

STRATEGY FOR WINNING CANDIDATE MEMBERS OF THE PKS PARTY LEGISLATIVE IN THE 2019 ELECTIONS IN THE MALANG RAYA ELECTION AREA

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ABSTRACT

The presence of Prosperous Justice Party legislators quantitatively both at the central and regional levels is still considered minimal. Various attempts have been made to stipulate regulations and requirements for candidates for legislative members aimed at increasing the quantity of representation of the Prosperous Justice Party in parliament, but have not been able to realize this expectation. However, even though in terms of quantity it is still lacking, in fact there are also members of the Prosperous Justice Party legislature who at the time of their candidacy were able to prove their ability to gain sympathy from the public. By using a qualitative method, this study aims to find out what and how the winning strategy for Prosperous Justice Party Legislative Candidates in the 2019 Election in the Malang Raya constituency. The results of the study show that most of the Prosperous Justice Party Legislative Candidates in the 2019 election used several strategies, including a defensive strategy, namely a strategy carried out to maintain their voter base, there was also an offensive strategy, namely a strategy carried out to overcome threats from opponents. Apart from that, there is also an imaging strategy, namely by offering various programs that will be carried out if they are selected.

Keywords: Prosperous Justice Party, Winning Strategy; Legislative Member Candidates; General Election 2019

INTRODUCTION

The Prosperous Justice Party (PKS) is an Islamic-based political party in Indonesia. This party was founded in 1998 with its initial name the Justice Party (PK). PKS made its debut in the 1999 election by winning 1.43 million votes or 1.36% of the total national valid votes. Then in the 2004 Election PKS was able to gain 8.33 million votes (7.34%), in the 2009 Election it won 8.23 million votes (7.89%), and in the 2014 Election it obtained 8.46 million votes (6.77%)). PKS' highest achievement was achieved in the 2019 elections, with the acquisition of 11.49 million votes (8.21%). This number jumped by 3.04 million votes, an increase of around 36%.acquisition in the previous election. With the increase in the number of votes, PKS was able to place 50 representatives in the People's Representative Council (DPR). This number accounts for 8.7% of the total DPR seats for the 2019-2024 period. The Regional Executive Board of the Prosperous

Justice Party (DPW PKS) East Java is grateful for the results achieved in the 2019 Legislative Election (Pileg). PKS was able to pass 110 of its cadres in the Regency/City DPRD, Provincial DPRD and DPR RI. In detail, 104 district/city DPRD, 4 DPRD East Java and 2 DPR RI. the results of the 2019 legislative election. There have been increases and decreases in numbers. the vote acquisition of PKS seats in East Java has increased in several areas and has also decreased. The total seats for the district/city DPRD in East Java rose by 7 seats from the original 97 seats to 104 seats. Even in the city of Surabaya, Malang, Trenggalek and Pamekasan, they managed to get deputy DPRD leaders. The cities of Malang, Trenggalek and Jember won the most seats. 6 seats each. However, the results achieved in the districts/cities failed to be followed by the provincial DPRD. The number of seats in the East Java DPRD has decreased from 6 seats to 4 seats. As a result, PKS must communicate politically with other political parties to form a coalition to form a faction in the upcoming East Java DPRD. The decline in the number of seats in the East Java DPRD was because the battlefield in East Java was quite heavy. Bearing in mind, East Java has been known to be the base of nationalists and nahdliyin. Transactional politics is also ongoing so that political education in society needs to be continued. Apart from that, the expansion of the electoral districts has had quite an effect on obtaining seats and the attention of the people is more dominant towards the Presidential Election and district/city DPRD candidates only. On the other hand, East Java PKS will maintain togetherness with various parties that have been well established so far. First, togetherness with constituents. Almost all branches or branches during this Ramadan held activities with constituents. Among them by holding iftar together, commemorating the nuzulul qur'an, distributing groceries, ta'jil, all of which specifically invited PKS constituents. In fact, in several regions, such as Sumenep, they immediately held Party Orientation Training (TOP) to inaugurate new cadres who registered during the previous election period. around 130 thousand. The majority of the witnesses are sympathizers. PKS hopes that this togetherness will continue to be maintained and even enhanced by being recruited as new cadres. The Prosperous Justice Party also continues to maintain togetherness with fellow

coalition parties and togetherness with fellow East Java residents. General Secretary of the PKS East Java DPW, Irwan Setiawan, added that East Java PKS is also preparing a political agenda after Ramadan. For example regarding the apparatus of the council, the management of factions, both in the Regency/Municipal DPRD and in the Provincial DPRD.

