OF THE PDI PERJUANGAN PARTY

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Abstract

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Political communication strategy determines the victory of political parties in getting the highest position. The results of the 2019 election, showed that the PDI-P was the winning political party with a total of 27,053,961 votes or around (19.33%) of the vote. The study aims to explore the political communication strategy carried out by the PDI-P party to win the sympathy of voters so that it wins political contestation. . The literature review in this study focuses on political communication and political communication strategies. This study uses descriptive qualitative research methods with depth interview techniques to informants. The results of this study show the political communication strategies of the PDI party, including: 1) by utilizing the power of the mass media to compete in the 2019 elections such as electronic media 2) the consistent design of political messages that are often conveyed such as to always work for the interests and welfare of the people, our work is Indonesian work and 3) the strategy of forming and maintaining a brand image as a political party that favors the small people with the association of the parties “wong cilik”.

Keywords:

Strategy, Political Communication, PDI-P, Election

INTRODUCTION

In this political era, political parties must try and think about how to gather and win constituents because the current election contest is very tight. Therefore, political parties must have the right strategy to win the general election. A large number of political parties makes voters confused. They must be very careful in choosing the party or legislative candidate who will be given the mandate to carry out and run the government. In this case, political communication is needed to make it easier to create and promote products that will be marketed to potential constituents. Different market segmentation requires different strategies. Therefore, the role of political communication is very important in this very tight general election contest

Political communication is basically the core of every political activity that occurs, both domestic politics and foreign policy. In addition, politics as a way of struggle for power will not be able to be carried out without a communication that can influence the public to provide support and loyalty to a legislative candidate or a political party that participates in a contestation. Without political communication, it is just a word without meaning that will have no practical aspect. It means that the political process is a complicated process of communication that contains a complicated code that aims to gain power.

In a simpler sense, political communication is a branch of communication science in which there are political messages and political actors, which are related to efforts to gain power, and are related to the formation of public policy. On the practical aspect, political communication is actually not a new thing in the life of the nation and state.

An example is when there are lots of ordinary people who also comment in social media about the increase in fuel prices, defending the presidential and vice presidential candidates they idolize, contributing to introducing the parties they support through social media. Without realizing it, the audience has carried out a process of political communication. In the era of the 2019 political campaign, of course political communication was very noisy.

All elements of political parties, legislative candidates, to presidential and vice-presidential candidates discuss all fantasies about the ideal state, the programs being carried out and offering concrete solutions in solving various problems of the nation. All ideas or ideas are marketed through various media, especially social media as political communication channels such as social media such as Instagram, Twitter, and Facebook.

To introduce the party and convince the audience, one of the communication instruments that is often used in the modern era is political marketing. Political marketing is an instrument or part of marketing communication that functions as a means of information and promotion of a particular political project by using a commercial marketing pattern as a construction of a method to achieve a goal in a political program or terms of the process of infiltration of ideas for the audience.

In political marketing, the image of political parties is very important. In this case, what is meant by image is how the public perceives the party. The better the image of a party in public perception, the better the support provided by the community. It is at this point that the media is present as a machine that political parties try to use to promote the party as well as to build the party's image, packaged as attractively as possible to stimulate public interest in party programs.

During the 2019 election in various mass media, video advertisements from political parties that took part in the 2009 elections appeared. The advertisements also varied. There are advertisements with the theme of young people from the Berkarya Party, videos of old-school or old-school themed dangdut songs from the Indonesian Solidarity Party (PSI), and advertisements from Perindo showing the iconic march. Likewise with the PDI-P party, which exists quite a bit, one of which is the PDI-P's "Teng-Teng Banteng" advertisement.

In the period from March 24 to April 13, 2019, many political parties did advertising spending. The political party that spends the most on advertising is Perindo. The political party

spent Rp85.58 billion. The party that spent the second most on advertising was the Indonesian Solidarity Party (PSI), which amounted to Rp45.20 billion. Meanwhile, the third is the Indonesian Democratic Party of Struggle (PDI) with funds of around Rp. 23 billion.

