Political Communication Strategy in Building Party Image Ahead of the 2024 Legislative Election (Case study of DPD Golkar Party DKI Jakarta)

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ABSTRACT

This research aims to analyze the political communication strategy of the DKI Jakarta Golkar DPD in rebuilding the party's positive image ahead of the 2024 legislative elections. The research method used is qualitative with a descriptive approach. Secretary of the DKI Jakarta Golkar DPD, Chair of the DKI Jakarta DPRD, Golkar Faction, Deputy Chair for Organizational Affairs and Membership of DPD Golkar, Academics and Community Figures. The data collection techniques used in this research come from primary and secondary data using observation, interviews, and documentation. Meanwhile, the data analysis techniques used were data reduction, data presentation, and the withdrawal of political communication strategies using a political marketing approach carried out by DPD Golkar DKI Jakarta, which was successful in rebuilding the political image that had fallen since the corruption case involving the chairman of the DPD. The implication of the success of this political image is an increase in votes and seats in the results of the 2024 Legislative Election. The novelty of the results of this research is that the political marketing strategy applied includes approaches to building media relations, audience segmentation, and advertising on social media. In addition, these approaches are considered effective in reaching a wider audience and influencing voter choices. The results of the analysis show that this new strategy is believed to have an impact on increasing the electability of the Golkar Party in DKI Jakarta ahead of the 2024 gubernatorial election, so it is hoped that it will be able to increase the votes and seats won by the party.

Keywords: DPD Golkar, political communication, legislative elections, strategy

INTRODUCTION

The formation of the public image of political parties has become an interesting concern ahead of general elections. Political parties strive to build a positive political image by attracting people to elect political party members in a representative democratic system. Two indicators to determine the success of forming a political party's public image are the level of participation and recognition or identification of the political party by the public, (Bolleyer & Bytzek, 2013; Cirhan, 2013; Dalton & Weldon, 2005). Forming the public image of a political party is part of a political communication strategy that aims to influence voters' choices in general elections. Political parties use various media to campaign a positive image of the party and even manipulate information to win voters' votes, (Rosenberg et al., 1991). Political communication strategies carried out by political parties and elites through political imagery have become commonplace in democratic political systems. Political imaging strategies either before or during the campaign have been proven to influence voters to choose political parties. Political party leaders and candidates use new mass media to spread positive party information to voters, (Grusell & Nord, 2023). Justin Trudeau and Vladimir Putin's political communication strategy can be an empirical
reference regarding the power of political imagery in influencing voters' choices in general elections. In the 2015 election, Justin Trudeau succeeded in winning the Liberal Party and gaining the support of the Canadian people's votes through branding politics built through the new mass media Instagram. The Liberal Party led by Justin Trudeau is campaigning on environmental issues, young people, and technology in political aspirations so that they can win the election, (Lalancette & Raynauld, 2019). Meanwhile, Vladimir Putin, who is known as an authoritarian leader, also carried out image politics to win the presidential elections in 2000 and 2012. Putin succeeded in building a positive image as a macho and disciplined man by campaigning himself as a defender of Russia's territorial integrity after the collapse of the Soviet Union in 1991. Political marketing In the presidential election, Putin raised the issue of Russia's disintegration if it could not overcome the rebellion in the Chechnya and Dagestan regions in the 2000 election. Meanwhile, in the 2012 election, Putin's campaign theme was related to threats and political interference from Western countries in Russia's national security affairs, (Simons, 2016).

The phenomenon of image politics also occurred in Indonesia after the collapse of the New Order regime. The Golongan Karya Party (Golkar) in the Reformation era began to implement a political communication strategy through political image politics to eliminate its image as the ruling party of Soeharto's New Order, (Tomsa, 2008). Apart from that, the Golkar party is trying to build a modern political party that can be accepted by all levels of Indonesian society. Golkar began to build a positive image from the impression of being a party supported by Javanese, bureaucrats, the military, and big businessmen at the beginning of the 1999 reformation, (Suryadinata, 2007). The Golkar party's political communication strategy has changed along with the development of internet technology. The Golkar Party began using social media to build a positive image, (Fakhruroji & Muchtar, 2018).