LITERATURE REVIEW

A. Strategy Concept

1. Definition of Strategy The term strategy comes from the Greek, namely "stratos" which means army and "agein" which means to lead. Then the strategy can be interpreted as leading the army. Strategy is also interpreted as "the art of the general", or the art of a commander who is usually used in war. According to Kaplan and Norton (2003:59), strategy is a set of hypotheses in the model of cause and effect relationships. That is a relationship that can be expressed through links between if-then statements. Unlike the previous opinion according to Hamel and Prahalad (in Nimmo, 2005: 121), the notion of strategy is an action that is incremental (always increasing) and continuous, and is carried out based on the point of view of what customers expect in the future. Strategy is more directed to the actions to be taken in achieving goals. In the strategy there is an arrangement or action steps to be taken to achieve the goal. In accordance with the explanation about the definition of strategy from several experts, the writer can draw the conclusion that strategy is a way that is designed and formulated to achieve the goals that have been set. Political strategy is used by utilizing political forces to attract the sympathy or support of a wide audience to support a predetermined policy, in accordance with the goals of the political party. This is in accordance with the definition of strategy put forward by Hamel and Prahalad (in Nimmo, 2005: 121), so in this study in simple terms what is meant by strategy are the ways carried out by the Prosperous Justice Party in increasing electability in the 2019 legislative elections. particularly in the constituency of Greater Malang. Since the modern century, the use of the term strategy is no longer limited to the concept or art of commander in chief leading in war, but has been used

extensively in almost all fields of science. In a broad sense, strategy is a way to get victory or achieve goals. Strategy is also interpreted as an overall approach related to the implementation of ideas, planning and execution of an activity within a certain period of time. In a good strategy there is coordination of work teams, having themes, identifying supporting factors that are in accordance with the principles of rational implementation of ideas, efficient in funding, and having tactics to achieve goals effectively. Strategy is distinguished from tactics which have a narrower scope and shorter time, although in general people often confuse the two words. Initially this word was used for military purposes only but later developed into various different fields such as business strategy, sports (eg football and badminton), economics, marketing, trade, strategic management, and others.

2. The Concept of Party Strategy in Legislative General Elections In accordance with the explanation above, that political strategy is formed by a person or group of people to achieve a goal in the political field. In Indonesia, a political strategy is formed with the aim of seizing a position or maintaining a position. There are various forms of political strategy. Some are implied or implied, some are elegant and some are undignified. For some people, a position or position in politics can increase their dignity in society. Political strategy is very important in the field of politics, especially in political parties. Because political strategy is very influential in the battle for power or maintaining power in the political field. Political strategy is a means to realize a position or ideals in politics. Prihatmoko Joko & Moesafa (2008, 160-161), explained that: "political strategy is all the plans and actions taken to gain victory in elections. The strategy covers various activities including analyzing the strength and potential of the votes to be obtained, and to find out the method of approach needed in elections. Then to achieve goals in politics, there are many strategies that must be carried out by candidates or political parties. According to Newman and Sheth there are several strategies that must be carried out, namely: a. Reinforcement strategy, namely a strategy that can be carried out by selected candidates by proving their political promises during the campaign. Formulation and implementation of propublic policies, gender-

oriented budgets, and so on can be used to strengthen the image of candidates for the next regional election. b. The inducement strategy is applied if the candidate's image does not match the perceptions of citizens even though his performance is good in the eyes of voters. c. Rationalization strategy, namely the strategy taken when the performance of the candidate/political party matches the image that has been built. Strategy rationalization needs to be taken so as not to kill the image in the eyes of the voters (voters) during the regional elections. d. Confrontation strategy, namely the strategy adopted by candidates who build the wrong image. For example, the image that was built was not in accordance with its performance. Therefore, he must completely overhaul his image and performance in the next regional election so that voters who are increasingly intelligent and critical can be elected. (Nursal Adman. 2004:159-160). The concepts of party strategy in legislative general elections to get victory in general elections, namely the existence of the concept of political mapping. Among other things, the concept of network mapping and voting behavior mapping. The concept of network mapping has several indicators, including grouping networks that have the potential to become political machines that include the general public from both internal party cadres and from independent constituents, mapping the areas of each network, and grouping names that have the potential to become successful teams. The output or result of this concept is the formation of a mobilization strategy, namely a strategy carried out by mobilizing existing and fostered resources to be used appropriately, integrated and directed in carrying out campaigns and overcoming or overcoming threats both from outside and from within the party. As for the concept of mapping voter behavior, it has several indicators including mapping voters based on demographics and political preferences, namely determining the market or constituents correctly by following regional regulations and their political views, mapping local strategic issues by developing a vision and mission that are in accordance with the conditions of the community or constituents. in the constituency, mapping names that have the potential to become friends and foes by classifying strengths and weaknesses from either constituents or competitors, mapping communication

