

Digital Public Relations Campaign in Developing the Image of the Indonesian Solidarity Party (PSI) in the 2019 General Election

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ABSTRACT

The development of the reform era in Indonesia is certainly accompanied by the need for greater political participation and demands the institutionalization of a several new channels, including the formation of new political parties. Until 2019, many political parties were formed and followed the General Election. One of them is the Indonesian Solidarity Party (PSI). In the 2019 elections, PSI became a new party that was able to gain success by passing the Election with a fairly high percentage. This success certainly cannot be separated from the Digital Public Relations Campaign strategy promoted by PSI. Therefore, by using descriptive qualitative research methods, the writer wants to describe how the Digital Public Relations Campaign's influence in developing the PSI image in the 2019 Election. The purpose of this research is to discover the Digital PR Campaign that is applied in developing the PSI image, find out how the digital design messages, and find out the supporting and inhibiting factors of delivering Digital PR Campaign messages. The data analyzed were the results of interviews with three PSI representative sources, direct observation of the results of the PSI digital campaign, as well as a review of documents relating to PSI. The results of this study indicate that PSI has implemented the stages of Public Relations optimally and pays attention to what are the important elements of the success of a PR Campaign so that in the end the Digital PR Campaign has a positive impact on the image of PSI in the 2019 Elections.

Keywords: *Public Relations, digital, campaign, image of political parties*

1. INTRODUCTION

As time goes by, the dynamics of political parties in Indonesia are changing. The fall of the New Order marked the beginning of a new era in Indonesian history. This era is called reform with a more democratic political system. The development of this reform era is accompanied by the need for greater political partition it demands the institutionalization of a several new channels, including the formation of new political parties. Until 2019, many political parties were formed and followed the General Election. One of them is the Indonesian Solidarity Party (PSI). The Indonesian Solidarity Party (PSI) was established on November 15, 2014. This party carries a platform on solidarity, religious plurality, ethnicity, and nation. One of the objectives of PSI is to change the image of old politics into organized politics and to become a vehicle for building the nation. In the 2019 elections, PSI was able to gain success bypassing the election at the highest percentage of women's representation, at 66.66%. Also, based on the results of the survey agency Y Publica quoted from the

Web PSI, PSI is considered as the party that most closely matches the tastes and aspirations of young people with the percentages: PDIP (23.9%), Gerindra (11.2%), Golkar (5, 4%), Democrats (5.4%), and PSI (5.1%). If you look at the success of PSI, there is a big role for the optimal Public Relations system to establish good relations with the target audience. According to Jefkins [1], Public Relations is a form of communication planned, both inside and outside, between organizations / companies / institutions with the general public to achieve goals and mutual understanding. According to Bernays (1952), three main functions of Public Relations, among others:

- a) Providing explanations and enlightenment to the public
- b) Conduct persuasion to change people's attitudes and actions directly
- c) Make efforts to integrate the attitude of a body or institution by with the attitudes and actions of the community or vice versa.

The role and function of Public Relations are then realized through the Public Relations Campaign. This PR campaign can be done through digital PR which uses more internet-based media. In addition to being quite broad in scope and able to keep abreast of technological developments, this digital PR can help develop PSI's image and carry out PSI's mission and vision. In his research, Karomani, et al [2], stated that the Public Relations Campaign is an effort that aims to increase awareness, knowledge, and attract the attention of the target audience so that positive perceptions or opinions are formed on the activities of an organization. In the 2019 elections, PSI succeeded in forming a positive image of the public even though it was declared a new party. According to Imran [3], with the formation of a positive image, the next stage is expected to influence the cognitive and affective aspects of the public, which ultimately leads to the decision to support. In its implementation, PSI uses digital media, such as Websites, Youtube, and Facebook as one of the Public Relations Campaign strategies. Therefore, this campaign is called the Digital Public Relations Campaign. Based on the description of the success achieved by PSI in the 2019 Election, the focus of this research is how the Digital Public Relations Campaign influences in developing the image of the Indonesian Solidarity Party (PSI) in the 2019 Election. The purpose of this study is to discover the Digital PR Campaign that is applied in developing the PSI image, find out how the digital messages are designed, and know the supporting and inhibiting factors of the delivery of the Digital PR Campaign message.

2. RESEARCH METHODS

In this study, the authors used a qualitative approach. Meanwhile, the research method used is descriptive. In this study, the authors collected data in three ways, namely structured interviews with three speakers from the Indonesian Solidarity Party (PSI), observation, and documentation. Meanwhile, data analysis techniques in this study through data collection, data reduction, data presentation, and concluding (Miles and Huberman in [4], To test the validity of the data, the author triangulated [4].

3. DISCUSSION RESULTS AND FINDINGS

The Indonesian Solidarity Party (PSI) was established on November 15, 2014. PSI was born with a platform on solidarity, religious plurality, ethnicity, and nation. PSI was made with to bring politics closer to the values of virtue so that statesmen were born whose whole thoughts and actions were based on greater importance for the nation and state of Indonesia. Besides, PSI also has the objective to respond to the tendency of socio-political changes in the new generation. According to PSI, the new generation generally hopes that there will be leaders who can be trusted, have integrity, care for the people, and are competent.

