

# The Supervision Strategy for the Process of Submitting Political Messages in Winning Campaign of the Election 2019 by PDIP Tangerang Indonesia

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DOI: 10.29322/IJSRP.9.01.2019.p8518

<http://dx.doi.org/10.29322/IJSRP.9.01.2019.p8518>

**Abstract-** This study is entitled the supervision strategy for the process of submitting political messages in winning campaign of the election 2019 by PDIP Tangerang Indonesia. This study aims to understand and analyze the process of delivering political messages in the campaign to win the 2019 Election by Indonesia Democratic Party of Struggle (PDIP) Tangerang Indonesia. This study method is qualitative with a single case study design. The results showed that PDIP Tangerang in implementing the supervision carried out by the DPC of PDIP Tangerang in building and strengthening trust and interest to vote i.e. firstly, controlling the message conveyed to outdoor media to avoid sabotage by parties irresponsible. Secondly, controlling the public opinion that develops on social media related to issues or negative hoaxes that afflict the party. The steps taken are giving an explanation or clarification. If this is indicated to be detrimental to the party and has a criminal element, then it is possible to continue to the law process. Thirdly, controlling the implementation of various activities (events) and programs that are designed to build trust and interest in choosing constituents, especially among voters. Various events that are made are of course carried out monitoring, so that the programs implemented are in accordance with the design and targets set by the party. Fourthly, carrying out the assessment process. This assessment process is carried out after the Monitoring Team goes to the field and has made reports and records which are the material for assessment. An assessment of the realization of the program is then recommended for various similar activities that will be carried out in the future. Fifthly, the process of improvement where at this step each set of preparations builds trust and interest in choosing constituents, especially the starting voters, starting from the process of analyzing the situation, determining party direction and objectives, determining communicator, formulating message, creating events, supervising processes. Perception surveys the public is always carried out an improvement process in accordance with the findings based on the assessment that has been done.

**Index Terms-** strategy, monitoring of campaigns & political messages

## I. INTRODUCTION

When the tap of democracy was wide open after the reform was rolled out in 1998, this made politics even more vibrant in Indonesia. As a result this condition has a positive impact on the portrait of politics in the country, which affects our lives in the nation and state. Through a democratic system that has been implemented so far, the people can become Government and State policy makers, through the election of the President and Deputy, the Governor and Deputy, the Mayor and Deputy, the Regent and Deputy, the Legislative Members at various levels.

Every democratic process in the Presidential Election will always have efforts to gain public support, especially those who have the right to vote. The introduction of political figures as personal and institutional and or political coalitions will be built along with the introduction of political ideas, to get acceptance in the eyes of the public voter. Through a democratic system, each individual has the same political rights “one person, one vote”, “one weight” depends on the majority of the people who have the right to vote and come to the election by legally choosing the presidential candidate. The presidential candidate pair will compete over the same target, namely the voting community (Rahman, 2018: 1167).

To realize a mature democratic system, high public participation is needed. All citizens who have fulfilled the constitutional requirements as voters must also cast their votes on the general election. In this condition, each individual has the same right to be chosen and elected. Of course, through this democratic system all citizens without recognizing social strata have the same opportunity and rights in determining the fate of the nation every five years. But in fact the current level of participation of the younger generation in politics is often the subject of debate. This is because the younger generation is seen as skeptical in politics. The democracy itself comes from the words *demos* and *kratos*. That is, the pattern of governance originating from the people. It could also be that the government (President) was elected by the people representatives. It means, the highest power is in the hands of the people. Democracy is developed to foster people participation, not someone or group participation. The role of the people (read: public) is more valued because it plays an important role in making decisions in the public interest. The Regional Head, Regent, Governor, and President as head of state in a democratic system must be elected by the people (Irawan, 2018: 91).

It is undeniable that the enthusiasm and public participation in the election had been proactive, where the voter turnout in Indonesia since the 1999 to 2009 elections had a chance to freeze (see the table of voter participation in Indonesia). However, since the 2014 Legislative Election, the 2014 Presidential Election, up to the 2015 Regional Election, the numbers are still in the range of 70 percent. In the past three years, participation rates have fluctuated: sometimes a little sloping, sometimes also slightly uphill. In the 2015 Election, for example, the average participation rate in 264 regions was 70 percent ([www.republika.co.id](http://www.republika.co.id)).

