

# Democratization of Partai Keadilan Sejahtera (PKS) Through Political CSR in The DKI Jakarta Regional Election 2017

Suraya Mansur  
Magister of Communication Studies  
Mercu Buana University  
Jakarta, Indonesia  
[Suraya.suraya@mercubuana.ac.id](mailto:Suraya.suraya@mercubuana.ac.id)

Evi Ganis  
Magister of Communication Studies  
Mercu Buana University  
Jakarta, Indonesia  
[eviganis@yahoo.com](mailto:eviganis@yahoo.com)

**Abstract—The Aims of this study to answer how the strategy of corporate social responsibility in keeping the constituents and what obstacles exist in the Election of Regional Head of DKI Jakarta in 2017? This study uses the theory of Political CSR that has emerged in the 2009 democratic election process in Indonesia. Political CSR Strategy has been used by the Partai Keadilan Sejahtera in political campaigns since the 2009 elections. This study uses the Constructivist paradigm. Research method with qualitative case study method. The key informants of this research are (1) Mardani Ali Sera M.Eng., Chairman of the Success Team of the candidate pair of Anies-Sandi.; (2) Ledia Hanifa Amaliah, One of the spokespersons of candidate pairs for Anies-Sandi; (3) Rahmat, Secretary at the Election Winning Body (Bappilu) DPP PKS; (4) Dddy Syahrul, General Manager of Ashidiq Cater Aqiqah. The data collection technique uses in-depth interviews, observations and documents. The data validity technique uses source triangulation. The data analysis technique begins with data reduction, data display, verification and conclusions. Finding: PKS strategy in the democratic process of regional elections in DKI Jakarta prioritizes sustainable programs as a form of party social responsibility as the implementation of the slogan "blessing for the people". PKS intensifies service activities for the community institutionalized in the form of a wing organization (wajihah). Implication: PKS must get closer to the media so that the PKS program through political CSR will change the image of PKS which was previously exclusively an open party.**

**Keyword:** Prosperous Justice Party (PKS), Regional Head Election, Political CSR, Political Communication

## I. INTRODUCTION

The democratization process in Indonesia is very dynamic, especially when concurrent elections are held, both in presidential elections and in regional head elections. All Indonesian people use their voting rights simultaneously to elect regional heads and presidential candidates.

Many researches had been done regarding the process of democracy, as was done by Kasian Tejapira [1]<sup>1</sup>, that Thailand's "Democratic Regime of Government with the King as Head of the State" so as to appeal to heaven for divine political intervention. One of the democratization processes is the process of regional head elections. This has also been investigated by Agus Trihartono [2]<sup>2</sup> regarding Beyond Measuring the Voice of the People: The Evolving Role of Political Polling in Indonesia's Local Leader Elections. In the democratic process that occurred in Malaysia for 54 years in Sabah and Serawak seen from the existence of domination, constellation and accommodation [3]<sup>3</sup>.

The Election of Regional Heads (Pilkada) in DKI Jakarta in 2017, has attracted lot of public attention, mass media, politicians, community leaders, and foreign parties, for example in The Wall Street Journal [4]<sup>4</sup>. In regional head elections, political parties campaign through new media, such as research conducted by Afdal Makkuraga Putra [5]<sup>5</sup> in Banten. Study of Endah Murwani about The Impression Management Strategy of the Candidates of Governor-Vice Governor of DKI Jakarta on Social Media [6]<sup>6</sup>.

Many parties fight in the elections, including the Prosperous Justice Party (PKS). In the first round of the DKI Jakarta Regional Head Election (Pilkada), the PKS dueted with the Great Indonesia Movement Party (Gerindra) carrying Anies Rasyid Baswedan and Sandiaga Salahuddin Uno. Likewise in the second round, there were many political communication strategies carried out by both sides of the candidate pairs who competed in the DKI Jakarta regional election. One of the strategy that is carried out as with cheap basic food bazaar programs, health services and entrepreneurship program training (OKOce) and so on, which adopt Corporate Social Responsibility (CSR).

DKI Jakarta residents were shocked by posts on social media, the issue of cheating on distributing basic necessities until the early hours of the morning carried out by the incumbent team [7]<sup>78</sup>, Basuki Tjahaya Purnama's statement, "I do not like to distribute basic necessities especially social services". Had happened cases of reporting each other [8]<sup>89</sup>.