However, the Golkar party's political communication strategy experienced a setback when several high-ranking party officials were involved in corruption cases. In the era of Joko Widodo's administration (2015-2019), there were at least 7 Golkar party elites who were caught in corruption cases and were found guilty in court. The large number of party leaders, both Golkar and other parties, is a political irony because they deviated from the goals of the 1998 reforms, one of which was to eliminate corrupt practices in Indonesia, (Elyta et al., 2022). Of the several cases involving Golkar party elites, one corruption case that has attracted quite a lot of attention is the involvement of one of the Golkar party elites who served as Chair of the Regional Representative Council (hereinafter DPD) of the DKI Golkar party for the 2016-2021 period which received public attention. The chairman of DPD Golkar DKI Jakarta was involved in a corruption case related to a satellite project at the Maritime Security Agency (Bakamla), where he allegedly asked for a fee of 1% of the project budget worth 1.2 trillion rupiah and received a bribe of 300 thousand US dollars (Taher, 2018). This corruption case has reduced the positive image of DPD Golkar DKI Jakarta and the Golkar party as a whole. The decline in Golkar's political image in DKI Jakarta province had an impact on Golkar's decline in seats in the DKI Jakarta DPRD as a result of the 2019 legislative election. In the 2014 election, Golkar won 9 seats, whereas in the 2019 election, it only won 6 seats in the DKI Jakarta DPRD, (Muchtar, 2016).

Ahead of the 2024 general election, the DKI Jakarta DPD is consolidating to build Golkar's political image. One of the positive steps taken was to dismiss the Chairman of the DKI Jakarta DPD for the 2016-2021 period. This step was taken to restore the party's image and show Golkar's commitment to eradicating corruption. DPD Golkar DKI Jakarta has begun rebranding the party's political image by socializing the party's branding program with the slogan "Clean Golkar". DPD Golkar DKI Jakarta, in order to prepare for the 2024 legislative election, is also taking a social approach and collaborating with the mass media to rebuild the party's positive image. It is
important to carry out a political communication strategy ahead of the 2024 legislative elections to strengthen the party's declining cadre formation caused by corruption cases involving the Golkar party elite. Based on previous research, the aim of this research is to analyze the political communication strategy of DPD Golkar DKI Jakarta in rebuilding the party's positive image ahead of the 2024 legislative elections. The question related to this research is how the political communication strategy of DPD Golkar DKI Jakarta can restore the party's positive image so that it has an impact on the results of votes and seats in the 2024 legislative election results.

METHODS

This research uses a qualitative method with a descriptive approach. A qualitative approach is a method used to describe, explore, and understand the meaning ascribed to social or humanitarian problems by some individuals or groups of people, (Creswell & Creswell, 2017; Suprianto, 2024). This research aims to analyze the political communication strategy of the DKI Jakarta Golkar DPD in rebuilding the party's positive image ahead of the 2024 legislative elections with six research informants, namely the DKI Jakarta Golkar DPD Secretary, the DKI Jakarta DPRD Chair, the Golkar Faction, the Deputy Chair for Organizational and Membership Affairs DPD Golkar, Academics and Community Figures. Therefore, the data collection techniques used in this research come from primary data and secondary data using observation, interviews, and documentation, (Suprianto, 2024). Meanwhile, the data analysis techniques used are data reduction, data presentation, and drawing conclusions, (Miles & Huberman, 1994).

RESULTS AND DISCUSSION

The corruption case involving the elite and the chairman of DPD Golkar DKI Jakarta influenced people's views and choices towards the Golkar party. This condition encourages the management of the DKI Jakarta Golkar DPD to implement political marketing strategies to build a positive image of the party. DPDGolkar DKI Jakarta political communication strategy ahead of the 2024 legislative general election. This DPD Golkar policy is carried out to maintain public trust and encourage the motivation of party cadres to innovate politically through various mass media to increase the party's electability ahead of the 2024 election.