Kompas conducted a survey on the political category from March 21 to April 1, 2018. This survey was conducted face-to-face with 1,200 respondents. The survey results show that the electability of PDIP is still in the top position, followed by Gerindra and Golkar. The percentage of PDI's electability is 33.3%, Gerindra is 10.9%, and Golkar is stable at 7-9%. Based on the 2019 election results, PDI-P was the winning political party with a total of 27,053,961 votes or around (19.33%) of the votes. Based on these facts, it can be seen that the PDI-P's victory was predictable before the election took place. This shows that the PDI-P party is able to maintain the performance and consistency of its party and maintain the victory of the last period, in the midst of high levels of national political dynamics.

In this case, political marketing communication has a very important role in the election of a political party in occupying the top position among other political parties. Political parties must have political communicators who are able to provide information and convince the public that their political party is the most attractive and the best. Based on this fact, the researcher wants to explore "how is the political communication strategy used by the PDI-P party to win sympathy and win the 2019 legislative election contestation"?

The purpose of this study was to explore the political communication strategies used by the PDI-P party to win sympathy and win the contestation of political parties in the 2019 legislative elections

LITERATURE REVIEW

Previous Research

Researcher	Researcher Title
Abdul Hakim, Redi Panuju (2019)ejournal. uin-suka.ac.id	Political Communication Strategy of the Surabaya PDI-P DPC in the legislative election 2019
Tari, Muhatar (2016) Garuda. ristekbrin.go.id	PDIP Party Campaign Strategy in Elections Legislative Year 2014 in Taliabu Island Regency
Yunus, Putra (2018) repository.unsri. ac.id	Political Communication Strategy of the PDI-P in Supporting Dodi Reza Alex Noerdin and Giri Ramanda Kiemas in the South Sumatran Regional Head Election (2018)
Alwin, (2019) repository. perpus. iainsalatiga. ac.id	Political Communication Strategy for Members of the Legislative Council for the V Electoral District of the PDI-P Party in Winning the General Election in Ngawi Regency Year (2019)

Table 1source:Authors Preparation

Political Parties

Sigmund Neuman states that a political party is an organization that carries out political activities to control the government and gain popular support by competing with a group or other groups who have different views (Budiardjo, 2008). Hagopian also defines a political party. According to him, political parties are organizations that influence public policy in terms of certain ideological principles and interests through the practice of direct power or popular participation in elections.

The definition given by Hagopian focuses more on the interests of political parties that emphasize the ideology that is trying to be instilled in the community as political participants. From the above understandings that have been conveyed by these experts, it can be concluded that a political party is an organization from the community that aims to take or maintain power

over the government through a general election process to achieve a common goal which is the agreement of all party members.

Communication Politics

Mc Quil (in Pawiro, 2008) explains that political communication is the delivery, exchange, and search for facts, opinions, beliefs, or other information carried out by political actors in institutionalized political activities. Communication is a branch of social science that deals with progress and human civilization so in practice it is often used in international relations. Communication plays an important role in international relations because it can be used by superpowers to dominate messages or communications in developing countries. Therefore, communication usually discusses other branches of science so that it can become cultural communication, educational communication, political communication, and others.

Political Communication Strategy

Political actors in winning political contests must know the right way of communication so that they can seize great power and influence in this society. This way of communication is called a political communication strategy. In the communication strategy, there are methods, techniques, and functional relationships between the elements and factors of communication. These things are used for operational activities in achieving targets and objectives. According to Abdullah (2015), there are five factors in the political communication process, namely political messages, political communication, political media, political targets, and the influence of political communication.

Meanwhile, according to (Susanto, 2014), the form of political communication strategy includes two things, namely horizontal communication strategies. This strategy places political communicators and the public on an equal footing so that in this process sharing will occur. Such a strategy is a reflection of democratic values. The second form of communication strategy is linear. In this strategy, the flow of communication tends to be vertical. This form of strategy reflects the values of feudalistic culture and authoritarian leadership.

