



Political Party Strategies in Recruiting Prospective Mayor and Deputy Mayor Candidates of Tegal 2024

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Abstract: Political recruitment is an important process in a democratic system, as it determines the figures who will lead the regional government. Various political parties are developing different strategies in this process, ranging from internal cadre recruitment to approaches towards external figures who are considered to have electoral appeal. This research uses a qualitative method with a descriptive approach, collecting data through in-depth interviews with the leaders of the PDIP, PKS, and Golkar political parties in Tegal City, as well as party documents related to the recruitment process. The theory used by the author employs the Political Recruitment theory from Gabriel Almond & Powel, which has two processes: open and closed. The theory is used to describe and analyze the recruitment patterns carried out by the three parties. The research results show that political parties adopt various strategies in recruiting candidates, such as strict selection through electability surveys, internal party consolidation to maintain unity, and collaboration with community groups to increase public support. Factors influencing recruitment strategies include the level of popularity, candidate acceptability, financial capability, and commitment to the party's vision and mission. This research concludes that the success of recruitment strategies does not only depend on the internal mechanisms of the party but also on the party's ability to adapt to the aspirations of the community and build a solid coalition.

Keywords: Political Party, Recruitment, Strategy.

1. Introduction

Political recruitment is an important process in a democratic system, where political parties play a central role in finding and selecting leadership candidates who will advance in electoral contests. In the election of regional heads, especially (Arianto, 2019). The election of the Mayor and Deputy Mayor, this recruitment process is crucial because it determines the figures who will lead the government at the local level. Direct election of regional heads has become an important mechanism in strengthening democracy in Indonesia, so the quality of the leaders produced is highly dependent on how the recruitment process is carried out (Zulfa Harirah MS, 2021). Tegal City as one of the cities in Central Java Province cannot be separated from the political dynamics that occur at the national and local levels. As the 2024 Simultaneous Regional Head Election (Pilkada) approaches, political parties in Tegal City have begun preparations to carry the best candidates who will compete in the election of Mayor and Deputy Mayor of Tegal. In this context, the strategy applied by political parties in recruiting prospective candidates is one of the interesting aspects to be researched.

Each political party has a different strategy in the recruitment process of prospective candidates. Some parties choose to put their internal cadres first, while others may be more open to recruiting external figures who are considered to have high electability (Riyadh U.B. & Sukmana, 2015). In addition, in some cases, political parties also use the inter-party coalition mechanism to strengthen their position in the contest for regional head elections. Therefore, the recruitment of prospective candidates not only involves the internal selection process of the party but also becomes part of a larger political

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strategy in influencing political dynamics at the local level (Yusra et al., 2022). Along with the development of the democratic system in Indonesia, the role of political parties in the recruitment of prospective leaders is also increasingly complex. Political parties are not only required to choose candidates who have high popularity and electability but also those who can lead and meet the expectations of the community. In this case, the recruitment process of prospective candidates not only involves assessing the individual candidates' abilities, but also considering external factors such as local political dynamics, community aspirations, and regional development needs. This shows that the recruitment strategy carried out by political parties has a significant influence on the quality of the candidates produced, and ultimately, on the quality of local government that will be formed (Chumaeson, 2021).

In the 2024 Tegal Regional Election, political parties are faced with considerable challenges in determining the right recruitment strategy. The city of Tegal, like many other regions in Indonesia, faces a variety of complex development problems, such as improving infrastructure, natural resource management, and improving the quality of life of the community. Therefore, the candidates for Mayor and Deputy Mayor who will be carried by political parties are expected to be able to offer concrete solutions to these various problems. In addition, local political dynamics, including competition between political parties, are also important factors that affect the recruitment process of prospective candidates. Political parties have a strategic role in carrying candidates who have a great chance of winning elections. However, this process does not always go smoothly. News and issues in the community about political dynasties also make people no longer respect or care about this election process. This is because the flourishing of political dynasties is inseparable from the role of political parties in the political recruitment process. Oligarchy in the body of political parties causes the candidate and candidacy mechanisms not to run as they should (Nika, 2021). There are various challenges faced by political parties in recruiting candidates, both from within the party and from external circles. One of the biggest challenges is ensuring that the candidates can get broad support from the public. In this case, political parties need to pay attention to the electability of candidates, their popularity among voters, and their ability to build relationships with various community groups (Fadhli et al., 2024).