media that are effectively used by voters with adjustments to the use of media in providing promotional information. The output or result of this concept is the formation of a strategy to influence voter behavior, where a party using this strategy can influence voter behavior in determining their choices in general elections. The concept of strategy according to Hendra Sipayung (quoted in politic.kompasiana.com accessed, 6 December 2019, at 12.41 WIB), there are two concepts of campaign strategy in general elections. Namely the old way campaign concept and the unusual campaign concept. Old fashioned campaign concept namely the campaign concept that has long been carried out by parties in general elections such as distributing t-shirts, distributing money, putting up billboards with pictures of legislative candidates, distributing groceries, socializing around, and so on. While the concept of an unusual campaign is the concept of a campaign by making new breakthroughs such as knowledge of productive tools, and conveying the vision and mission through written means. Knowledge, namely where political parties or legislative candidates share knowledge, by creating training to answer the challenges being faced by the regions chosen by legislative candidates. For example, for the target audience of women, political parties can share knowledge about business, children's health, and so on. For productive tools, political parties or legislative candidates conduct campaigns by providing tools that can be utilized by the community to carry out productive actions. For example processing machines for farmers, where the equipment can be used collectively by the community. As for the vision and mission, it can be conveyed to the public in writing. For educated groups, political parties can present it in the form of a book that provides rational explanations. But for less educated people, political parties can convey their vision in a more general way, in short and not too thick writing and with more visuals and illustrations.

3. Types of Strategy In choosing, according to Peter Schroder (Nursal Adman 2008: 162), we must recognize the basic pattern of the strategy needed in order to make the right choice. Basically the strategy is divided into several types, namely: 1) Defensive Strategy Defensive strategy will surface if a government party or a government coalition consisting of several parties wants to

maintain a market majority. In addition, this strategy appears when a market is not further defended or wants to be closed, and closing this market is expected to bring as much profit as possible. In a strategy of maintaining the market, parties must retain their constituency and reinforce their seasoned voters' prior understanding of the current situation. Parties that want to defend the market will take a stand against parties that implement an offensive strategy. Parties that implement a defensive strategy carry out an intensive maintenance of several existing fields, as well as offer intensive services to cadres. The data about the success obtained is disseminated to the surrounding environment. Investigations are mainly carried out in the field of public relations. In organizations, processes are made easier, routines are developed and thus expenses are reduced. The majority of parties implementing a defensive strategy are parties that have been around for a long time and already have many sympathizers throughout the region.

2) Offensive Strategy Offensive strategy is always needed if the party wants to increase the number of voters, or if the legislature wants to implement the politics that will be given, is the difference to the conditions prevailing at that time and the benefits that can be expected. In this strategy expanding the market and penetrating the market is the key. This strategy is needed if a party wants to increase or increase the number of its electorate. In this case, there must be many people who have a positive view of the party, so that later campaigns that will be carried out by political parties can be successful. The market expansion strategy aims to form a new group of voters in addition to existing voters. Therefore there must be a better offer for voters who have so far voted for a competing party. This strategy needs to be prepared through a campaign to explain to the public about the new offer and which offer is better than other offers from other parties. This market expansion can be achieved with quality and creative issues and campaign agendas. Apart from that, the offer must take into account the benefits that the community will get from this new party. While the strategy of penetrating the market is a strategy of exploring existing potentials optimally. This involves better marketing of owned programs to the general public and increasing the intensity of alignment between programs and individual

party cadres, as well as increasing pressure on target groups. The majority of parties implementing offensive strategies are newly established parties and still have few sympathizers throughout the region. Parties and cadres must know in depth the potential advantages of the Party and of cadres. This potential advantage can be used by parties and cadres in conducting campaigns, in order to get permanent constituencies in elections. 3) Imaging Strategy This strategy is mostly done in electronic media such as television and social media such as Facebook and Twitter. In addition, print media is also often used by candidates to build the image of each candidate. Imaging strategies are usually used to build people's mindset towards a particular party or candidate. This strategy is very suitable for use by new parties who wish to introduce their parties and candidates to the general public in order to increase the number of voters. 4) Characteristics and Institutional Strategy This strategy is carried out by candidates who have a role in society as someone who is respected or take advantage of other people's character as a network to get votes, and strengthen political institutions or other organizational institutions they have in society. This strategy is a campaign strategy which is the thought of Arifin (2006; 102). In addition to leveraging public figures and strengthening institutions, it also requires the ability and support of institutions to formulate political messages, determine methods and choose the right political media so that the process of political communication runs well. a. Arifin's character (2006:54-55) states that several studies show the tendency of voters in general elections to cast their vote for political heroes, namely candidates who are in accordance with their ideal office image. The ideal position image in question is a politician who has personality, because he has main characteristics such as skill, maturity, honesty, courage and so on. These are the characteristics of political heroism. Thus political heroes have their own charm, in the process of political communication to influence audiences, especially prospective voters. A political figure who is referred to as a political hero is basically a formal or informal leader who has the trust of the public or audience. In political communication, especially political rhetoric or political speeches before the masses, on In essence, the audience will pay attention to who