Voting in elections is a form of political participation. But political participation is not solely measured by voting during elections. Basically there are many forms of political participation such as: sending messages to government officials, participating in protests or demonstrations, becoming members of political parties, becoming members of community organizations, running for public office, giving contributions to parties or politicians, to participate in fundraising events (Morissan, 2016: 98).

To win the hearts of the people, political parties will choose and develop a strategy of political communication in a mature manner, and determine resources both from within the party and from outside the party as political communicators, spokespersons, advertising models that are seen as capable and have the attraction of the people. In addition, political figures, religious leaders, legal experts, education experts, economists, state detained experts, technology experts, civilians and various experts in their fields even the community does not escape being targeted as political communicators.

In addition, packing political messages, determining political communicators and media also become an important instrument in supporting political party communication strategies. The power of the media chosen was very calculated, considering that today the type of media is very diverse, ranging from electronic mass media, printed mass media, digital mass media, social media which are currently in demand by the people. The political message that is incorporated in these media has an important role in public opinion. Media as a source of opinion, not all media content can be controlled by political parties. Media coverage, political news, political dialogue and various media publicity can be controlled by political parties. One of the efforts of political parties in controlling the contents of the media is by renting mass media space. One way to rent media space is by political advertising.

Sometimes political parties and politicians only focus on preparing political communication and campaign strategies, especially on aspects of preparing communicators, political messages, and media for political communication. Another important point in political communication activities is to form a supervisory strategy in the process of delivering political messages in campaigns to win elections. Sometimes in some cases, messages that have been communicated have not been carefully guarded and monitored. Supervision is of course very important, where messages that have been communicated through various media need to be seen whether the message is experiencing obstacles or disturbances during the campaign.

As the winning party in the 2014 election, the Indonesian Democratic Party of Struggle (PDIP) was faced uneasy challenge, in which the PDIP had to defend the victory. PDIP certainly does not expect to repeat the failure of several previous party winners.

Therefore various political communication strategies were intensively launched. Referring to these targets, this study was conducted to analyze the strategy of overseeing the process of delivering political messages in the campaign to win the 2019 Election by the Indonesian Democratic Party of Struggle (PDIP) in Tangerang Indonesia.

## II. LITERATURE REVIEW

### 2.1 Political Communication

Political communication is a conversation to influence in the life of the state. Political communication can also be an art of designing what is possible (art of possible) and can even be an art of designing that is not possible (art of impossible) (Arifin, 2011: 1). Furthermore Littlejohn (2009: 757) the theory of political communication explains the purpose process in which elected leaders, leaders, media, and citizens use messages to build meaning about political practice. When people use power to support public interests, their messages and interactions are a strategic means of influencing public policy.

Political communication at the practical level presents a politically charged message that is managed by political actors in relation to the activities of power, power, and policies related to political institutions. Political communication is also interpreted as part of how to carry out functions contained in the political system, such as political socialization, political participation, political recruitment, and articulation of interests, aggregation of interests, legislative processes, policy execution, and justice. This is in accordance with Gabriel Almond's opinion, that political communication is a function that always exists in every political system. In other words, the political system will not work as it should without the functionalization of political communication (La Nora, 2014: 46).

Political communication aims to form and foster images and Public Opinion, encourage political participation, win elections, and influence state political policies or public policies. In detail, Anwar Arifin (2011) describes it as follows: 1) Political Image. One of the objectives of political communication is to form a good political image for the public. The political image is formed based on information received, both directly and through political media, including social media and mass media that work to convey the general and actual political messages, 2) Public Opinion. As one of the purposes of political communication, it is actually the effect of political communication, namely public opinion. Public opinion can be interpreted as: a) Public Opinion is opinions, attitudes, feelings, predictions, establishment and average expectations of individual groups in society, about something related to public interests or social problems. b) Public Opinion is the result of interaction, discussion or social assessment between individuals based on a conscious and rational exchange of thoughts expressed both oral and written. c) The issue or problem discussed is the results of what is reported by the mass media (both print and electronic media). d) Public Opinion can only develop in countries that embrace democracy, 3) Participation of Politics and Political Policy. Nimmo states that political participants are "members of the audience" who are not indifferent, but active, not only pay attention to the political message of political communicators or politicians, but also respond and engage in dialogue with those politicians.