PDI Struggle Party

In the general election contest, the PDI-P as one of the old parties experienced ups and downs in vote acquisition. In the 1999 elections, the PDI-P received 35,689,073 votes or about 33.74 percent with 153 people getting seats in the DPR. Meanwhile, in the 2004 election, the PDI-P's vote was less than the previous election. They obtained 21,026,629 or 18.53 percent of the vote with 109 seats in the DPR. In the next election, the 2009 General Election, the PDI-P experienced another decline, namely 14,600,091 or 14.03 percent by getting 95 seats in the DPR. However, in the 2014 election, the PDI-P received more votes than the previous election. PDI-P received 23,681,471 votes or 18.95 percent with 109 DPR seats. The 2019 election was a very good election for PDI-P because this party managed to win the election with 27,053,961 votes or 19.33 percent. This party also won 128 seats in the DPR. In the presidential and vice-presidential elections, the PDI-P and its coalition parties won the presidential election. Jokowi-Ma'ruf, supported by the PDI-P and its coalition party, received 55.5 percent of the votes, i.e. 85,607,362, while Prabowo-Sandi, supported by the Gerindra Party and its coalition, received 68,650,239 or 44.5 percent of the vote.

RESEARCH METHODS

This study uses a qualitative method. John W. Creswell expresses the notion of qualitative methods. "Qualitative research is an inquiry process of understanding based on distinct methodological traditions of inquiry that explore a social or human problem. The researcher builds a complex, holistic picture, analyzes words, reports detailed views of information, and conducts the study in a natural setting"

From Creswell's explanation, it is known that research using qualitative methods is research that aims to understand the phenomena experienced by research subjects, such as behavior, perception, action, and motivation, holistically by describing in language with a certain context using various scientific methods. (Moleong, 2009)

This type of qualitative research is used by researchers to reveal answers to problems that cannot be interpreted in the form of numbers. This study aims to find deeper meaning and information. In this study, the researcher uses a descriptive study that will describe the political communication of the PDI-P. In addition, researchers want to seek, find out, and collect more in-depth information about the political communication carried out by the PDI-P.

Data were collected by conducting in-depth interviews, field observations, literature studies, and by searching online data. The researcher uses PDIP structural cadres and functionaries as well as parties involved in winning the PDIP elections as research subjects. Meanwhile, the object of research is political marketing communication used by political parties in building image.

The Following Are The Informants In This Research

Name	Political Position
Bambang Purwanto	Head of Bappilu PDIP / Member DPR RI
Arif Wibowo	Member of Bappilu PDIP / DPP PDIP
Deni Wicaksono	Member of Bappilu PDIP DPD East Java
Riksha Yoga	Member of Bappilu PDIP DPD Central Java
Anwar Sani Tarigan	Member of Bappilu PDIP DPD North Sumatra

Table 2source:authors preparation

Researchers used data analysis techniques in the form of interactive model data analysis. Huberman and Miles divide this technical model into three main things, namely data reduction, data presentation, and also drawing conclusions or verification.

Meanwhile, to test the validity of the data, researchers used triangulation techniques, namely data checking techniques. This technique requires the researcher to use something outside the data. The data can be used for checking or as data for comparison of the data. According to Muleong (2009), a triangulation technique that is often used in research is checking with other sources. Therefore, in this study, triangulation techniques were used, namely method triangulation and data source triangulation.

RESULTS AND DISCUSSION

Media and Political Communication

In politics, communication is very important. In this case, the mass media is the main capital in political communication. News, advertisements, campaigns, propaganda, and public relations are part of the political communication process that is quite widely available in various media. The media is used to support good public opinion against the political party concerned. Often, the media is used to create a political discourse. Media is also used as a political agent in addition to political communication. Therefore, the media make packaging messages (framing of political messages). From this packaging, political actors get a certain image.

In message packaging, the media has the authority to choose what to include and not to include in the news. In the general election competition, the media plays a role in three different positions. Political communication was built earlier because communication is a process, not something instant. It is undeniable that political interaction in the form of campaigns is increasing ahead of the general election. Campaigns are carried out by political actors to convince constituents that the party group, candidate or group is the most worthy candidate for and elected.

Political Communication Strategy of the PDI Struggle Party

At that time, in 2019, political parties in Indonesia entered and experienced risky periods for holding the 2019 General Election. These risky periods were marked by the spread of hoax news that did not match the situation in actual political parties. Therefore, Megawati as the head of the PDI-P party, directed party members to pay more attention to and not respond to negative things that could harm the party. He prefers to urge his party members to reject this assumption by working in the interests of the people.