Companies and political parties are both organizations, according to Max Weber [9]<sup>9</sup>, an organization is a system of interpersonal activities that have certain intentions designed to harmonize individual tasks, so if political parties are prone to corruption in the interests of the party, it turns out that the CSR concept can be adopted by political parties. The concept of political parties' CSR is more likely to persuade voters' attitudes. An interesting phenomenon has led the election in America, namely that not all elections in the democratic party use campaigns. Several stages of elections in the democrat party specifically conduct marketing and sales of products that are politically (latently) using various instruments that characterize the party's distinctive characteristics. Among the most prominent of the campaign practices of this model is the use of interest groups that describe the characteristics of democrats [10]<sup>101112</sup>.

This political activity also influences economic decision making. The CSR activities used in political campaigns also have implications for the economy. This was also expressed

by Teresa S. Encarnacion Tadem [13]<sup>13</sup> in her research on The Rise and Fall of Virata's Network: Technocracy and the Politics of Economic Decision Making in the Philippines.

According to Mardani Ali Sera (interview, October 17, 2017) the topic of political CSR is a small contribution to nation-building. One public institution trying to build its social responsibility is linked to a framework of political victory. The study of Hayes and Mc Allister (1996) in the United Kingdom, shows the voters' traditional loyalty to political parties has declined since the 1960s, this fact has made political parties compete very hard in making political issues and work programs that they offer to the public. Political competition that was once filled with ideological nuances now shifted to the ability of parties and contestants to solve the problems faced by voters.

As explained in the research background, the researcher can emphasize that the focus of this research is: How is the strategy of corporate social responsibility in safeguarding constituents in the 2017 Jakarta Regional Head Election (Pilkada). How are the obstacles to the implementation of corporate social responsibility strategies in maintaining constituents in Election of Regional Head of DKI Jakarta in 2017?

The political communication strategy [14]<sup>14</sup><sup>15</sup> carried out by political parties must adjust to the political system in Indonesia. Almond [16]<sup>16</sup><sup>13</sup> sees political communication as one of the inputs that determines the functioning of all functions in the political system. Political communication is all social symptoms including communication and political symptoms, interrelated influences.

Existing networks are used by political parties to influence each other. As the results of Naruemon Thabchumpon's research[17]<sup>17</sup>, that the People's Alliance for Democracy (PAD), with its members labeled the "Yellow Shirts," and the United Front for Democracy against Dictatorship (UDD), or the "Red Shirts." Each of the two foes, typically considered as just a social movement, connecting a wide network of supporters from many quarters. The network in Asian Politics was also expressed by Khoo Boo Teik and Onimaru Takeshi [18]<sup>18</sup>.

Communication strategies are very important to analyze, because the strategy not only determines the political victory of competitors, but also affects the party's vote acquisition. Strategy provides several benefits through its tactic activities that are able to build and create strength through continuity and consistency. In addition, a clear and mutually agreed strategy direction will lead to tactical planning that is easier and faster [19]<sup>19</sup>.

Theoretically CSR is the core of business ethics, where a company does not only have legal economic obligations to shareholders, but the company also has obligations to other parties, who have an interest. Even though at present, the concept of CSR concerns many business interests, political parties as organizations are at least similar to companies. The party carries out social responsibility, by building an economic community, community cooperatives. For the community, it will be easier for them to develop small and medium scale economies, for political parties to get vote support in various activities, both during elections and outside elections. Political CSR is intended to collaborate

company ideas into the political sphere, moreover the concept of consumers for companies is not much different from the concept of constituents in politics [20]<sup>20</sup>.

Political parties have a need to exist in the long term, so a strategy is needed to build a reputation, not just an image. Reputation is a value that is given to individuals or countries. Reputation cannot be obtained in a short time because it must be built for years to produce something that can be assessed by the public. Reputation also survives and sustainable when it is a system of words and deeds [21]<sup>21</sup>.

One political party can survive or not depends on the success of bringing its cadres in legislative elections, regional elections, even presidential elections. This success depends on the communication strategy. Companies and political parties, both organizations. Political parties can adopt the Corporate Social Responsibility strategy as their communication strategy. Social Responsibility or party social responsibility is a form of implementation of the tagline which is political communication. The description of the social responsibility of political parties in the form of programs carried out by the party. Sustainable programs to maintain constituents [22]<sup>22</sup>.