(political figure) rather than what (political message) will be conveyed. This means that the audience will be interested not in the content of the speech but interested in who is doing the speech. This shows that character is very important in political communication. Thus, according to Arifin (2006: 55-57), character in politics which then gives birth to political heroism and charisma can be obtained because of credibility, that is, can be trusted because of commendable character and morality in association in society. Trust also grows because of the expertise or ability and skills in conveying the substance of the message that is mastered. Expertise is acquired over a long period of time through formal or informal learning or education.

b. Defining Institutions Maintaining or utilizing public figures is used as the main strategic step for conducting political communication. In addition, the main strategic step that must be taken is to foster political institutions or strengthen political institutions. Anwar Arifin (2006: 61-63) states that the figure of a politician, activist or professional will increase if it is supported by a well-known institution or takes part in that institution. So the institution is a great force in assisting the process of effective political communication. This institution is an institution that exists in society which is followed by party cadres. There are several theories that explain how power can be obtained or even lost, namely:

1. Social exchange theory This theory has been put forward a lot and has many versions according to several experts. This theory is considered the most relevant because it pays more attention to leadership (Yuki, 1998:27). Social exchange theory explains how power is gained and lost when reciprocal processes of influence occur over time between leaders and followers in small groups. The most basic form of social interaction is an exchange of benefits or favors that are not only material, but also psychological benefits. For example, expressions of approval, respect, and a sense of self-worth. If a leader because of his expertise can provide exchange value that provides benefits or goodness as mentioned above, then he will gain the trust of his followers and he will be able to influence them. Conversely, if a leader fails to show initiative, is selfish, irresponsible, and does not take decisive action in overcoming serious problems, he will lose respect and influence over his followers. In this theory there is a difference

in the process of social exchange between elected and appointed leaders. According to research on small groups, it explains that elected leaders will enjoy more initial support from their followers than appointed leaders. And tend to be more assertive, and more innovative. However, the chosen leader will be more sensitive to rejection from followers if the group is not successful in achieving its goals. Whereas authority and positions of power stem from appointment by superiors, making formal leaders less dependent on subordinates' evaluation of their abilities. However, a leader who incompetent loses status and expert power and demonstrated incompetence will eventually undermine the leader's legitimate authority (Evans & Zelditch, 1961).

2. Strategic Contingency Theory The theory described by Hicks et al (2005) explains how several ways organizations gain or lose power to influence strategic decisions for the organization. The theory explains that the power of an organizational method depends on three factors, namely expertise in dealing with important issues; centralization of functions in workflow, and; the degree to which the expertise of the method is unique or substitutable. According to Koteen, there are several types of strategies, including:

- a. Corporate Strategy (organizational strategy) This strategy is related to the formulation of mission, goals, values and new strategic initiatives. These discussions are necessary, namely what to do and for whom.
- b. Program Strategy This strategy pays attention to the strategic implications of a particular program. What is the impact if a particular program is launched, and what is the impact on organizational goals.
- c. Resource Support Strategy (resource support strategy) This strategy focuses on maximizing the use of available essential resources to improve the quality of organizational performance. These resources can be in the form of manpower, finance and technology.
- d. Institutional Strategy The focus of institutional strategy is to develop organizational capabilities to implement strategic initiatives (J. Salusu, 1996: 104-105).

4. Strategic Planning Method The focus of institutional strategy is to develop organizational capabilities to carry out strategic initiatives (J. Salusu, 1996: 104-105). In the strategic planning process, the preferred pattern is SWOT (Strengths, Weaknesses, Opportunities, and Threats). Is

a plan that prioritizes strengths, weaknesses, opportunities and threats. According to SWOT, good planning works in two areas. The first area, strategic planning creates a clear picture of where to go. That includes the vision, and what is the purpose and reason for the existence of the organization. Based on the vision and tasks, this plan develops goals which are final results that can be measured and show whether the organization is getting closer to the main vision and goals or even away from them. In the second field, strategic planning seeks to describe on the basis of the reality of the work environment. Namely the external work environment and internal work environment. The external work environment is an area where other parties influence or are influenced by the organization. While the internal environment, is an environment that consists of resources of strength as well as various possibilities and demands of the organization itself. Analysis in SWOT political planning is intertwined in the field of vision formation or goal setting and environmental analysis, the organization must develop strategic options or alternative paths to achieve the ultimate goal. By comparing the strengths and weaknesses of the organization. In the SWOT analysis, there are four combinations that are carried out, namely:

1. Strength-possibility strategy, namely how strength can be used to benefit from various possible developers.
2. Strength-threat strategy, namely how strength can be utilized to overcome threats that can hinder achievement of goals and opportunities.
3. Weakness-possibility strategy, namely how weaknesses can be overcome to benefit from various developer possibilities.
4. Weakness-threat strategy, namely how weaknesses can be overcome to overcome threats that can hinder the achievement of objectives and opportunities.