"If we look at the previous elections, it seems that this hoax has indeed run rampant to corner certain candidates by irresponsible parties, but we from the PDI Perjuangan do not pay attention to this, our steps are to focus on real work and focus on the party's brand image by segmenting the people. small" (BW, Bappilu PDIP)

This was done by the PDI-P to achieve the goals and objectives of the party, which is to be more partial and pay attention to the people. One of the political communication strategies of the PDI-P is segmentation analysis, targeting, and political positioning. Segmentation for the PDI-P party is considered a campaign target. Segmentation in political marketing is to group voters based on voter age, education level, and gender. In terms of age, voters are dominated by young people aged 17-35 years. Based on the level of education, voters are dominated by junior and senior high school graduates. Meanwhile, based on gender, the number of male voters is greater than that of women. Even so, the number is not significant.

"From the very beginning, PDIP has positioned itself as a pro-little people's party or wong little and it is consistent from every election to election." (RY)

determining targets or what is referred to as targets are segments that will be targeted by the party campaign team to obtain objective targets. This strategy is carried out to focus on campaign activities and issues created.

Meanwhile, party positioning is defined as an attempt to enter the minds of voters, which can reflect the superiority of the PDI-P party compared to competing political parties. This strategy is dynamic, related to event marketing, also related to candidate attributes that give important meaning to voters. The attributes used must also be unique and expressed in clear and reliable statements. The positioning strategy must be communicated to the voters so that they understand and capture the image desired by the campaign team. Therefore, political parties must make a short statement or slogan. This slogan will be used by the campaign team as a single theme. The delivery of the slogan must be done continuously so that it enters the hearts of the voters. Activities like this are a process of preparing and delivering political products which ultimately aim to strengthen positioning.

Harnessing the Power of Mass Media

Lately, the mass media, especially television media, are still a channel that can influence people's views or in this case voters in election contest situations general. In addition to the development of digital technology that has developed, television media is still the prima donna of society as a spectacle so that political parties use television media for campaigning. Therefore, the politics of the PDI-P continues to use the mass media to compete in the 2019 elections, such as television media, even though the funds spent are quite large because of its emergence on a national scale. Television is also superior in terms of audio and visual so that people can immediately see and hear the information that will be conveyed.

"Currently television is still a good choice as a tool for our campaign because of its wide coverage throughout Indonesia, although the cost is very high we think it is quite effective because there are elements of audio and visualization, so we think it is still quite interesting to boost sound" (AW, and RY Bappilu PDI-P)

Political Advertising

Kaid (2004) states that political advertising dominates the activities carried out by political actors to communicate with voters, especially in America. Democracies around the world use political advertising as a means of communication. Political advertising has the same characteristics as commercial advertising. This is due to its nature which is more directed to business matters. All political parties certainly use political advertisements to convince voters.

Kaid (2004) also said that political advertising is a form of communication made by political parties or political actors to show themselves to the communicant or in this case the community uses mass media which aims to convey political messages so that they can influence the community in the form of political attitudes, beliefs, and community behavior. What is emphasized in this case is first, political advertising is used by political parties to be able to package, determine, and control what messages or information they want to convey to the public.

The second thing that needs to be emphasized is that the media have an important role in changing the meaning of political messages desired by political parties. Gayatri (2010) explained that political advertisements delivered through the mass media proved to have a significant influence. This can be seen in changes in opinions, perceptions, attitudes or voter behavior that occur either on a micro (individual) or macro (larger group) basis because the media has the characteristics of alteration/stabilization.

"When it comes to elections, it's synonymous with advertising, every contestant will advertise selling ideas, ideas, novelties, to attract sympathy. It is impossible not to use advertising because it is related to public opinion, in any part of the world every campaign must advertise" (AST, Bappilu PDIP)

PDIP-P political advertisements also take action to influence and direct public opinion so that the goals set by political party advertisers are. The public opinion formed is expected to be able to direct the public to see, use, or consume the advertised product. Because television has a wide range of broadcasts, advertisers can choose and choose what broadcasts and when. Television in this case sells some part of the time to finance their network. The price offered by each television also differs depending on the broadcast, time, and rating that the show has.