General Elections. One of the most important goals of political communication is to win elections (general elections). The success or failure of effective political communication is measured by the number of votes obtained through clean, free, direct and confidential elections. In that case there is no systematic intimidation or money politics, both individual and mass. General election activities that are directly related to political communication are campaigns and voting. The general election campaign is an attempt to influence the people in a persuasive (not coercive) manner by carrying out activities: rhetoric, public relations, political marketing, mass communication, lobbying and political action. Although agitation and propaganda in democracies are strongly criticized, in political campaigns, many agitation techniques and propaganda techniques are also used by candidates or politicians as political communicators (Arifin, 2012: 178-216).

According to Nimmo in Cangara (2009), political communication as a body of knowledge has elements consisting of: 1) Political Communicators. All parties involved in the process of delivering messages. These parties can take the form of individuals, groups, organizations, institutions or governments, 2) Political Messages. Political messages are statements that are either written or not, in symbolic or verbal form that contain political elements such as political speeches, laws, etc., 3) Political Channels or Media. In the current development, mass media is considered as the most appropriate channel to carry out the process of political communication, and 4) Recipients of Political Messages. All levels of society are expected to respond to the message of political communication. For example by voting in general elections, 5) Effects or Influences. Effects are a measure of how far political messages can be received and understood (La Nora, 2014: 50-51).

## 2.2 Political Participation and Beginner Voters

Political communication, political socialization, political image, ultimately lead to goals and objectives, namely the achievement of political participation and participation in the process of determining political policy. Political participation or people participation in political agendas are very important in democracy (the cornerstone of democracy), especially in representative democracy (Arifin, 2012: 235-266).

To realize a mature democratic system, high public participation is needed. But the level of participation of the younger generation in politics is often a matter of debate. The young generation is often seen as a group of people who are least concerned with political issues, which often experience a breakup with their communities, who are not interested in political processes and political issues, which have a low level of trust in politicians and are cynical about various political and government institutions (Haste & Hogan, 2006). This view is often justified by data that shows that young people who join political parties are relatively few, and they tend to choose to be non-voters in elections (EACEA, 2012). The role of the younger generation in political events is very important to the growth of a good democratic system.

Participation is an important part of democracy, where Huntington & Nelson (1976: 3) put forward his views as follows: "By political participation we mean activity by private citizens designed to influence government decision-making." Based on

this definition, political participation is interpreted as a private activity of citizens carried out to influence government decisions. Then Dahrendorf (2003) stated "Political participation affords citizens the opportunity to communicate information to government officials about their concerns and preferences and pressure on them to respond." This definition emphasizes that everyone who lives in a democratic country has the right to express their views and attitudes towards everything that happens in the public domain or things related to their interests so that the government is known and then the government responds.

Political participation according to Herbert McCloky is the voluntary activities of the citizens of the community through which they take part in the process of selecting the ruler, and directly or indirectly in the process of forming public policies. These activities include political actions such as voting in elections, attending campaigns, lobbying politicians or the government (Purboningsih, 2015: 108). Verba et al. (1995: 38) which states that: "By political participation we simply refer to activity that has the effect of influencing government action - either directly by influencing the selection of people who make those policies." From this explanation, it can be interpreted that what is meant by political participation includes activities to influence government actions, either directly or indirectly.

Beginner voters are voters who will first use their voting rights. Beginner voters consist of people who are eligible to vote. The conditions that must be owned to make someone can choose are: (1) Age is 17 years old; (2) Have/ have been married; and (3) retired/ no longer a member of the Army/ Policemen. Understanding beginner voters according to Law No. 10 of 2008 in Chapter IV article 19 paragraph 1 and 2 and article 20 states that what is meant by beginner voters is Indonesian citizens who on the day of election or voting are Indonesian citizens who are even 17 years old or older or have/ have been married who have the right to vote, and previously not including voters because of the provisions of the Election Law.

Most beginner voters have an age range of 17-21 years, except because they are married. And the majority of young voters are high school students, young students and workers. Beginner voters are very potential voters in voting in elections. The behavior of beginner voters has characteristics that are usually still unstable and apathetic, their political knowledge is lacking, tend to follow the game group and they are just learning politics especially in general elections. The spaces where they research politics are usually not far from the room which is considered to provide a sense of comfort in themselves.

According to article 1 paragraph (22) of Law No. 10 of 2008, voters are Indonesian citizens who have reached the age of 17 (seventeen) years or more or have been married, then article 19 paragraph (1 and 2) of Law No. 10 of 2008 explain that voters who have the right to vote are Indonesian citizens who are registered by the Election organizers in the voter list and on polling day they are even 17 (seventeen) years or more or have been married.