5. Political Party Campaign Strategy According to Nasution (2006), strategy in the narrow and broad sense consists of three indicators, namely ends, means, and ways. Thus the strategy is a method used by using available means to achieve predetermined goals. The ultimate goal in a legislative election campaign is to bring legislative candidates who are supported by their political campaign team into legislative positions which are contested through the mechanism of direct election by the people. In order for this ultimate goal to be achieved, a strategy called a communication strategy is needed in the context of a

political campaign. There are three types of communication strategies in the context of political campaigns (Arifin, 2006), namely: 1. Characterization and institutions, by strengthening character and maintaining institutions; 2. Creating togetherness by understanding the audience, compiling persuasive messages, establishing methods, and sorting and selecting media, and 3. Building consensus, through the ability to compromise and a willingness to open up. Based on the explanation above, the success of the campaign strategy can be seen from several indicators, namely: 1. Goals (ends) The goals defined by Masrun (1986:8) are: "an attitude that allows a person to act freely, to do something on his own impulse and for his needs independently without the help of others or act creatively and full of initiative, able to influence, have self-confidence and obtain satisfaction from their efforts. According to H.R Daeng Naja (2002:9) goals are: "goals are mission targets to be achieved by an organization in the future and managers are in charge of directing the course of the organization to achieve these goals". The Trisakti Foundation (2006) concludes that: "objectives are the key to determining or formulating what will be done when the work must be carried out and accompanied by political networks, procedures, budgets and program determination". So the authors conclude that the goal is a first step designed by a group or organization as something to be achieved within a predetermined time period. 2. Facilities (means) The definition of means described by Sagne and Brigs in (Latuheru, 1988:13) is a physical tool for conveying learning content. According to the Big Indonesian Dictionary, facilities are everything that is the main support for the implementation of a process. So it can be concluded that facilities are supporting resources consisting of all kinds of forms that meet the requirements to carry out activities. 3. Ways According to Macquarie (1986), is a way of doing something, especially with regard to certain plans. Meanwhile, according to Drs. Agus M. Hardjaja (2002) defines a method or method as a way that has been carefully thought out and carried out by following certain steps to achieve the goal to be achieved. A systematically arranged way that is used to achieve a predetermined goal.

B. The Concept of General Election (Election)

There are several definitions of elections, including according to Nohlen (2012), where elections (elections) are "the only democratic method" for selecting people's representatives. General elections are one indicator of the stability and dynamics of democratization of a nation. In Indonesia, periodic elections have been held since 1955, but the process of democratization through previous elections has not been able to produce mature democratic values due to an authoritarian political system. The hope to find an ideal form of democracy began to appear after the 2004 general election, which ran relatively smoothly and safely. For a nation that has only been separated from the authoritarian system for several years, the holding of the 2004 elections which consisted of direct legislative and presidential elections which took place without acts of violence and chaos became a historic achievement for this nation. The stages of Indonesian democracy have been tested again with the momentum of direct regional head elections which have been going on since 2005. The momentum of post-conflict local elections should ideally be used as a process of strengthening democratization. 10 Great hopes regarding the implications of this direct post-conflict local election, the people hope to know and understand the contents contained in the law, so that they can increase their knowledge and political insights or more mature political education, especially paying more attention to aspects of relations between government structures and between governments area. Further implications through understanding the law will make people understand politics, build a level of awareness in politics, and the community will be more creative in choosing candidates for regional heads who have thoughts that want to develop their regions to progress and prosper as well as better public services.

1. Definition of General Elections General elections are one of the requirements of a democratic country. In general elections, the people use their right to vote to participate in choosing their prospective leaders who will sit in the people's representative institutions directly. The general election is one of the democratic parties that is always eagerly awaited by the people of Indonesia, especially the cadres of political parties. In addition, general elections are considered

as a form of fulfillment of citizens' human rights in the political field. Elections are carried out by adhering to the principles of direct, general, free, confidential, honest and fair. According to T. May Rudy (2013: 87), elections are something that is important in the life of the state. Elections are the embodiment of the democratic system. Through elections, the people elect their representatives to sit in parliament and in government structures. According to Austin Ranney, an election is said to be democratic if it meets the following criteria: 1. Regular election 2. Meaningful choices 3. Freedom to put forth candidates 4. Equality in vote weight (equal weighting votes) 5. Freedom to choose (free registration oh choice) 6. Honesty in counting votes and reporting results (accurate counting of choices and reporting of results) 2. General Election System In political science, there are various general election systems with various variations, according to Ramlan Surbakti (2010:44) but generally revolve around two main principles, namely: 1. Single-member Constituency, namely one electoral district elects one representative, usually called a district system. This system is divided based on the number of seats in the DPR. 2. Multi-member constituency, that is, one constituency elects several representatives, usually called a balanced representation system or proportional system. The main difference between the two systems is that the way in which votes are counted can result in differences in parliament for each political party. There are distinct advantages and disadvantages of these two systems, including: 1. The advantages of the district system, including that the elected representatives have an emotional connection with their voters, this system is simple and inexpensive to administer, this system encourages more integration of political parties because seats are contested in each electoral district there is only one, and it is easier for a party to achieve a majority position in parliament so there is no need to form a coalition with other parties. 2. Weaknesses of the district system, including that the political rights of the community are ignored, there is a possibility that representatives tend to pay more attention to the interests of the district and its district residents rather than the national interest, and this system pays less attention to small parties and minority groups, especially since these groups are scattered in