## II. METHOD

This study uses a constructivist paradigm. The Research Method uses qualitative descriptive case studies [23]<sup>23</sup>. In this study there were 4 informants, as follows: (1) Dr. Mardani Ali Sera M.Eng., Success Team Leader of the Anies-Sandi candidate pair in the Election of Regional Head of DKI Jakarta, 2017. (2) Ledia Hanifa Amaliah, S. Si, M. Psi.T, one of the spokesmen for the candidate pairs for the Anies-Password Election of Regional Head of DKI Jakarta, in 2017. (3) Grace, Secretary at the Election Winning Body (Bappilu) DPP PKS, expert staff Mr. Khairul as Chairman of DPP PKS Bappilu. (4) Deddy Syahrul, General Manager of Ashiqiq Cater Aqiqah, Cadre who is active in activities.

Primary data collection techniques using in-depth interviews and observations. While the secondary data uses documents and literature study. Data analysis techniques used are as follows: Data reduction, data display or data presentation, conclusions and verification. The technique of checking the validity of the data in this study is Triangulation. Researchers can recheck their findings by comparing them with sources, methods, or theories [24]<sup>24</sup>.

## III. RESEARCH RESULT

PKS President, Sohibul Iman, at the PKS faction leadership meeting in Indonesia, at Sahid hotel, Sahid hotel 24/4/17, explained that "DKI Effect" can improve PKS positioning in the middle of the public. At present PKS is being judged by the public to have the best performance, as a form of appreciation for PKS victory in the DKI Jakarta regional election. This election can be used as a vehicle to show the beauty of Islam to people who love and respect differences as an essential part of humanity [25]<sup>25</sup>.

According to Mardani Ali Sera [26]<sup>26</sup>, "the phenomenon of a Basuki Tjahaya Purnama, who is able to fascinate around 30-40% of DKI voters. This is interesting because what happens in DKI can be seen as the future of Indonesian politics. All know "Ahok" is not a Betawi person, or

Javanese as a majority tribe, also not from the majority of religions and races, with a strict character, some perceive it loudly, uncivilized and seem rude, but public support in some surveys is close to 70% Among those who like and really like "Ahok", ranging from brave characters against the DPRD, maintaining the budget to reforming the bureaucracy and working to present public services to the people of DKI, position "Ahok" as the strongest candidate re-elected in the 2017 Pilkada. Jakarta has also become a barometer of national political power. Often called DKI 1 equivalent to RI-3 (under the President and Vice President). Whose becomes the Governor of Jakarta, is a big opportunity to become a national figure. Mr. President Joko Widodo, won the 2012 DKI gubernatorial election and won the 2014 presidential election, the simultaneous 2017 Regional Head Election was very strategic, because the winner had the opportunity to bring influence to the 2019 people's party which will take place at the same time the Pileg and the Presidential Election (interview 10-17/17).

According to John Kenneth White for the past 50 years, there has been a consensus, which states that political parties are so important in the success of government and there are 2 paradigms of the most important political parties that emerged in the 20th century, namely rational and efficient approaches to party responsibility. Why? because the state is a facilitator, political parties must be recognized as a product of a democratic state, without democracy, it is impossible for a party to be appropriate for political parties to work, assist, guide and develop people's potential in constituents [27]<sup>27</sup>.

Mardani Ali Sera, revealed that there are 4 main factors that can increase the sense of public satisfaction with the party: (1) Realizing an "island of integrity party", is a party that can show cadres, trustees in the legislature and executives are those who have integrity, unite words with deeds. (2) Realizing the "merit system" in the party. The best quality cadres have the opportunity to get promotions, nominations, so there must be a system, procedures and processes that provide opportunities for qualified cadres to be encouraged and assisted to become party representatives in managing the State. (3) Realizing "Pro active political party", recruiting the best people on their fields.

Sitaesmi S. Soekanto, confirmed the existence of "cell system" in the PKS regeneration system, when comparing PKS with "the rulling party" from Turkey, AKP (Adelet Ve Kalkınma Parti), the similarities between the two parties in their characteristics that the Islamist post was characterized by tolerance, flexibility, openness and inclusiveness [28]<sup>28</sup>.

Marketing Public Relations (MPR) in the PKS organizational structure does not stand alone as a division or stand-alone part. The PKS MPR activities are carried out by cadres and party structures, both of which are carried out through 2 agendas: (1) Sustainable agendas, namely community service activities, community development activities, social service activities, economic service activities, health activities. (2) 5-year agenda, direct marketing, event, media relations and attributes through a structured institution called liqo [29]<sup>29</sup>.