## III. RESEARCH METHODS

Data is on qualitative study with single case study design. This study is generally in the form of descriptions, narratives, data, images or statements obtained from study subjects, both directly and indirectly related to the Monitoring Strategy for Submitting Political Message Processes in the 2019 Election Winning

Campaign by PDIP Tangerang Indonesia . The main data sources in qualitative study are words, and actions, the rest are additional data such as documents and others. In this section the data types are divided into words and actions, written data sources, photographs and statistics.

The object of the study was PDIP Tangerang , then the resource persons were selected Resource Persons from the DPC Board of PDIP Tangerang , Community Leaders, Beginner Voters, KPUD Members, and Bawaslu Members. The speakers were detailed as follows: Chairperson of DPC Irvansyah Asmat, Secretary of DPC Akmaludin Nugraha, Division of Victory Didin Muhidin, Division of OKK Surdin, Community Leader of Subandi Misbach, Beginner Voters Arif Rohman and Siti Aam Fatriah, Management of KPUD Tangerang Ali Zaenal Abidin, Management Bawaslu Muslik, and the Journalist. The location of this study is in the office of the DPC of PDIP Tangerang. It located at metropolis town square block GM 6 No. 3 beautiful coconut city Tangerang, Klp. Indah Tangerang, Banten 15117.

The process of data collection refers to several steps, namely the process of interviewing, observation and documentation study. Then the data analysis technique used refers to the opinion of Miles and Huberman which includes three activities together: data reduction namely data that has been classified based on this category is then sorted and if there are those that are not in accordance with the aspects studied, the data is discarded, data presentation i.e. In this process researcher group similar things into categories or groups of one, groups of two, groups of three, and so on, and conclusions (verification) are arranged into a conclusion, where this conclusion is the result of study that can answer study questions previously formulated.

Then data validation uses the source triangulation technique through source triangulation, researchers compare and check back on the degree of trust in information obtained by: (1) comparing observational data with interview data (2) comparing the consistency of the answers of the sources, namely by comparing what the public speakers say for example, with what is said personally (3) comparing a person's perspective, for example in this case that is comparing the opinions of various pre-determined sources (4) comparing the results of interviews with the contents of a document (literature) related to the discussion of interviews.

#### IV. RESULTS AND DISCUSSION

To build trust and interest in choosing a political party, it certainly needs strategic steps when developing a political marketing communication strategy. This strategy greatly determines the success of targets set by political parties. As a victory party, of course the PDIP is considered by the public not to have difficulty victory the political contestation. However, this perception is certainly not exactly right, considering that there is nothing impossible in political contestation.

Understanding these conditions, the DPC of PDIP Tangerang also took part in the success of communicating various party programs to the public, especially beginner voters. The importance of building and strengthening this trust and loyalty, given that there is a change in the lifestyle trend of public behavior, especially beginner voters in obtaining information related to political content, from conventional media to digital media It must be addressed by political parties and cadres in order to transfer

information and political message to the public. In this context, political parties need to compete to build trust and loyalty as a modern political party and the present is a mandatory step for politicians and administrators of political parties.

Therefore, political parties should develop and strengthen brand awareness consistently. According to Durianto et al (2001: 54), brand awareness alone can be concluded as a potential buyer in this case the constituents to recognize, recall a brand as part of a product category in this case a particular political party. Referring to this opinion, political parties need to enhance strong relations between political parties with a strong vision.

Referring to this opinion, it is clear that political parties now have additional jobs, namely they must be able to introduce themselves to the public well. Thus, the public not only knows political parties, but has a desire to vote for the party. In a political context, products that are sold to the public are ideas and ideas for change in a sustainable and equitable development process.

Brand awareness of party programs that bring out party brands (brand awareness) is the constituent's ability to recognize, recall PDIP as a Pancasila-based Party as embodied in the Opening of the 1945 Constitution of the Republic of Indonesia, and have the identity of a Party is Nationality, Population and Social justice. As well as having the character of mutual cooperation, democracy, independence, unyielding and revolutionary progressives. This awareness of party identity is expected to be the highest brand awareness level, namely in the Top of Mind, which can be interpreted that the constituents when they hear PDIP will remember that PDIP is attached to Pancasila, 1945 Constitution, fighting for nationality, popularity and Social Justice. As well as having the character of mutual cooperation, democracy, independence, unyielding and revolutionary progressives.