various districts, and the system is less responsive in the sense that the party whose candidate loses in a district loses the votes that had supported it. 3. The advantages of the proportional system include that people's political rights are not ignored or counted, and this system is considered representative because the number of party seats in parliament and the number of people obtained in general elections, this system is considered more democratic in the sense of being more egalitarian because it is practically without distortion 11 namely the gap between the national vote and the number of seats in parliament without lost or lost votes. 4. Weaknesses of the proportional system, including the emergence of new parties, the distribution of decisions in the DPR will be difficult, elected representatives are likely to loose their ties with their constituents, and this system facilitates party fragmentation.

METHOD

The research method used is a qualitative research method (Bogdan and Taylor (1996), with a research focus on looking at the strategies of Prosperous Justice Party candidates in the 2019 election in the Malang Raya electoral district. Data collection was carried out through interviews, observation, and documentation. Analysis techniques the data used is a qualitative descriptive data analysis technique, namely data obtained through data collection techniques, then given adequate interruptions in accordance with the research objectives formulated. The stages of data analysis begin with data reduction, then proceed with displaying data, and ends with a conclusion.

RESULTS AND DISCUSSION

A. Prosperous Justice Party Legislative Candidate As a force that is expected to later be able to fight for the aspirations and values of the line of struggle according to the vision and mission of the Party cadres. The lack of legislature members from the Prosperous Justice Party in Indonesia will hamper the struggle for independence from community members as well as party cadres.

The involvement of cadres in the political field will balance the formation of government policies in establishing a balanced function and role of various aspects of the interests that exist within the institution, especially the interests of the cadres. When this party's legislative candidate is able to make a good approach, then in the name of ideological equality, the community will certainly help his candidacy. This strategy was carried out by all Prosperous Justice Party candidates who were resource persons. Informant A said that the existence of Prosperous Justice Party candidates received significant attention and support from the public. "Support from the community/local residents can be seen from their enthusiasm in every activity carried out, especially the core cadres who diligently participate in each of my activities," said source A during an interview. Resource person B also said "the candidates for the Prosperous Justice Party must be able to become representatives of the people and even become leaders must also be able to, cadres of the Prosperous Justice Party don't want to lose, even though they said our numbers were small we had to prove that we could be better than other parties. I always say these words when attending socialization or invitations that I receive." Said source B during the interview.

B. The Role of Political Parties in the Winning Strategy for Prosperous Justice Party Legislative Candidates. Political parties as important pillars in democracy whose existence cannot be eliminated. Political parties have the main goal of fighting for power. Political parties are also considered as an organization that tries to fight for the values that exist in it. Not only fighting for values but also fighting for power. A concept of a political party states that a political party is an organization to fight for certain values or ideology through mastery of power structures and that power is obtained through participation in general elections. Indonesia as a country that implements a democratic system cannot be separated from political parties. The presence of political parties seems to be an integral part of the democratic system. As an entity that has a close relationship with the democratic system, of course political parties have various functions of their own. In relation to the functions of political parties, source A said that his party did the best for all of its members, without discriminating. All of them were treated well without any

distinction, this was also conveyed by resource person B. From the results of the interviews I concluded that candidates who succeeded in becoming members of the legislature were those who had previously been active in organizations and involved in politics. The level of education and organizational maturity influences the understanding of Prosperous Justice Party candidates in implementing political strategies. The higher the level of education, the more likely it is that the pattern of information delivery will be affected increase the voice of the community because clear and good communication can make the community understand and accept the ideas offered by the Prosperous Justice Party candidates.

C. The Prosperous Justice Party Legislative Candidate Winning Strategy in Seizing the People's Votes and Winning the 2019 Election in the Malang Raya electoral district Strategy as the long-term direction or scope of the organization to gain excellence through changing configurations of natural resources and the environment in order to achieve market needs and meet party expectations interested parties (stakeholders). Political strategy is a strategy used to realize political ideals. Political strategies are usually used in an effort to seize or maintain power, especially during general elections. This strategy is related to campaign strategy, with the aim of gaining as much power and influence as possible by achieving maximum results (votes) in elections, in order to encourage policies that can lead to changes in society. Based on the political strategy, it can be concluded that the winning strategy is an effort to plan with systematic steps to win a battle politically. There are additional elements so that the various strategies that have been prepared (planned) run optimally, namely, tactics. Good tactics are needed in beating or defeating opponents, ideologically and politically. The formulation describes what needs to be strategically planned. This must include three elements, namely the overall objective which outlines the position we want to achieve through planning the strategy, the reasons for the importance of achieving the overall objective and the time frame (period of time) in which the overall objective must be achieved. In a political strategy, mission can mean approval of a certain position, participation in a certain task, being selected as a candidate. In a political career plan,