In addition, financial factors also cannot be ignored in the recruitment process of prospective candidates. The regional elections require large costs, both in terms of campaigns and to move the party machine. Therefore, political parties often choose candidates who have adequate financial resources to support their political campaigns. However, this decision is not always aligned with the need to select qualified candidates with integrity. In some cases, the decision of a political party to put forward a candidate who has large financial capital can cause controversy, especially if the candidate does not have a good track record in terms of leadership and integrity (Fitriyah, 2020). In the context of Tegal City, the recruitment strategy of political parties is also influenced by local factors, such as regional political history, political alliances, and public perception of parties and candidates. Voters in Tegal City have unique political tendencies, which are not always in line with national political trends. Therefore, political parties in Tegal City need to understand the dynamics of local politics well to be able to choose candidates who are following the expectations of the local community. In some cases, political parties choose to form coalitions with other parties to strengthen their political support base. This coalition is often carried out to combine political power and financial resources, thereby increasing the chances of victory of the candidate (Fitriyah, 2020).

In addition to the party's internal dynamics, the recruitment strategy of prospective candidates is also influenced by external factors such as election regulations and the role of the General Election Commission (KPU). The KPU has an important role in regulating the candidacy process, including the verification of prospective candidates and the acceptance of candidate registration from political parties. Political parties need to ensure that the candidates they are promoting meet the requirements set by the KPU, both in terms of administration and legality. This includes age requirements, education, and

other requirements regulated in the election law (Asdhie Kodiyat, 2021). In recent years, the issue of women's representation in politics has also become one of the concerns in the recruitment process of prospective candidates. Based on the applicable law, political parties are required to provide space for women's representation in candidacy, including in the election of regional heads. Therefore, political parties need to consider gender issues in their recruitment process, both in terms of recruiting candidates and in the preparation of campaign strategies. Women's representation in politics is not only a legal issue, but also a moral and ethical issue in fighting for gender equality in the Indonesian political system (Asdhie Kodiyat, 2021).

In the recruitment process of prospective candidates, political parties also need to pay attention to the integrity and morality of candidates. Integrity is one of the important aspects in choosing leaders, especially in the context of regional head elections. Many corruption cases involving regional heads show that leaders who do not have integrity can damage public trust and interfere with the regional development process. Therefore, political parties need to ensure that the candidates they support have a good track record in terms of integrity and are not involved in legal cases that can harm the party and society (Walikota et al., 2023). In addition, in the recruitment process, of course, various stages are certainly different for each party. In the PDIP Party, the recruitment of mayoral candidates is carried out Dynamics of Regional Head Candidacy in the Simultaneous Regional Elections in Indonesia where usually PDIP will carry out supervision and look at the track record as well as loyalty (Wuhdin, 2023). Then the Golkar Party tends to prioritize candidates who have an electoral base and a strong network in the community where this party conducts surveys and studies on potential candidates electorally and politically, and consider the logistical and funding aspects of the campaign (Walikota et al., 2023). Meanwhile, the PKS party focuses on moral integrity and religious candidates, in line with the party's ideology based on Islam (Rofiqi, 2020).

This study is different from the previous research because this study will compare the Recruitment Strategies for Mayors and Deputy Mayors between Parties because of how effective the recruitment process is actually from each political party at the Tegal City level. And of course, research that examines the comparison of political party recruitment strategies in the city of Tegal has not been done much. In conclusion, the recruitment of candidates for Mayor and Deputy Mayor of Tegal 2024 is a complex process that involves various internal and external factors. Political parties need to develop the right strategy to choose candidates who not only have a great chance of winning but are also able to lead and solve the problems faced by the people of Tegal City. The selection of the right candidate will have a significant impact on the quality of local government and the success of the development of Tegal City in the future.