Then, supervision activities certainly are a very important thing to do consistently. Supervision is one of the ways to ensure that various strategies and activities are implemented in accordance with the organization's planning and expectations. This was also applied by the DPC of PDIP Tangerang . Based on the results of the study, it shows that the supervision is carried out starting from the situation analysis process, setting the direction of objectives, formulating the strategy, implementing tactics, the implementation step (action), until the measurement, supervision, assessment, and control.

Supervision activities carried out by the DPC of PDIP Tangerang in the process of trust and interest in choosing among constituents were carried out through various methods. The activities and steps in carrying out supervision are *firstly*, controlling the message delivered to outdoor media. At this step, cadres routinely supervise the banners and billboards not to be sabotaged by irresponsible parties. In this context, the DPC of PDIP Tangerang carried out logistical monitoring and campaign demonstration with the voluntary capital of party cadres and sympathizers.

*Secondly*, controlling the public opinion that develops on social media related to issues or negative hoaxes that afflict the party. This is done by looking at responses or comments that are scattered on social media published by the DPC of PDIP Tangerang. If this happens, the party provides an explanation or clarification. If this is indicated to be detrimental to the party and has a criminal element, then it is possible to continue in the law process.

*Thirdly*, controlling the implementation of various activities and programs designed to build trust and interest to vote among constituents, especially beginner voters. Various events that are made are of course carried out monitoring, so that the programs implemented are in accordance with the design and targets set by the party.

*Fourthly*, carrying out the assessment process. This assessment process is carried out after the Monitoring Team observed and has made reports and records which are the material for assessment. Through the data obtained from the monitoring team, the DPC of PDIP Tangerang assessed the program realization. The results of this assessment are certainly recommended for various similar activities that will be carried out in the future.

*Fifthly*, the remedial process. At this step the DPC of PDIP Tangerang realized various recommendations from the assessment and evaluation steps. This step of improvement is an absolute matter, considering that this refers to the recommendation of the PDI-P evaluation meeting. Every program implemented must refer to recommendations and improvements given to similar programs that have been implemented.

*Sixthly*, the step of public assessment. To ensure whether various messages of political party communication are accepted by the public or not, the DPC of PDIP Tangerang conducted a public perception survey of various programs that have been carried out. The survey can be in the form of filling out questionnaires or direct interviews with several community representatives, especially beginner voters involved in the event or interacting with the political communication message of the DPC of PDIP Tangerang.

## V. CONCLUSION

Based on the results of study related to how the application of political marketing communication strategies in building trust and interest to vote the constituents, especially the beginner voters, were implemented by PDIP Tangerang. The results showed that PDIP Tangerang in implementing the supervision carried out by the DPC of PDIP Tangerang in building and strengthening trust and interest to vote through the following mechanism. *Firstly*, controlling the message conveyed to outdoor media to avoid sabotage by irresponsible parties. *Secondly*, controlling the public opinion that develops on social media related to issues or negative hoaxes that afflict the party. The steps taken are giving an explanation or clarification. If this is indicated to be detrimental to the party and has a criminal element, then it is possible to continue in the law process. *Thirdly*, controlling the implementation of various activities (events) and programs that are designed to build trust and interest to vote constituents, especially among voters. Various events that are made are of course carried out monitoring, so that the programs implemented are in accordance with the design and targets set by the party. *Fourthly*, carry out the assessment process. This assessment process is carried out after the Monitoring Team goes to observed and has made reports and records which are the material for assessment. An assessment of the realization of the program is then recommended for various similar activities that will be carried out in the future. *Fifthly*, the process of improvement. Each set of preparations builds trust and interest to vote constituents, especially the beginner voters,

starting from the process of analyzing the situation, determining party direction and objectives, communicator determination, message formulation, event creation, supervision processes, the public perception surveys are always carried out an improvement process in accordance with the findings based on the assessment that has been done. Referring to the study findings, it is better for the process of supervision (controlling) public opinion on social media, the party should be equipped with monitoring applications media, so that the party can understand young people with young awareness and trust and interest to vote. In addition, through the application, the party is easier to detect various attacks in cyberspace easily and practically. The political party strengthens the base of volunteers in various regions. So, the volunteers can ensure the outdoor media such as banners and posters, etc. can be installed properly and avoid sabotage of irresponsible parties.

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