Political Marketing as a Political Communication Strategy for DPD Golkar DKI Jakarta

In the era of democratization, political parties in democratic countries require a political communication strategy like that of every organization to be able to compete to stay alive and develop, (Van Ruler, 2020). Political communication strategies are needed by political parties to coordinate participation, ensure campaign messages are conveyed effectively, and increase voter involvement. Political communication strategies aim to produce a significant impact on the political process, such as building a positive image for candidates or political parties, forming supportive public opinion, and encouraging people's active participation in political activities, (Froehlich & Rüdiger, 2006; Kaid, 2004; Stromback & Kiousis, 2014). One of the political communication strategies commonly used by political parties and candidates is implementing political marketing by building a positive image of the party to gain vote support in elections, (Coman, 2013). Political marketing usually uses marketing principles in political campaigns by candidates, political parties, governments, and interest groups, (Pich & Newman, 2020). Political marketing also does not stand alone but must involve organizations and all human resources involved in achieving political goals, (Kotler, 1999). Political communication via social media is
one of the keys to successful political marketing in convincing the public to vote for candidates from political parties. Political communication also plays an important role in political socialization, political participation, and political recruitment, (Rush, 1995).

This image politics was carried out by Golkar and DPD Golkar DKI Jakarta to reduce the negative image caused by the corruption case involving the Golkar party elite. The Golkar Party was at the top in the number of DPR members who became corruption suspects in 2014-2019, with 8 suspects coming from Golkar out of a total of 23 suspects. This corruption case has lowered the image of DPD Golkar DKI Jakarta and the Golkar party as a whole, considering that corruption has a significant impact on society and the country's development process. This corruption case which has received public attention has affected the performance of the Golkar party in the DKI Jakarta DPRD. The Golkar Party experienced a decline in its number of seats in the legislative body. The Golkar Party's acquisition of seats in the DKI Jakarta DPRD during the period 2014 to 2024 has decreased. In the 2014-2019 elections, the Golkar Party succeeded in winning 9 seats. However, there was a change in the following period, namely the 2019-2024 Election, where the Golkar Party's number of seats decreased to only 6 seats. This decline occurred due to changes in public acceptance and support for the Golkar Party. The loss of 3 seats in one period indicates concern or dissatisfaction that voters may feel. This can be interpreted as a loss of public trust in the Golkar Party, which is influenced by the party's sustainable image, (Muchtar, 2016).

Analysis of the DPD Golkar DKI Jakarta Political Communication Strategy Ahead of the 2024 Legislative Election

In analyzing the success of DPD Golkar DKI Jakarta's political communication strategy ahead of the 2024 Legislative Election, you can refer to the use of political marketing theory as quoted from, (Kaid, 2004). Kaid in the Handbook of Political Communication Research explains several ways to carry out political marketing. According to Kaid, successful political marketing can be done with three important approaches starting from building relationships with mass media, segmentation and positioning, and political advertising on social media. Mass media plays an important role in disseminating information and shaping public opinion, (Nurdin et al., 2022). Meanwhile, segmentation and positioning allow parties to target their campaigns more precisely and increase their appeal to different groups of voters. Social media has become an important tool in modern political campaigns. Using social media platforms for advertising allows political parties to reach a wider audience and interact directly with voters, (Kaid, 2004).

First Approach: Building Relationships with Mass Media

Building good relationships with mass media is a crucial element in political communication strategies because the media functions as a bridge between political parties and the public. A harmonious relationship with the media not only ensures that the party's messages and work programs can be conveyed effectively to the wider community, but also plays an important role in shaping public opinion and strengthening the party's image. For this reason, DPD Golkar DKI Jakarta is establishing proactive communication with the mass media as a form of effort to rebuild its image. They regularly hold press briefings and press conferences to convey the latest information regarding the party's activities, policies, and attitudes toward developing political issues. This press briefing not only aims to provide information but also to build trust and good cooperation with the media. By regularly interacting and providing updates, the media gets direct access to accurate and verified information (Deputy Chair for Organizational Affairs
transparency and openness of information are also the main principles applied by DPD Golkar DKI Jakarta in dealing with mass media. They provide easy access for journalists to get the information they need, including relevant data and documents. This includes providing information online through the party's official website and social media platforms, as well as through direct contact with the DPD Golkar DKI Jakarta media team. Apart from that, DPD Golkar DKI Jakarta is also quick in providing clarification and responses if there is news that is inaccurate or has the potential for misinformation. These quick steps are important to maintain the party's credibility and prevent the spread of misinformation. For example, when there is news that contains incorrect information regarding the party's program, the DPD Golkar DKI Jakarta media team immediately prepares and distributes an official statement correcting the information. This action not only corrects wrong information but also ensures good relations with the mass media, DPD Golkar DKI Jakarta has a media team in its structure. This team is tasked with managing communications with the media effectively, including the preparation and distribution of media materials such as press releases, articles, and other multimedia content. This media team is referred to as the Media and Opinion Gathering Division of the DKI Jakarta Golkar Party. This field consists of five members, namely the chairman, deputy chairman, and three other members. The Media and Opinion Gathering Sector has the main responsibility for developing effective and efficient communication strategies, to ensure that party messages can be conveyed clearly and on target to the public through mass media, demonstrating the party's commitment to truth and transparency. (Deputy Chair for Organizational Affairs and Membership of the Golkar Party DPD DKI Jakarta, June 14, 2024).