In examining the strategies of political parties in the recruitment of candidates for Mayor and Deputy Mayor of Tegal 2024, several theories can be used to explain this phenomenon. The theoretical foundation helps the author provide an in-depth understanding of the process and dynamics of political recruitment, as well as the factors that affect the strategies taken by political parties in determining regional leadership candidates. In this section, several relevant theories will be discussed to explain how political parties determine their steps in dealing with political contestation at the local level (Waqos et al., 2022).

Political parties are organizations that aim to seize and maintain power through general elections. One of the main functions of political parties is political recruitment, which is the process of searching for and selecting candidates to be carried out in the election (Nabilah et al., 2022). (Wijayanti & Iswandi, 2021), also added that political parties have a role as a liaison between the community and the government, where they represent the aspirations of the community in the form of political programs and determine prospective leaders who are considered capable of implementing the program. In this context, the recruitment strategy for regional head candidates is crucial because the candidate will be the face of the party in the eyes of the public (Arianto, 2021). In Indonesia, the multi-party system allows many political parties to compete in the election of

regional heads. Therefore, the recruitment strategy used by political parties does not only focus on finding candidates who have capacity and capability but also those who have electability and attractiveness in the eyes of voters. According to (Wijayanti & Iswandi, 2021), political parties must consider internal and external factors in the recruitment process, including the party's internal dynamics, voter needs, and the political environment at the local level.

Political Recruitment is the selection and selection or selection and appointment of a person or group of people to carry out some roles in the political system in general and government in particular (Surbakti Ramlan, 2010). In this study, the author uses the political recruitment system theory from Gabriel Almond & Powel, where there are two processes, namely open recruitment and closed recruitment. According to (Fitriyah, 2020) open recruitment allows political parties to recruit candidates from outside the party structure, for example, community leaders, academics, or professionals who are considered to have the potential to attract voter support. On the contrary, closed recruitment prioritizes internal party cadres who already have experience and loyalty to the party. In the context of the recruitment of candidates for Mayor and Deputy Mayor of Tegal in 2024, political parties are faced with a strategic choice between carrying internal cadres or looking for external candidates who are popular among the public. (Fitriyah, 2020), explained that political parties often choose external candidates who are considered to have higher popularity, especially when the electability of internal party cadres is inadequate. However, this is also risky if the external candidate does not have a strong affiliation with the party, so the potential for conflicts of interest in the future becomes higher (Yulanda et al., 2024).

In its implementation, the recruitment process is carried out openly and closed. Open recruitment is the process by which an organization invites all qualified candidates to apply. Usually, information about available positions is widely announced, for example through social media, websites, or bulletin boards. The advantage is that it has a diverse range of candidates and increases transparency (Hakim et al., 2024). Closed Recruitment, on the other hand, only involves candidates who have been previously identified or who are invited directly to apply. This process is typically faster and can reduce costs, but it may limit the diversity and potential talent available (Hakim et al., 2024). In addition, the appointment of candidates refers to the process by which individuals are selected for a particular position based on recommendations or decisions from the authorities, rather than through an open selection process. This can involve direct appointment by management or a specific agency. The advantages include efficiency and the ability to select candidates whose qualities are known, but they can also cause problems with bias and lack of transparency (Ansor, 2024).

Electability is one of the key factors in the recruitment process of political candidates. According to (Putrajaya et al., 2024) electability refers to the extent to which a candidate has a chance to be chosen by voters in a general election. Electability is not only influenced by the candidate's capabilities and track record but also by his popularity in the eyes of the public. In regional head elections, especially in small towns like Tegal, candidates who are popular with the public often have a greater chance of winning the election. (Mangngasing, Nasir, Dandan Haryono, Nuraisyah, Nasrullah, 2023) Explained that the popularity of a candidate can be increased through mass media and intensive campaign activities. In addition, popularity can also be built through closeness with the community, for example through social activities or programs that are beneficial to the community. Therefore, political parties often choose candidates who have a good track record in society and are widely known by voters (Wijayanti, 2024).

