



Strategy of the Democratic Party in the Legislative Election in Malacca Regency in 2019

Piere Mario Bait² Randy Vallentino Neonbeni²
Sekolah Tinggi Ilmu Hukum Cendana Wangi, Indonesia

ARTICLE INFO

Article history:

Received Sep 29, 2022
Revised oct 06, 2022
Accepted Oct 27, 2022

Keywords:

Party Strategy,
Democratic Party,
Vote Gain.

ABSTRACT

The author is interested in conducting this research related to the Strategy of the Democratic Party in the Legislative Election in Malacca Regency in 2019. The type of research used is juridical-empirical research. The source of this research data is primary data, primary data is direct data that comes from Law Number 17 of 2017 concerning General Elections and interviews conducted in the field. In this study, primary data were obtained directly from the field, in the form of notes on observations and interviews with research subjects; and Secondary Data, Secondary data is supporting data for primary data. In writing, the researcher gets secondary data from books, journals, and other supporting sources related to the author's research so that it can be used as a reference in the preparation of the research. The results show that the strategies used by the Democrats are offensive strategies, defensive strategies, imaging strategies and character strategies. . Where the offensive strategy uses a market expansion strategy to form a new group of voters by lighting up the political base of the opponent's mass base. Ability to create new innovations in conducting campaigns. Offensive strategy played by the entire team which includes the Democratic Party Team, Volunteer Team and other small teams. Meanwhile, the defensive strategy used is the Democratic Party's approach to it intensively and continuously without getting tired. This approach is useful for introducing the Party and its programs and also introducing prospective legislative candidates. Imaging Strategy, the Democratic Party also uses communication, namely socialization, meeting directly with the community and conducting campaigns through electronic media, newspapers and radio. Character strategy, the figure of Susilo Bambang Yudhoyono (SBY) as a builder of the Democratic party, his expertise in building an image (as a polite, honest and benevolent leader), who loves the community. The Democratic Party first conducts a survey and selection of the figures who will enter the fight in the legislative election. The Democratic Party in carrying out an offensive strategy in coordinating between teams well. The Democratic Party needs to develop new programs that allow the people to be attracted again, and make the people prosperous by optimizing the socialization of the new program. The Democratic Party needs to design a schedule or work agenda that based on the whole community, location and time consistently run well.

ABSTRAK

Penulis tertarik untuk melakukan penelitian ini terkait dengan Strategi Partai Demokrat dalam Pemilihan Legislatif di Kabupaten Malaka Tahun 2019. Jenis penelitian yang digunakan adalah penelitian yuridis-empiris. Sumber data penelitian ini adalah data primer, data primer adalah data langsung yang bersumber dari Undang-Undang Nomor 17 Tahun 2017 tentang Pemilihan Umum dan wawancara yang dilakukan di lapangan. Dalam penelitian ini, data primer diperoleh langsung dari lapangan, berupa catatan observasi dan wawancara dengan subyek penelitian; dan Data Sekunder, Data Sekunder adalah data pendukung untuk data primer. Dalam penulisan, peneliti mendapatkan data sekunder dari buku, jurnal, dan sumber pendukung lainnya yang berkaitan dengan penelitian penulis sehingga dapat dijadikan acuan dalam penyusunan penelitian. Hasil penelitian menunjukkan bahwa strategi yang digunakan oleh Partai Demokrat adalah strategi ofensif, strategi defensif, strategi pencitraan dan strategi karakter. . Dimana strategi ofensif menggunakan strategi perluasan pasar untuk membentuk kelompok pemilih baru dengan menerangi basis politik basis massa lawan. Kemampuan untuk menciptakan inovasi baru dalam melakukan kampanye. Strategi ofensif dimainkan oleh seluruh tim yang meliputi Tim Partai Demokrat, Tim Relawan dan tim kecil lainnya. Sedangkan strategi defensif yang digunakan adalah pendekatan Partai Demokrat secara intensif dan berkesinambungan tanpa mengenal lelah. Pendekatan ini berguna untuk mengenalkan Partai dan program-programnya serta memperkenalkan calon anggota legislatif. Strategi Pencitraan, Partai Demokrat juga menggunakan komunikasi yaitu sosialisasi, bertemu langsung dengan masyarakat dan melakukan kampanye melalui media elektronik, surat kabar dan radio. Strategi karakter, sosok Susilo Bambang Yudhoyono (SBY) sebagai pembina Partai Demokrat, kepiawaiannya membangun citra (sebagai pemimpin yang santun, jujur dan baik hati), yang mencintai masyarakat. Partai Demokrat terlebih dahulu melakukan survei dan seleksi terhadap tokoh-tokoh yang akan bertarung di pemilu legislatif. Partai Demokrat dalam menjalankan strategi ofensif dalam berkoordinasi antar tim dengan baik. Partai Demokrat perlu mengembangkan program-program baru yang membuat masyarakat tertarik kembali, dan mensejahterakan masyarakat dengan mengoptimalkan sosialisasi program baru tersebut. Partai Demokrat perlu merancang jadwal atau agenda kerja yang berbasis seluruh masyarakat, lokasi dan waktu secara konsisten berjalan dengan baik.