However, the DKI Jakarta Golkar Party DPD's efforts to build relations with the mass media were not accompanied by special agreements or exclusive agreements. The absence of this specific agreement reflects the party's commitment to the principles of media independence and objectivity. The DKI Jakarta Golkar Party DPD understands that journalistic integrity must be maintained, and that too close a relationship or the existence of an exclusive agreement can create a conflict of interest that is detrimental to the credibility of both parties. By maintaining professionalism and mutual understanding, the DKI Jakarta Golkar Party DPD hopes to build relationships based on mutual respect and trust. It is hoped that this approach will produce fair, unbiased, and fact-based reporting, which will ultimately improve the party's image and credibility in the eyes of the public. Apart from that, in the absence of a special agreement, the party also wants to show the public that they support press freedom and respect the role of the media as a pillar of independent democracy (DPD Secretary of the DKI Jakarta Golkar Party, June 14, 2024).

Second Approach: Segmentation and Positioning of Political Marketing towards the Public

To face the 2024 Legislative Election (Pileg), the DKI Jakarta Golkar Party DPD has made various major preparations over the previous two years, especially in rebuilding the party's image after the case involving the chairman of the Golkar DPD. One of the strategic steps taken is to carry out careful political market segmentation to understand and identify various voter groups in DKI Jakarta. This segmentation aims to develop a more effective and efficient approach to attracting support from various levels of society, as well as restoring public trust in the party.

This segmentation includes an in-depth analysis of the needs, preferences, and issues that are important to each group of voters. In politics, market segmentation is traditionally used by each political party to choose which groups of society to target its appeal, (Kaid, 2004). For example, if the voter segment consists of young people, legislative candidates try to adapt their campaigns to focus on issues that are relevant to the younger generation, such as education, job opportunities, technology, and the environment. They will hold open discussions, visit campuses,
and use social media effectively to communicate with young voters (Deputy Chair for Organizational Affairs and Membership of the Golkar Party DPD DKI Jakarta, June 14, 2024). For the older or retired voter segment, the legislative candidates will focus on social welfare issues and health services as is done in the Kemayoran area, where the Golkar DKI Jakarta DPD party provides health check services such as blood pressure, blood sugar checks, etc. elderly. They will also visit elderly communities, dialogue with social organizations, and ensure that the programs offered by Dpd Golkar DKI Jakarta can improve the quality of life of these voters. (Kemayoran area community figure, June 13, 2024).

Additionally, if the voter segment consists of a community with a particular ethnic or religious background, the campaign will be adjusted to reflect respect for cultural and religious diversity. The DPD Golkar DKI legislative candidates will strive to engage directly with these communities, understand their specific needs, and convey inclusive messages and support the values of tolerance and togetherness. The DKI Jakarta Golkar Party DPD has also taken important steps to ensure the party machine runs optimally. They prepared party infrastructure and strengthened the organization down to the base level, as well as involving party cadres in various training and training programs. Apart from that, the Golkar Party opened the registration of legislative candidates (candidates) in an open, transparent, and accountable manner. This process is fully supported by the party leadership to ensure that every candidate running has integrity and competence. (Secretary of the Golkar Party DPD DKI Jakarta, June 14, 2024).