the mission must state who the strategy is planned for. Thus the mission can set a framework or boundaries. And the mission should not be formulated so optimistically that it becomes unrealistic. Fact gathering means collecting relevant internal and external facts. Internal facts are facts that concern the organization itself. External facts are facts that concern workers or the environment in which they will be realized. The demarcation between internal and external facts is not very easy, but demarcation is done before the fact-gathering process begins, to avoid the appearance of misunderstandings. Facts of competitors or competitors are facts that come from organizations, which are direct competitors of our own organization. Environmental facts are facts that come from the community that will be implemented. Here the fact is that resource person A is a political party administrator who nominated himself as a candidate for the Prosperous Justice Party of his own free will and he did it for the welfare of his people. Resource person B is also a member of a political party who wants young people to have a good education. From the research results obtained by the researcher, the researcher will discuss using the theory from Peter Schroder (Marketing Politics, Strategies to Win Elections A New Approach to the Campaign for DPR, DPD, President, 2004: 162), Basically the strategy is divided into several types, namely: 1. Defensive Strategy (Survival) In this indicator the researcher will discuss strategies for defending constituent base (traditional voters) and strategies to shut down attacks from other parties. Defensive strategies will emerge, one of which is if the government party or a government coalition consisting of several parties wants to maintain its majority if the potential constituent (potential voters) want to be maintained. In addition, a defensive strategy can also arise if a contestation arena or constituent base will not be maintained further or wants to be closed, and closing the constituent base is expected to bring as much profit as possible. From the results of the research obtained from the informants explained that each pair of legislative candidates for the Prosperous Justice Party certainly has its own way of being able to defend their supporters so that their voting rights are not taken away by their candidate pair. And in this case the researchers found that the way to maintain their voter base was to attend every social

event from the existing community, and also provide social assistance to be able to help the community's social activities, and it turns out that this can prove that their supporters can continue to vote for them when the 2019 election in the Malang Raya constituency takes place, in this case it can also build closer relationships with the community so that their base does not vote for existing candidate pairs. In the 2019 legislative elections in the Malang Raya constituency, of course, female candidates will continue to maintain their base, so as not to support other candidate pairs. This defensive strategy is one of the best strategies because this strategy is used to keep their supporters. This defense strategy was also carried out by the Prosperous Justice Party candidates when socializing their vision and mission, because it was considered that at that moment it was very timely, because when conveying their vision and mission, they could indoctrinate their supporters to be more confident in the pair of candidates and of course In this case, this strategy can benefit existing candidate pairs. This defensive strategy is also expected to enable existing legislative candidates to be able to defend their base, because seeing that competition in the 2019 elections in the Malang Raya electoral area is full of dramatization or intense competition, meaning that each pair of candidates is doing everything possible to be able to attract sympathy from the people of the Malang Raya constituency, especially in their respective constituencies. This defensive strategy is also usually carried out by candidate pairs when they feel that their base has begun to be disturbed by other existing candidates. And this is where the legislative candidates carry out a defensive strategy to be able to maintain their base.

2. Offensive Strategy (Attack) In this indicator the researcher will discuss strategies that are always needed if a party wants to increase the number of voters or if the executive wants to implement a project. Basically, all offensive strategies applied during an election campaign must display clear and attractive differences between a political power and the competing parties whose voters want to take over. This strategy is usually carried out by the Prosperous Justice Party candidates when the executives are in the same party as them, because this strategy is able to attack their opponents, because it can affect the psychology of the masses,

this can be proven by every existing pair of candidates, when the party their bearers are the same as the executives, so they will take advantage by comparing those who are clearly in the same party with the candidate in question. This attacking strategy certainly has a big impact on society and can change people's choices, because in society too, there are voters who are fanatical with one particular party and this can benefit existing female candidates. This attack strategy is usually applied during campaigns, when face-to-face with existing communities. This strategy is also considered capable of attracting public sympathy in the 2019 election process, this strategy is also usually obtained from candidates during party political education or within the party. This strategy can also broaden the names of existing candidates, and this is also commonly done on social media by selling their vision and mission along with convincing the public to use their voting rights for the pair of candidates. This attack strategy too, is the most effective strategy used by candidates to be able to bring down their opponents or to be able to change their choices in making their choices. Basically, all offensive strategies applied during an election campaign must display clear and attractive differences between a political power and the competing parties whose voters want to take over. This strategy is usually carried out by female candidates when the executives are in the same party as them, because this strategy is able to attack their opponents, because it can affect the psychology of the masses, this can be proven with every existing pair of candidates, when their supporting party is the same as executives then they will take advantage by comparing those who are clearly one party with the candidate in question. This strategy is also usually carried out by candidates when they feel that their position has been threatened due to existing opponents.