In Indonesia's political system, which adheres to a multi-party system, coalitions between political parties are often a strategic choice to increase the chances of victory in regional head elections. (Kamuli et al., 2023) Explained that a political coalition is the formation of an alliance between parties to strengthen their position in political contestation. These coalitions often occur when political parties do not have enough support to field their candidates, so they join forces with other parties to achieve the required

number of votes. In the context of the 2024 Tegal Mayor and Deputy Mayor elections, political parties may form coalitions to strengthen their political support. (Hamajen et al., 2023) Explained that political coalitions can provide strategic advantages, especially in terms of financial resources and political support. Coalitions also allow political parties to share risks and responsibilities in the campaign process (Prihatmoko, 2022).

2. Materials and Methods

a. Research Design

The research design used is a type of qualitative descriptive research, namely research that describes or describes the object being researched based on facts in the field. According to (Nabilah et al., 2022) Qualitative research is a method used to research the natural condition of objects, where the researcher is the key instrument and the results of the research emphasize meaning rather than generalization." Of course, in reviewing the strategies of political parties in the recruitment of candidates for Mayor and Deputy Mayor of Tegal in 2024. Case study of political parties PDIP, Golkar, PKS. The location of this research was carried out in the city of Tegal, precisely in each office of DPC PDIP, DPD Golkar, and DPD PKS.

b. Data Collection Method

In this study, the author uses primary data and secondary data. First, the researcher uses secondary data. Secondary data is usually in the form of document data or pre-existing report data. Data that is often found in research sites are in the form of readings, scientific papers, archives, letters, or other necessary data. Of course, the author made direct observations and interviews with the PKS DPD Office, Golkar, and Tegal City PDIP DPC. Observations are made to understand the recruitment process and of course, at the same time collect secondary data as material for this research. Conduct direct interviews with the leaders of each of the three political parties which aims to get in-depth information about the recruitment strategies implemented from each party. The research was carried out from June to September 2024.

After realizing that the data needed was incomplete, the author used primary data, namely data obtained directly at the scene by conducting direct interviews with the researcher with the informant. Of course, the author in this study uses centralized interviews, and in-depth interviews in this study. Because by combining these two methods, can provide richer and more comprehensive data where researchers try to find out information accurately through the chairman of the PDIP, PKS, and Golkar parties at the Tegal city level.

According to (Nabilah et al., 2022) there are 8 types/methods in qualitative research, namely case studies, document/text studies, ethnography, natural observation, phenomenology, centralized interviews, grounded theory, and historical studies. (Nabilah et al., 2022) Argue that interviews are a data collection technique used to collect information. The activity was carried out by conducting oral questions and answers unilaterally, face-to-face, and with a specific goal. Meanwhile, according to (Wijayanti & Iswandi, 2021) it is argued that interviews are a data collection technique to find problems that must be researched.

c. Data Analysis

The data analysis techniques used in this study used/referred to the Miles and Huberman data analysis techniques, starting from (1) data reduction, (2) data presentation, and (3) conclusion drawn.

3. Results and Discussion

3.1. Research Results

This research was conducted to find out the strategies of the three political parties (PDIP, PKS, and Golkar) in the recruitment of candidates for Mayor and Deputy Mayor of Tegal in 2024. The data was obtained through direct interviews with the chairman of

the PKS DPD, the Chairman of the Golkar Party DPD, and the Chairman of the Tegal City PDIP DPC. The results of the study show that there are significant differences in recruitment methods and criteria applied by each political party.