This is an open access article under the [CC BY-NC](#) license.



Corresponding Author:

Piere Mario Bait,
Sekolah Tinggi Ilmu Hukum Cendana Wangi,
Jl. Timor Raya Km. 6, Kelurahan Tubuhue;
Email: rhiobait960@gmail.com, randyneonbeni@gmail.com

I. INTRODUCTION

Political parties are political organizations organized by a group of citizens to fight for the interests of members, society, nation and state. Therefore, in the process of implementing political activities, it is necessary to base on the program of political parties that are adapted to the order of political values that develop in social life, in order to get a positive response and be fully accepted in people's lives.

To realize a stable and dynamic political implementation in carrying out targeted and planned reforms in anticipating the disintegration of the nation as stipulated in Law Number 02 of 2018 concerning political parties with two categories of objectives, namely: (1) The general objectives of political parties are: a. "realizing the national ideals of the Indonesian nation as intended in the

preamble to the 1945 Constitution of the Republic of Indonesia; b. Develop a democratic life based on Pancasila by upholding the sovereignty of the people in the Unitary State of the Republic of Indonesia; and c. Realizing welfare for all Indonesian people". The specific objectives of political parties are: "to fight for the ideals of political parties in the life of society, nation and state."

Based on the above limitations, political parties are expected to be able to create conducive situations and conditions, by upholding the sovereignty of the people, as a series of continuous efforts from the people, by the people, and for the people, based on a democratic mechanism that awakens people's politics in realizing prosperity for the community. Indonesia in general and in particular political parties in actualizing political activities in order to support the party's steps in achieving its goals by making the political awareness of the public aware of the rights and obligations to participate in realizing the stability of national development universally.

In terms of the Democratic party's campaign strategy that must be carried out, one measure that can be used to see the consequences caused by the weak campaign strategy in the Democratic party in Malacca district is the lack of human resources or the quality of Democratic party figures such as the demands of the interests of the Democratic party where the ambitious nature of become a very high ruler. Therefore, character assassination and a decline in ideological values in the Democratic party often occur, which has been known so far as a nationalist ideology.

The entire Malacca Regency legislative election is a new legislative candidate. The election of a new legislative candidate from the Democratic Party becomes a political phenomenon when it is able to defeat competitors from a candidate from a political party that dominates more in certain aspects, for example: money, authority, or mass.

The efforts made by the Democratic Party to gain sympathy from the public are different from the campaign strategies of other parties. The party with the slogan "Change" is a party that offers a movement to restore, restore, and advance the functions of the Indonesian government to the ideals of the Proclamation of 1945.