The following is an overview of the advertising costs of political parties in the 2019 election contestation, Perindo 85.58 billion, PSI 45.20 billion, Hanura 42.04 billion, Golkar 36.99 billion, Nasdem

31.88 billion, Garuda 23.91 billion, PKB 23.62

billion, PDIP 23.14 billion, Democrats 21.71 billion, PAN 19.25 billion, PKPI 15.77 billion, PKS 14.81 billion, Berkarya 14.39 billion, PBB 14.06 billion, PPP 13 billion, 7, 73 billion. (tirto.id)

Building a Brand Image PDIP Party of Struggle

Keller (1993, in Ferrinadewi 2008) explains the brand image. According to him, brand image is the consumer's perception of a brand. In terms of politics, the brand image of a political party depends on the public's perception of the good or bad image of the political party. In politics, there will always be external factors that can create a bad image for the political party. Regarding this, the researcher has conducted interviews with informants. There is some information obtained from these sources regarding how political parties maintain or improve the image or brand image that has been formed in public perception. Therefore, the supreme leader of the PDI-P, Megawati Soekarnoputri, held a meeting with all party members to discuss the work that needed to be done for the welfare of society.

"For the brand image, the name is the old party, of course, it is strong enough. But one thing that the party consistently does is political communication through the podium by the chairman, the messages conveyed focus on the commitment to fight for the people as outlined by the party. BP and DW, Bappilu PDIP)

In the context of political communication, this is certainly related to rhetoric. Cicero, Bruce Gronbeck (in Kaid, 2004), said that the good man speaks well. Gronbeck explained that rhetoric is the ability to speak in public which is carried out with various techniques that aim not only to convey messages but also to instill influence. Rhetoric can also be interpreted as interaction or communication carried out by political communicators with the public. Although the term rhetoric is not associated with politics, the definition of rhetoric is also politically charged because the discourse conveyed in rhetoric is full of political interests. Meanwhile, according to Nimmo, rhetoric is defined as communication that involves two parties trying to influence each other through reciprocal actions.

Another activity related to the brand image that can be carried out by political parties is to recruit cadres. These cadres then work in political parties. The cadres will learn through party schools so that they get an education about the world of politics and political parties. Thus, the cadres will have the enthusiasm to enter the world of politics and work to build the people.

CONCLUSIONS

The PDI-P used a political communication strategy that seemed successful and was able to lead the party to be the winner in the last two periods. The results of the last election showed that the PDI-P was able to win by and again successfully won the election with 27,053,961 votes or 19.33 percent. PDIP also won the presidential and vice-presidential elections in the 2019 Presidential Election.

Based on the results of this study, several political communication strategies for the PDI party were obtained, including 1) utilizing the power of the mass media to compete in the 2019 election, such as television media which spent quite a lot of money. As is known, the PDI-P spent 23 billion on political advertisements in the mass media. Furthermore, 2) the design of political messages is often conveyed to always work for the people, interact with the people, and not steal state money. If a member commits an unlawful act such as stealing state money, the party will immediately fire him. The PDI-Perjuangan is very consistent in conveying a firm message that party members, cadres, and even prospective voters can always remember. Finally, 3) the strategy of forming and maintaining a brand image as a political party that continuously works for the benefit of the people seems to be quite embedded in the memory of prospective voters, even before the image of this political party was close to the name of the wong cilik party. In every political rhetoric, the party leadership expresses the message of the struggle for the welfare of the people and this can be consistently displayed by the PDI-P party. Other activities are carried out to support the progress of political parties and maintain the party's brand image, namely by recruiting cadres to work in the party through party schools that can provide education about the world of politics, especially for the younger generation.

However, various challenges that remain faced by political parties in the elections continue to emerge. The challenges faced are hoaxes and fake news that can damage the party's image. With these hoaxes and fake news, the PDI-P took a stand not to care about them, but rather to take actions that can provide welfare for the people.

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