PKS [30]<sup>30</sup> gets around the relatively small number of seats in parliament by intensifying service activities to the community which are then institutionalized in the wing organization (wajihah). PKS believes that the public can look at which parties work for the people and which ones do not. Communities that once intersect with PKS work programs, which will later become a potential voice for PKS. General elections (Pemilu) and democracy become expensive if they focus on buying votes, support and influence. But everything becomes cheap if you produce charity, if you sincerely build party strength based on charitable charity (service), and empowerment work. Politics becomes cheap if it can synergize with social institutions, services, education and the economy of the people who have been diligently building people through working without news, without figures and selfless.

#### IV. CONCLUSION

"DKI Effect" improves PKS positioning in the middle of the public. At present PKS is being judged by the public to have the best performance, as a form of appreciation for PKS victory in the DKI Jakarta regional election. Only this time the candidate pair carried by PKS won, since the DKI gubernatorial election was carried out directly in 2007. The first round and the second round of the DKI Jakarta Pilkada had 21 wings, together with cadres implementing micro campaign strategies, campaigns with clear data and valid about problems and solutions in each electoral district, for example the base of the Community Unit (RW), Neighborhood Unit (RT), community, association with specific expectations can be seen from its commitment to the program being run. As a religious movement-based cadre party, the cadre's role becomes very important because it becomes a party machine. Cadres become someone who has personal social responsibility (PSR).

Ascetic politics is to be a party that is able to display optimal performance by providing examples of transparent financial management, making politics a place of struggle for values rather than transactional. Image that comes from the PKS tagline, which is Clean, Caring and Professional. Identity as a party that is "moderate Fundamentalism", accepts the discourse of nation state and democracy, compromises and cooperates with the system, avoids violence and believes in gradual change towards an ideal society. Recommendation: PKS Image in the eyes of the public is still exclusive, this image must be changed to an open party. PKS must use a wider variety of media, including social media in media relations.

#### ACKNOWLEDGMENT

This paper has been presented in International Conference on Democratisation in Southeast Asia

#### REFERENCES

- [1] <sup>1</sup> Kasian Tejapira. *The Irony of Democratization and the Decline of Royal Hegemony in Thailand*. Southeast Asian Studies, Vol. 5, No. 2, August 2016, pp. 219-237
- [2] <sup>2</sup> Agus Trihartono, *Beyond Measuring the Voice of the People: The Evolving Role of Political Polling in Indonesia's Local*