Democratic parties in Malacca Regency can establish cooperative relationships with community organizations, both political organizations and non-political organizations that do not conflict with internal party rules and applicable regulations. By being used more optimally in actualizing party activities and being able to channel public inspiration in the context of the efforts championed by the democratic party in attracting sympathizers and community empathy to support the rare democratic party in realizing its political goals to the community through elections so that it can get maximum votes in the community. Malacca District.

To get votes from the public against the Democratic party, the governing body and cadres need to have credibility or reliable capabilities so that they are able to develop their duties and responsibilities. Therefore, the development of the management body and cadres in an efficient and effective manner needs to be carried out continuously and seriously considered. In addition to the smooth implementation of the party's duties in realizing its goals and objectives, a management body that has high loyalty and dedication and good morals is needed. In this case, the board of directors really has a high spirit and synergistic credibility and accountability so as to get public sympathizers in supporting the party's steps to gain majority votes from the community through general elections.

II. RESEARCH METHODS

Approach Method

In this study, the author uses a qualitative approach, which is a way of analyzing research results that produces analytical descriptive data, namely data that is stated in writing or verbally as well as real behavior, which is researched and studied as a whole, (Mukti Fajar and Yulianto Achmad, 2010). In this approach the emphasis is on the quality of the data, so that in this approach the compiler is required to be able to determine, sort and choose which data or materials have quality and which data or materials are not relevant to the research material.

Research Specification

This type of research is empirical research, namely research with field data as the main data source, such as the results of interviews and observations. Empirical research is used to analyze the law which is seen as patterned community behavior in people's lives who always interact and relate to social aspects (Bambang Sunggono, 2003). This research is referred to as empirical research because the author conducted a study to determine the Strategy of the Democratic Party in the General Election in Malacca Regency 2019.

Data collection technique

Sources of data used in empirical legal research are as follows: 1. Primary Data, Primary data is direct data derived from Law Number 17 of 2017 concerning General Elections and interviews conducted in the field (Soerjono Soekanto, 1986), in research This primary data is obtained directly from the field, in the form of notes from observations and interviews with research subjects; and Secondary Data, Secondary data is supporting data for primary data. In writing, researchers get secondary data from books, journals, and other supporting sources related to the author's research so that it can be used as a reference in the preparation of the research.

Data analysis method

The data obtained are analyzed qualitatively, which is done by understanding and systematically compiling the data that has been collected, so as to get a picture of a situation being studied for further conclusions drawn using inductive thinking methods, namely by way of thinking from a given knowledge. specific to general knowledge by using reasoning..

III. RESULTS AND DISCUSSION

Political strategy basically also requires careful planning so that mistakes that may occur can be avoided. This is the basis for planning a winning strategy. After forming a winning team, the next strategy is implemented by the winning team. In political strategy seen from the context of political activity, it requires political marketing.

From the context of political activity, political marketing is meant to disseminate information about candidates, parties, and programs carried out by political actors through certain communication channels aimed at certain targets with the aim of changing the insights, knowledge, attitudes, and behavior of prospective voters in accordance with with the wishes of the informant.

As stated by Bruce I. Newman and Richard M. Perloff in their writings, define political marketing as the application of marketing principles in political campaigns that vary by individuals, organizations, procedures, and involve analysis, development, execution, and management strategies. campaigns by candidates, political parties, governments, lobbyists, certain groups that can be used to direct public opinion against their ideology.

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 between the prevailing conditions at that time and the benefits that can be expected. a. Issues or Party Programs for Election Victory, the political strategy carried out by the Democratic Party to get seats and also be able to win the 2019 legislative election in Malacca Regency, there are several kinds, including the strategy of recruiting prospective candidates, socializing candidates, political communication, moving the Democratic Party's machines, and conduct early cadre to take advantage of the potential of cadres and which is no less important, namely the proximity of Democrats to residents in Malacca Regency. b. Mechanism for implementing Party programs In political parties, it is the party's responsibility to manage party discipline, which can be done through a variety of incentives and control mechanisms. The party monitors cadres and enforces party discipline, controls the election of leadership and its apparatus, and distributes parliamentary resources to its cadres. One of the strengths of the Democrats is to mobilize to take advantage of the Party's machines. There are two kinds of Democratic machines, namely: the success team and party administrators up to the