PKS (Prosperous Justice Party) is known as a political party based on Islamic values. However, as a political party that only has five seats in the Tegal City DPRD, it is required for the PKS Party to form a coalition with other parties because it cannot carry its own mayoral candidates and deputy mayoral candidates due to the lack of seats in the DPRD to meet the minimum requirements of six seats to carry candidates. Therefore, according to Mr. Amiruddin from the PKS party, of course, he will form a coalition with other parties to make the 2024 simultaneous regional elections a success. Nevertheless, PKS has prepared a schedule for the 2024 Tegal Mayor and Deputy Mayor Bacalon Recruitment, with the following schedule:

Table 1. Stages of Mayor/Deputy Mayor Balloon Selection Carried by DPD PKS.

No.	Stages	Time
1.	Socialization & Announcement of Candidate Registration	May 1 – May 20, 2024
2.	Registration/Retrieval Prospective Candidate Forms	May 8 – May 15, 2024
3.	Form Submission/Return	May 10 – May 17, 2024
4.	Fit & Proper Test Bakal Calon	May 23 – May 24, 2024
5.	Socialization to Cadres	May 26, 2024
6.	UPA-based Pemira	May 30, 2024
7.	Submission of fit & proper test results and pemira to DPW	June 1, 2024

Source : DPD PKS Tegal City, 2024

From this stage, there were finally several names registered at the Tegal City PKS DPD office, there were 11 names of prospective candidates who registered, consisting of five external people and six internal party people. The special criteria used by PKS itself in the recruitment process include such as Commitment to building Tegal City, High Electability, Having a wide network, Rendiand forms for funding for campaigns.

The Golkar Party, or the Golongan Karya, is known as one of the largest and oldest political parties in Indonesia. This party has a long history that began in the New Order era under the leadership of President Soeharto. Golkar is known as a party that has a broad support base, especially among bureaucrats, businessmen, and rural communities. Also, the position of the Golkar party in the city of Tegal itself is quite strong supporters, so there are a lot of prospective candidates who want to run as candidates for mayor and deputy mayor of Tegal in 2024, but according to the Chairman of the Tegal City Golkar Party DPD, Wasmad Edi Susilo, explained that Golkar does not open the registration of prospective candidates in general. For anyone interested, it is necessary and mandatory to take part in the survey process carried out by the Golkar party itself. Which process includes a Survey that is carried out three times by a predetermined survey institution (LSI). And prProspectivedates are obliged to bear all Survey Fees. The criteria for prospective candidates set by Golkar include, of course, high electability in the 3 stages. Readiness in terms of campaign costs and witness payments. And later the results of the 3 surveys will be submitted to the provincial and central level administrators. Where later the letter of rekom will be sent down by the Golkar Party DPP directly.

PDIP (Indonesian Democratic Party of Struggle) which is often known as the party of "small people" or small people, where this party is based on the principles of nationalism and Pancasila, where PDIP which of course in this case will carry out (recruitment of candidates for regional heads) in the Tegal city area. It is a place that is widely looked at by prospective mayors and deputy mayors. Because, where PDIP is able to nominate the candidate they carry independently even without coalition with any party, PDIP Tegal city is able. However, the PDIP DPC adopted a more open screening method. Edy Suripno, as Chairman of the Tegal City PDIP DPC, said that as a follow-up to the PDI Perjuangan DPP instruction No.6036/IN/DPP/IV/2024, hereby opening the Selection of Candidates for Mayor and Deputy Mayor for the 2024-2029 period with the following provisions:

Table 2. Stages of Mayor/Deputy Mayor Balloon Selection Carried by PDIP DPC

No.	Stages	Time
1.	Socialization of Prospective Candidate Registration	May 1 – May 20, 2024
2.	Form Collection and Submission	May 3 – May 23, 2024
3.	Verify Requirements	May 24 – May 29, 2024
4.	Submission of requirements to the DPP PDI Perjuangan	May 31, 2024
5.	Implementation of screening at the DPD and DPP levels of PDI Perjuangan	
6.	Verification & Evaluation of Candidates Files by DPD and DPP Party	
7.	Determination of Candidate Pairs	

Source : Tegal City PDIP DPC, 2024

From the results of the Widest Opening Screening to the community, finally several candidates for Mayor and Deputy Mayor were netted, including 10 candidates for G1 and 12 candidates for G2. Screening Through interviews, psychotests, and electoral survey assessments. Determination of Recommendations for prospective candidates to be carried. The party uses the Pandawa survey agency to assess the electability of candidates. In addition, PDIP has a charter of struggle that must be obeyed by all candidates, which will later be used as a provision to make the vision and mission of the program, of course, in accordance with the vision and mission of PDIP itself which has been stated in the charter of struggle and prospective candidates are also obliged to build the trisakti of Karno.