To increase participation and involvement, DPD Golkar DKI Jakarta provides the opportunity for legislative candidates to carry out campaigns in their way, but still within the coordination and direction of the party. This allows legislative candidates to adapt their campaign approaches according to the needs and characteristics of different voter segments. In this way, campaigns can be carried out in a more personal and relevant manner, which is expected to increase the attractiveness and electability of each legislative candidate. This campaign segmentation and adjustment strategy not only aims to attract support from various segments of society but also to repair and strengthen the party's tarnished image. The DKI Jakarta Golkar Party DPD is committed to showing that they have learned from the past and are ready to move forward with greater transparency, integrity, and dedication to the public. (Secretary of the Golkar Party DPD DKI Jakarta, June 14, 2024).

In its positioning efforts, the Golkar Party DPD DKI Jakarta firmly stated that the Golkar Party is not a religious party or a party owned by a particular private party, but is positioning it as an open and inclusive party. This involves creating an image that will be embedded in people's minds, (Kaid, 2004). The Golkar Party is present for all groups, covering various levels of society regardless of religious, ethnic, or class background. This means that the DKI Jakarta Golkar Party DPD is trying to embrace all DKI Jakarta residents, from various professions, ages, and socio-economic status. By promoting the values of openness, the Golkar Party emphasizes that they are a forum for everyone who wants to contribute to nation-building. This party is committed to listening to and fighting for the aspirations of every group of society, be it young people, women, workers, entrepreneurs, or minority communities. (Secretary of the Golkar Party DPD DKI Jakarta, June 14, 2024).

Through this approach, the Golkar Party wants to emphasize its commitment to fighting for the interests of all society fairly and evenly, as well as positioning itself as a party that upholds pluralism and democracy. The Golkar Party views diversity as a strength and strives to create policies that are inclusive and responsive to the needs of all citizens. This strategy not only aims to attract support from various segments of society but also to expand the voter base and create a
sense of togetherness among all members of society. After an image is created through positioning, it is then developed through the media by emphasizing certain personality traits of the political party, as well as emphasizing various issues, (Kaid, 2004). In the multicultural and dynamic context of DKI Jakarta, this positioning is very relevant and strategic. Jakarta, as the nation's capital, is a reflection of Indonesia's diversity, so an inclusive and open approach is vital to winning the hearts of Jakartans. The DKI Jakarta Golkar Party DPD strives to be a representation of this diversity and works hard to ensure that every voice is heard and every need is addressed.

Third Approach: Political Advertising on Social Media

In advertising on social media, DPD Golkar DKI Jakarta is active on the Instagram platform with 15,700 followers and 1,900 posts. This party uses social media to spread information and build a broader and deeper positive image. Through their official Instagram account, the DKI Jakarta Golkar Party DPD regularly creates content related to the work programs being held. The essence of the strategy of using political advertising on social media as a form of effort to create an image of a political party is based on the platform being developed, (Kaid, 2004).

One of the contents that attracted attention was "Bang Zaki Greets Jakarta Residents," where the Chairman of the DKI Jakarta DPD, Zaki Iskandar, went directly to the field to listen to the complaints of DKI Jakarta residents. In each session, Zaki Iskandar interacts directly with the community, discusses local issues, and listens to their needs and aspirations. Apart from "Bang Zaki Greeting Jakarta Residents," the Instagram account is also filled with various content showing the performance of DKI Jakarta DPD members and legislative candidates. Each DPD member has the opportunity to showcase their various activities and achievements, ranging from infrastructure development programs, and social activities, to environmental initiatives. Photos, videos, and short stories uploaded to Instagram are created to build strong branding and improve the party's image in the eyes of the public. For example, such as the content in which the secretary of the DPD Golkar DKI Jakarta and chairman of the Golkar party faction DPRD DKI Jakarta Province, namely Basri Baco, responds to the phenomenon related to parka interpreters which is currently being widely discussed in the community (see figure 1. below).
This content is also equipped with additional information, such as explanations of party programs, the vision, and the mission promoted, as well as testimonials from people who have directly benefited from the program. With a transparent and informative approach, the DKI Jakarta Golkar Party DPD is trying to attract the attention of young voters who are active on social media, as well as strengthening support from a wider voter base. Interaction on social media is also not just one way; The party is active in replying to comments, holding Q&A sessions, and engaging followers in discussions about important issues, all of which aim to build a solid and informed online community.