sub-district and kelurahan levels, namely the Democratic DPC (Branch Management Board) spread over every District and Kelurahan/Village of Malacca Regency. These machines will move and struggle to consolidate from the bottom, namely from the sub-district and sub-district or village levels. The role of these machines also cannot be underestimated, because these machines are an important part of the struggle process and become the pulse of the Democrats in an effort to achieve the target of winning the legislative election. Even these party machines determine the results of the votes that will be obtained by the Democrats because they work hard, compact and solid in facing the 2019 Legislative elections and can win them. c. Expansion of Party Support Areas, Democratic Party legislative candidates also convey the party's mission, vision and program as well as the legislative candidate's own program in every campaign. Regarding the programs of the Democratic Party legislative candidates, all of them come from the center of the party, the candidates only take the points according to the environment in which the legislative candidates are running. By delivering the program to the community, it can provide benefits, namely getting empathy and sympathy from the community towards the Democratic Party and the legislative candidates themselves.

Defensive Strategy There are two forms of socialization carried out by the Democrats, namely socializing the Party to the public along with the party's vision and mission and socializing the names of legislative candidates from the Democratic Party itself. Introducing cadres who will compete for legislative seats is the main thing to win the hearts of the people. The Malacca Regency Democratic Party in carrying out political socialization does not only come from the party but is handed over to the legislative candidates who take part in the elections in their constituencies or their mentors. The DPC of the Democratic Party is only a party organization as a vehicle for legislative candidates. The socialization provided is a motivator for the community by providing political values to community members so as to motivate them to participate in the political process. The approach taken varies depending on each region and the socialization is carried out together with programs so that they run well. The socialization carried out by legislative candidates is the approaches taken by the Democratic Party legislative candidates, such as the approach to socializing about community activities such as social programs, namely free treatment and providing assistance to community members who are difficult to get funds or release funds for road repairs such as asphalt or paving. . It is hoped that the public will be able to vote or support the Democratic Party and its legislative candidates.

Imaging Strategy, a. a direct approach, the Democrat Party also uses good communication with the community to attract votes and win the 2019 legislative general election in Malacca Regency. But the question is what kind of good communication the Democrats used in winning yesterday's election. Of course, other political parties also use communication to attract votes. In particular, the political communication carried out by the Democrats with the public is different from the communication carried out by other political parties. From that difference, it creates more value in the hearts of the people. The communication carried out by the Democrats is by going directly to the community to carry out social activities such as mutual cooperation. Activities like this are more powerful for Democrats to be closer to the people as voters. Democratic cadres, especially legislative candidates who will enter the political battle for seats in the Legislature, are very intense in participating in social activities. b. Indirect approach, The power of mass media (powerful media) to influence the audience, has contributed a lot in the formation of public opinion. The ability to multiply political messages in the mass media has an impact on changing voter behavior. Therefore, for the political elite who want to fight for the seat of power, they will try to use the mass media for the purpose of publication and image formation. Media in any form is a candidate's communication channel to an audience that is said to be effective and efficient in the modern campaign period.

Character Strategy, a. Character Quality, 1. Seeing Figures, Figures are very important in the context of attracting sympathy or influencing the community, where figures have a very large influence in gaining votes. The issue of social status so that the figure is respected in the community, or economic status, religion and so on is needed. But the most important thing is that the Democratic