3. Imaging Strategy In this indicator, the researcher will discuss how the image is built by the Prosperous Justice Party legislative candidate pair when building information in the mass media, social media or in the midst of the existing public. Which in this political image tells about the existing program offerings, constructs, creates and strengthens political messages, so that it succeeds in building a good opinion in the minds of the public towards women legislative

candidates, then from the image that is built it drops its choice on legislative candidates. The woman is a spokesperson for the aspirations of the existing society. In the 2019 legislative elections in the Malang Raya constituency, the existing Prosperous Justice Party candidates certainly built the best image possible for the existing society, with the aim of course being able to attract public sympathy, so that they use their right to vote to elect the Prosperous Justice Party candidate. This imaging is done by conveying their vision and mission to the community as best as possible and also being able to convince the people in the Malang Raya constituency, especially in their constituency. The image that was built by the Prosperous Justice Party candidates can also be seen by the presence of the Prosperous Justice Party candidates at social events, and in that sense also the Prosperous Justice Party candidates build the best possible relationship with the existing community, so that they can win the hearts of the people. The Prosperous Justice Party candidates also form a team of volunteers or you can call it an existing community with the aim that the public can feel the presence of the candidate, even though the Prosperous Justice Party candidate is not with them. The thing that has become the most powerful weapon for the Prosperous Justice Party candidates can also be seen by the Prosperous Justice Party candidates approaching these millennials. The approach built by these legislative candidates is by supporting millennial activities or activities such as helping them make millennial activities such as soccer competitions, volleyball, and also e-sports. Because legislative candidates think that the most appropriate way to attract sympathy from millennials is to support and help them to be able to channel their hobbies, and this strategy is considered the best way to be able to build an approach with millennials and also be able to attract their sympathy in the general election process legislative candidates in South Minahasa Regency.

4. Strategy and Institutional Characteristics

In this indicator the researcher will discuss how the Prosperous Justice Party legislative candidates maintain the character of a politician and the stability of the political institutions they have in society, will have their own influence in the process of political communication. In addition to maintaining character and strengthening institutions, it also

requires the ability and support of institutions in compiling existing political messages. In Minahasa District, what the Prosperous Justice Party candidates did regarding their characterization and institutional strategy was to show the tendency of voters in general elections to vote for political heroes, namely candidates who fit their ideal position image. The ideal position image in question is a politician who has personality, because he has main characteristics such as skill, maturity, honesty, courage and so on. This strategy shows that political communication, especially political rhetoric or speeches by female legislative candidates in front of the masses, in essence the audience will pay attention to who (political figures) rather than what (political messages) will be conveyed. This means that the audience will be interested not in the content of the speech. This shows that character is very important in political communication. The character strategy of the Prosperous Justice Party candidates in the Malang Raya constituency in the 2019 election is expected to be able to demonstrate the charisma of the existing Prosperous Justice Party candidates in order to convince the public because of the credibility of the Prosperous Justice Party candidates, namely to be trusted because of commendable character and morality in the midst of society. Trust also grows because of the expertise or ability and skills in conveying the substance of the message that is mastered. Expertise is acquired over a long period of time through formal or informal learning or education. Maintaining or maintaining character is used as the main strategic step for carrying out political communication. In addition, the main strategic step that must be taken is to enlarge political institutions or strengthen political institutions. This is very important to do because it is a fundamental factor in political communication, especially with regard to campaigning, imagery, and voting in the general election in the 2019 Malang Raya electoral district, and this strategy is usually taught in every political party education, which usually each internal party has a different process of their political education.

CONCLUSION

Defensive strategies or defensive strategies are usually carried out by the Prosperous Justice Party legislative candidates in South Minahasa Regency when they want to maintain their base, because given the very tight competition during the 2019 elections in South Minahasa Regency, therefore each candidate must able to maintain their base until the time of voting and counting of votes. Offensive strategies or attacking strategies are usually carried out by the Prosperous Justice Party candidates in the Malang Raya constituency who feel that their position is starting to be threatened or their base has started to be disturbed by other candidates, therefore this offensive or attacking strategy must be carried out with the aim of balancing their position is to continue to receive sympathy from the people of the Malang Raya constituency, especially in their respective constituencies. The image strategy is a strategy carried out to offer existing programs, construct, create and strengthen political messages, so that it succeeds in building a good opinion in the minds of the public towards women legislative candidates, then from the image that is built, they vote for party legislative candidates. Prosperous justice is a continuation of the aspirations of the existing society. The Strategy of Character and Institutions, usually carried out to maintain character and strengthen institutions, also requires the ability and support of institutions in compiling existing political messages. In the election area of Malang Raya, what the Prosperous Justice Party candidates do regarding characterization and institutional strategy is to show the tendency of voters in general elections to cast their vote for the Prosperous Justice Party candidates, namely candidates who are in accordance with their ideal position image.

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