This political advertising strategy through social media not only aims to inform but also to form positive public opinion towards the party. By continuing to be active on Instagram and producing quality content, the DKI Jakarta Golkar Party DPD hopes to increase public involvement, gain greater support, and strengthen its position in facing the 2024 Legislative Election. This party also understands the importance of consistency and continuity in digital communication, so they continually innovate in creating relevant and engaging content, ensuring that their messages remain fresh and impactful.

Through the strategic use of social media, the DKI Jakarta Golkar Party DPD not only seeks to win the election, but is also committed to building long-term relationships with the community, strengthening public trust, and ensuring that they remain relevant and responsive to the needs and aspirations of DKI Jakarta residents. Through social media, the internet brings innovations in persuasion efforts, where the internet allows more active and direct interaction between candidates or political parties and voters., (Kaid, 2004). This is part of a wider effort to renew and strengthen the party's image after the corruption case of the Chairman of the DKI Jakarta Golkar DPD showed that the Golkar Party was capable of transformation and making a real contribution to society.

Implications of the Political Communication Strategy of the DKI Golkar DPD on the Results of the 2024 Legislative Election

The political implications of the success of DPD Golkar DKI Jakarta's communication strategy can be analyzed from the increase in vote share and the increase in the number of seats in the DKI Jakarta DPRD. DPD Golkar DKI Jakarta succeeded in rebuilding public trust and motivation of party cadres to win the 2024 legislative election. DPD Golkar was also able to compete with other parties in obtaining votes and placing legislative candidates to obtain seats in the DKI Jakarta Provincial Representative Council (see Table Under).

Table of Votes and Seats for Political Parties in the Electoral District of DKI Jakarta in the 2024 Legislative Election

<table>
<thead>
<tr>
<th>No.</th>
<th>Political parties</th>
<th>Vote Gain</th>
<th>Acquisition of Seats</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>PKS</td>
<td>1,012,028</td>
<td>18</td>
<td>Up 2 seats</td>
</tr>
<tr>
<td>2</td>
<td>PDIP</td>
<td>850,174</td>
<td>15</td>
<td>Down 10 seats</td>
</tr>
<tr>
<td>3</td>
<td>GERINDRA</td>
<td>728,297</td>
<td>14</td>
<td>Down 5 seats</td>
</tr>
<tr>
<td>4</td>
<td>NASDEM</td>
<td>545,235</td>
<td>11</td>
<td>Up 4 seats</td>
</tr>
<tr>
<td>5</td>
<td>GOLKAR</td>
<td>517,819</td>
<td>10</td>
<td>Up 4 seats</td>
</tr>
<tr>
<td>6</td>
<td>PKB</td>
<td>470,682</td>
<td>10</td>
<td>Up 5 seats</td>
</tr>
<tr>
<td>7</td>
<td>PSI</td>
<td>465,936</td>
<td>8</td>
<td>Stagnant</td>
</tr>
</tbody>
</table>
CONCLUSION

The conclusion of this research shows that the political communication strategy implemented by the Golkar Party DPD DKI Jakarta succeeded in building a positive image of the party and increased the number of seats in the DPRD DKI Jakarta from 6 seats to 10 seats in the 2014 Legislative Election. This success was achieved through several effective approaches. First, the DKI Jakarta Golkar Party DPD establishes proactive and transparent communication with the mass media without special agreements, which builds trust and ensures fair and factual reporting. Second, the party segmented the political market to understand the various voter groups in DKI Jakarta, developing relevant and effective campaign strategies according to the needs of each segment. Positioning as an open and inclusive party helps broaden its support base in a multicultural society. Third, in political advertising, the Golkar Party DPD DKI Jakarta actively uses Instagram social media, with informative and transparent content, such as the "Bang Zaki Greets Jakarta Citizens" program. This increases visibility and builds closer relationships with voters. Overall, the political communication strategy implemented reflects the party's commitment to transparency, openness and integrity. By utilizing mass media, appropriate segmentation, and effective use of social media, the DKI Jakarta Golkar Party DPD succeeded in improving the party's image and gaining greater support, preparing itself well to face the 2024 Legislative Election.

REFERENCES