Party in choosing a figure as a candidate sees how much work he does for the community and for the party and also the most important thing is how much influence he has on the community. The problem is the existence of social status so that the figure is respected in the community. 2. DPD conducts early nominations. Before determining the candidates, the Democrats conduct early nominations of all cadres who are known to want to compete in the general election, especially in the 2019 Legislative election in Malacca Regency. There are several ways that Democrats do in conducting early nominations. Several things were done in between. First, the Democrats conducted a survey of prospective candidates by looking at their track records and how they affected the community. After seeing everything, the chairman of the Democratic DPD and the Winning Team chose candidates who were considered to have more value than the others. Second, then the next method used by the Democrats is to divide the candidate candidates because in one electoral district there are several sub-districts in which there are several who want to propose themselves as candidates. Which ones are good and which ones are not, which ones are influential and which are not or in other words which ones have the greatest potential to attract votes and win the election, that is what is taken as a candidate. b. Attitudes of Party Leaders, People have different views with SBY's figure who was the first to run for office, people think that SBY can be a leader who is different from other candidates, able to pay attention to the community, protect the community, be a role model and there is boredom from the community with the same candidate. Of course, when SBY appeared, many people switched and it was proven by the election of SBY as the sixth president

IV. CONCLUSIONS

The Malacca District Democratic Party in the 2019 Legislative Election used offensive strategies, defensive strategies, imagery and characterization. Where the offensive strategy uses a market expansion strategy to form a new group of voters by lighting up the political base of the opponent's mass base. Ability to create new innovations in conducting campaigns. Offensive strategy played by the entire team which includes the Democratic Party Team, Volunteer Team and other small teams. While the defensive strategy used by the Democratic Party in the 2019 Legislative Election, namely the Democratic Party, took an intense and continuous approach without being tired. This approach is useful for introducing the Party and its programs and also introducing prospective legislative candidates. Imaging Strategy, the Democratic Party also uses communication, namely in the form of socialization, meeting directly with the community and conducting campaigns through electronic media, newspapers and radio to attract votes and win the 2019 legislative general election in Malacca Regency. Character strategy, the figure of Susilo Bambang Yudhoyono (SBY) as a builder of the Democratic party, his expertise in building an image (as a polite, honest and benevolent leader), who loves the community. The Democratic Party first conducts a survey and selection of the figures who will enter the fight in legislative elections.

References

- Ari Darmastuti dan Tabah Maryanah, 2004, Sistem Kepartaian dan Pemilu di Indonesia, Bandar Lampung. 2004 2(3), 5.
- Arifin, Anwar. Pencitraan Dalam Politik. Surabaya: SIC, 2004 (7), 102.
- Bambang Sunggono, Metodologi Penelitian Hukum, PT Raja Grafindo Persada, Jakarta, 2003 (13), 43.
- Fahrianoor, 2020, MetaCommunication; Journal Of Communication Studies is a Scientific Journal, Published by the Department of Communication, Faculty of Political and Social Sciences, Universitas Lambung Mangkurat; Strategi Pencitraan Partai Demokrat Wilayah Kota Banjarmasin Saat Pemilu Tahun 2019 (11), 38-50.
- Mukti Fajar ND dan Yulianto Achmad, Dualisme Penelitian Hukum Normatif & Empiris, Pustaka Pelajar, Yogyakarta. 2010 (12), 192

Nimmo,dkk. Komunikasi Politik, khalayak dan Efek. Bandung: PT Remaja Rosdakarya.2001 5(6), 121.

Sigit Pamungkas, , Partai Politik Teori dan Praktik di Indonesia, Graha Ilmu. Yogyakarta. 2004 (4), 5.

Yulia Istitania, 2020, Strategi Komunikasi Politik Partai Demokrat Jawa Timur Dalam Meraih Dukungan Suara Pada Pileg 2019 dalam bentuk Jurnal, Tahun 2019, (10), 071511533029.

Soerjono Soekanto, Pengantar Penelitian Hukum, Jakarta: UI-Press,1986 (15), 12.

Undang-undang Dasar Negara Republik Indonesia tahun 1945 (9)

Undang-Undang Nomor 8 Tahun 2012 tentang Pemilihan Umum Anggota Dewan Perwakilan Rakyat, Dewan Perwakilan Daerah, dan Dewan Perwakilan Rakyat Daerah (8)

Undang-Undang Nomor 17 Tahun 2017 tentang Pemilihan Umum (14)

Undang-Undang Nomor 02 tahun 2018 Tentang partai politik (1)