It can be concluded that the PKS, Golkar, and PDIP parties have various ways and similarities in the recruitment process for mayoral and deputy mayoral candidates for Tegal 2024, such as the implementation of networking, screening, and also the determination of Tegal Mayor and Deputy Mayor Candidates 2024, as well as parties that are required to form a coalition with other parties in order to meet the minimum requirements of six seats in the DPRD to carry candidates for Mayor and Deputy Mayor of Tegal 2024. In addition, of course, they use an open recruitment system. Because in fact, anyone can register through the three parties, but the process applied from each party is different.

3.2. Discussion

Based on the results of the research, it can be seen that each political party has a different approach in recruiting prospective candidates and the three parties use an open recruitment pattern.

a. Recruitment Strategy

PKS, as a smaller party in terms of the number of seats, shows a more collaboration-oriented approach with other parties. The decision to form a coalition is a strategic step to strengthen their position in the election. The recruitment process carried out by PKS reflects efforts to find candidates who not only have leadership skills, but can also establish good relations with other parties and the community.

Meanwhile, the Golkar Party shows a more selective and results-oriented approach. By not opening registration to the public, Golkar ensures that only candidates with strong electability are proposed. However, this approach also carries the risk, namely limited access for potential candidates who may not have a strong political background but have good leadership skills.

PDIP takes a more inclusive step by opening the screening process to the wider community. This approach provides opportunities for various groups to participate in politics, while expanding the party's support base. However, the challenge faced by PDIP is how to select candidates who are not only popular but also have a vision and mission that is in line with the party's ideology.

b. Candidate Criteria

The criteria set by each party also reflect their characteristics and goals. PKS emphasizes its commitment and ability to build Tegal City, which shows that this party pays more attention to the quality of candidates who are in direct contact with the community. This is important because effective leaders must have a deep understanding of the needs of society.

The Golkar Party focuses on the electability and financial readiness of candidates. While this is important for winning elections, overemphasis on this aspect could overlook the potential of a candidate who may be less known but has the capacity to lead well.

Meanwhile, PDIP emphasized the importance of the candidate's program and vision as part of the assessment. This approach shows that the party seeks to not only win the election but also to ensure that the elected leader has a clear plan for the future of Tegal City.

So it can be concluded that every party, especially PKS, Golkar, and PDIP, has a role in the recruitment process for mayoral and deputy mayoral candidates for Tegal 2024 where there is a relationship that is certainly interconnected, such as the formation of a coalition that aims to increase the chances of being elected as mayoral and deputy mayoral candidates for Tegal 2024 with the support of voters. Then strategies such as supporting stronger candidates, common interests, electability, and power in a region are carried out.

c. Implications and Challenges

This different recruitment process has significant implications for the political dynamics in Tegal City. First, the way each party recruits candidates can affect the outcome of the election and the pattern of the coalition formed. For example, PKS and Golkar may be looking for candidates from different backgrounds to build a stronger coalition. Second, challenges in recruitment must be faced by all parties. Although the processes carried out are different, there are similarities in terms of the need to maintain transparency and accountability in the selection of candidates. A clear and open process can help build public trust in political parties. Finally, voters in Tegal City are increasingly critical and vote based not only on the name but on the capacity of the candidate to lead. Therefore, political parties must thoroughly assess their candidates based on relevant qualifications and the relevance of their vision to the needs of society.