- Leader Elections*, Southeast Asian Studies Journal, Jepang, Vol. 3. No. 1. April 2014, pp. 151-182
- [3] <sup>3</sup> Faisal S. Hazis. Domination, Contestation, and Accommodation: 54 Years of Sabah and Sarawak in Malaysia. In “Divides and Dissent: Malaysian Politics 60 Years after Merdeka,” edited by Khoo Boo Teik, special issue, Southeast Asian Studies, Vol. 7, No. 3, December 2018, pp. 341-361.
- [4] <sup>4</sup>[http://internasional.kompas.com/read/2017/02/16/15472401/ini\\_kata.media.asing.tentang.hasil.pilkada.dki.jakarta.](http://internasional.kompas.com/read/2017/02/16/15472401/ini_kata.media.asing.tentang.hasil.pilkada.dki.jakarta.), Jumat, 31 Maret 2017, pk. 18:57 wib
- [5] <sup>5</sup> Putra, A. (2011). Media Baru dan Fenomena Komunikasi Politik pada Pemilukada di Provinsi Banten 2011. *Ultimacomm: Jurnal Ilmu Komunikasi*, 3(2), 23-34. <https://doi.org/https://doi.org/10.31937/ultimacomm.v3i2.203>
- [6] <sup>6</sup> Murwani, Endah, The Impression Management Strategy of the Candidates of Governor-Vice Governor of DKI Jakarta on Social Media, *Jurnal Komunikasi*, Ikatan Sarjana Komunikasi Indonesia, Vo. 3 (2), 2018, p. 113-121
- [7] <sup>7</sup> <http://m.viva.co.id/berita.metro/873283-kampanye-di-wilayah-minim-pendukung-ahok-bagi-bagi-sembako>. Jumat, 31 Maret 2017, pk. 19:15 wib
- [8] <sup>8</sup> [m.jpnn/news/video-bagi-sembako-anies-dilaporkan-ke-bawaslu](http://m.jpnn/news/video-bagi-sembako-anies-dilaporkan-ke-bawaslu), Jumat, 31 Maret 2017, pk. 19:30 wib
- [9] <sup>9</sup> LittleJohn, Stephen, 2009, Theories of Human Communication, New York: Wadsworth, p. 362
- [10] <sup>10</sup> Adnan Nursal, 2004, Political Marketing Strategi memenangkan pemilu sebuah pendekatan baru kampanye pemilihan DPR, DPD, Presiden, Jakarta : Gramedia Pustaka Utama
- [11] <sup>11</sup> Sayuti, Solatun Dullah, 2014, Komunikasi Pemasaran Politik, Bandung : Remaja Rosdakarya
- [12] <sup>12</sup> Pawito, 2009, Komunikasi politik, media massa dan kampanye pemilihan, yoyakarta :Jalasutra
- [13] <sup>13</sup> Tadem, Teresa S. Encarnacion. The Rise and Fall of Virata’s Network: Technocracy and the Politics of Economic Decision Making in the Philippines. In “Political Networks in Asia,” edited by Takeshi Onimaru and Khoo Boo Teik, special issue, Southeast Asian Studies, Vol. 5, No. 1, April 2016, pp. 35- 71.
- [14] <sup>14</sup> Nimmo, Dan, 1993, Komunikasi politik : Kominikator, pesan dan media, Bandung, Remaja Rosdakarya
- [15] <sup>15</sup> Nasution, Zulkarnaen, 1990, Komunikasi politik suatu pengantar, Jakarta : Ghalia Indonesia
- [16] <sup>16</sup> Almond, Gabriel A & Sidney Verba, 1990, *Budaya Politik Tingkah Laku Politik dan Demokrasi di 5 Negara*, Bumi Aksara:Jakarta, p. 34
- [17] <sup>17</sup> Naruemon Thabchumpon. Contending Political Networks: A Study of the “Yellow Shirts” and “Red Shirts” in Thailand’s Politics. In “Political Networks in Asia,” edited by Takeshi Onimaru and Khoo Boo Teik, special issue, Southeast Asian Studies, Jepang, Vol. 5, No. 1, April 2016, pp. 93-113
- [18] <sup>18</sup> Khoo Boo Teik and Onimaru, Takeshi. Introduction: A Place for Networks in Asian Politics. In “Political Networks in Asia,” edited by Takeshi Onimaru and Khoo Boo Teik, special issue, Southeast Asian Studies, Jepang, Vol. 5, No. 1, April 2016, pp. 3-17
- [19] <sup>19</sup> Firmanzah, 2008, *Marketing Politik, antara Pemahaman dan Realitas*, Yayasan Obor Indonesia: Jakarta
- [20] <sup>20</sup> Dedi Kurnia Syah Putra, 2015, *Komunikasi CSR Politik, Membangun Reputasi, Etika dan Estetika PR Politik*, Jakarta : Prenada Media Group
- [21] <sup>21</sup> Arifin, Anwar, 2011. Komunikasi politik, Yogyakarta : Graha Ilmu
- [22] <sup>22</sup> Baswedan, Anies Rasyid, 2004, Political Islam In Indonesia, Present And Future Trajectory : Asian Survey, Vol 44, No. 5, 669-670
- [23] <sup>23</sup> Moleong, Lexy J. 2004. *Metode Penelitian Kualitatif*. Bandung : PT Remaja Rosdakarya
- [24] <sup>24</sup> Mulyana, Deddy, 2013, Metode penelitian komunikasi, Bandung : Remaja Rosdakarya
- [25] <sup>25</sup> Machmudi Yon, 2008, Islamising Indonesia : The Rise Of Jamaah Tarbiyah And The Prosperous Justice Party (PKS), Canberra ANU E.Press
- [26] <sup>26</sup> Ali, Sera Mardani, 2017, *Menangkap masa depan politik Indonesia*, Jakarta : TIM MAS
- [27] <sup>27</sup> John Kenneth white, 2009, *Barack Obama’s Amerika, How New Conceptions Of Race, Family And Religion Ended The Reagan Era*, United States of America, The University of Michigan pers
- [28] <sup>28</sup> Ujang Rusdianto, 2015, CSR Politik, Membangun Reputasi, Etika Dan Estetika PR Politik, Jakarta: Prenada Media Group
- [29] <sup>29</sup> Matta, Anis, 2013, *Momentum Kebangkitan*, Jakarta : Bidang Arsip Dan Sejarah Sekjen DPP PKS
- [30] <sup>30</sup> Muhtadi, Burhan, 2012, Dilema partai keadilan sejahtera suara dan syariah, Jakarta : Kelompok Penerbit Gramedia