In this study, it can be seen that the recruitment process for candidates for Mayor and Deputy Mayor of Tegal 2024 is greatly influenced by the strategies and criteria of each political party. PKS, Golkar, and PDIP show significant differences in their approaches, reflecting the various priorities and challenges faced by each party. Success in the upcoming elections will largely depend on the ability of parties to adapt their strategies to the needs and expectations of the people.

The recruitment of candidates for Mayor and Deputy Mayor of Tegal by political parties such as PKS, Golkar, and PDIP shows fundamental differences in the strategies and criteria applied by each party. Each party has a specific approach, which reflects its character and political orientation. PKS, for example, shows a tendency to build coalitions as a strategy to strengthen their position. This step reflects the importance of collaboration in achieving political goals. Coalition can be interpreted as joining for and coalition in this understanding is the merger of political parties to champion candidates in the hope of power sharing (Gunanto et al., 2024). In this context, the candidate chosen by PKS must not only have leadership skills, but also the ability to build good relationships with other parties and the wider community. Meanwhile, the Golkar Party tends to take a selective approach that focuses more on the results of the survey and the electability of candidates. By not opening public registration, Golkar ensures that only candidates who are considered strong in terms of popularity can be proposed. This approach, while effective in increasing the chances of winning, has the potential to ignore potential candidates who have leadership qualities but are less popular because an electability-based

approach can lead the party to candidates who are popular but do not necessarily have solid leadership capacity. This is a challenge for Golkar in balancing electability and leadership quality.

PDIP, on the other hand, applies a more inclusive approach by opening registration to the general public. This step provides opportunities for various groups to get involved in politics, as well as expand the party's support base. However, PDIP is also faced with challenges in screening candidates who are in accordance with the party's ideology and vision. An inclusive approach in recruitment can increase public participation, but it must be balanced with a strict selection mechanism to maintain the consistency of the party's ideology because this approach requires PDIP to be more selective in choosing candidates who are not only popular but also have a vision that is in line with the development mission of Tegal City. Thus, the difference in recruitment approaches between PKS, Golkar, and PDIP shows the diversity of strategies taken by each party. Their success in the upcoming elections will largely depend on the ability to adapt these strategies to people's expectations.

4. Conclusions

Divergence of Recruitment Approaches in this study Each political party applies the theory of open recruitment even though the process they apply in each party is different according to the characteristics and goals of the party. PKS is more open and collaborative, the Golkar Party is selective based on surveys, and PDIP prioritizes inclusivity through community networking. Candidate Criteria The criteria used by each party highlight their focus and priorities. PKS emphasizes its commitment to regional development, Golkar prioritizes electability and financial readiness, while PDIP emphasizes the vision, mission, and program of the candidates. Impact on Political Dynamics These various approaches will affect coalition patterns, public representation, and election results. Openness and transparency in the recruitment process will contribute to public trust in political parties.

PKS It is recommended to increase promotion and socialization about the recruitment process to the public so that more qualified candidates can register. The addition of training for candidates to improve their leadership capacity could also be considered. Golkar Party in order not to be trapped in an approach that is too exclusive, Golkar needs to consider opening registration for potential candidates from outside the party. This can increase the diversity of candidates and strengthen the support base. PDIP It is important to prioritize a more transparent and objective evaluation process in assessing candidates to avoid potential internal conflicts and maintain the integrity of the party. In addition, PDIP can utilize digital technology to promote their programs and candidates more effectively. By implementing these suggestions, it is hoped that the recruitment process for future Mayor and Deputy Mayor candidates can run better, be transparent, and produce quality leaders for the people of Tegal City.

5. Authenticity Statement

We can state with certainty that this article is free of plagiarism. We have conducted research and written articles with confidence, adhering to academic writing standards and scientific research. Every concept, idea, and item from an external source has been clearly defined and explained. Any reference or information used in this study has been identified and included in the reference list. We respect the author's and the author's creation. We confirm that this article has not been published elsewhere and is not yet ready for publication in other journals or media. In addition, we state that as authors, it is our responsibility to provide accurate and reliable information. If there is any disagreement with the findings of the study or inaccurate information, we are prepared to face the consequences.

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