Reporting from the PSI website, leadership in the party rests on the principle of realistic democratic leadership, namely polyarchy or leadership by many people. The party chairman does not receive incentives for being a national leader to avoid party politicization and for the benefit of the leader himself. The principle held by PSI is "the leader who will be the people's representative in the DPR / DPRD is anyone who meets the leadership criteria". Through this principle, PSI and its management only give birth and organize these leaders to answer the hopes of a new political generation. Besides, PSI also provides a portion of 30% for women to be active in the world of politics so that the PSI political movement also includes political decisions taken through the active involvement of women. In carrying out its politics, PSI has a vision and mission. The vision of the PSI is Indonesia which is characterized by populist, humane, diverse, fair, progressive, and dignified. Meanwhile, the mission of PSI, among others :

- a) Build national power through an ideological, organized, and structured political leadership,
- b) Promote political struggle with the value of national solidarity continuing the reform and democratization agenda,
- c) Rebuilding the spirit of republicanism, rebuilding the scattered nationalism, replanting the seeds of idealism, rebuilding fortresses of diversity and rebuilding the foundations of cooperation,
- d) Encourage Indonesia's dignity in international relations, according to the principle of free and active politics by looking at developing international geopolitical conditions.

Table 1. Profile of Interview Interviewees

Interviewees	Name & Position	Information
Interviewees (1)	<u>Sumardy</u> (Chairman of the PSI Party Advisory Council (DPP) and Chairman of the 39-year old PSI Campaign Team)	originated from Medan, North Sumatra. S studied economics at the University of Atma Jaya in Yogyakarta and a Masters in Management at Gadjah Mada University. S joined PSI with the intention to convey his innovation as a young child. S feels that politics is so dry without young people's innovation. S is determined to bring PSI to hear, feel, and involve young people throughout Indonesia to change Indonesia's political world. At present, S serves as Chair of the PSI Party Advisory Council (DPP). He has held this position since 2015. In addition, S also serves as Chairman of the PSI Campaign Team.
Interviewees (2)	<u>Dave Jusen</u> (Secretary of the Cengkareng PSI Branch Management Board (DPC), 29 years old)	D, who was born in 1990, served as Secretary of the Cengkareng PSI Branch Management Board (DPC). He has held this position since 2018. D studied S1 in Civil Engineering and had worked as a Technical Support Engineer. D joined PSI with the aim of wanting to be involved in change in Indonesia. Currently, D is domiciled in the West Jakarta area.
Interviewees (3)	<u>Holimah</u> (Head of PSI's Social Media Section in Jakarta)	At PSI, H is the Head of PSI's Social Media Section in the Jakarta area. He has held this position for four years since 2016. H has a background as a teacher before joining PSI.

The use of digital media in Public Relations Campaign efforts in political parties has been widely carried out. One of them is by the Indonesian Solidarity Party (PSI). In the 2019 elections, PSI conducted campaigns through digital media, such as websites, Facebook, Instagram, YouTube, WhatsApp, etc.). According to the three informants, the main reason for using digital media as a campaign strategy was according to the target audience targeted by PSI, namely the middle class, progressive, and young people. This is supported by the fact that around 98% of young people in Indonesia have mobile phones and 71% of them access the internet every day [5]. The most influential social media on the positive results of PSI's Digital Public Relations Campaign is Facebook. According to sources, Facebook covers the most people. In addition, through the use of digital media in campaigning it can produce lower costs than having to campaign via TV broadcasts, moreover PSI is a new party whose funding sources are not as much as other major parties. PSI seeks to build a positive image as a party that does not have an old political style and comes with breakthroughs, such as an open selection of transparent legislative candidates involving experts from third parties as judges in the assessment of PSI's legislative candidates. In addition, PSI also built a positive image as a party with ideas, ideas and concepts about public policy, transparency and productive budget policies for the people.

PSI conducted this digital campaign with two approaches in the planning stage, namely planned and unplanned

Digital Public Relations Campaigns. A planned campaign is a digital campaign that has been prepared and has been based on research. In the planning stage, PSI conducted this digital campaign with two approaches, namely planned and unplanned Digital Public Relations Campaigns. A planned campaign is a digital campaign that has been prepared and has been based on research. Usually this planned campaign takes approximately one to two months of preparation. Meanwhile, unplanned campaigns focus on riding the wave or campaigns that adjust to current social media issues. One example is if there is one pair of candidates who make lies, PSI will quickly send an "award" to one of the candidates. this aims to get PSI to get significant publicity and steal public attention.

PSI conducts campaigns in two ways at the action and communication stage, namely campaigns in the field and campaigns through digital media. In campaign activities on the ground, PSI always conducts briefings through social media about what PSI is so that the PSI does not need to explain in detail. Briefings usually contain content about who the PSI is and ideas brought by legislative candidates. Based on this, the time spent on the campaign in the field was more for PSI to hear the community's aspirations. Meanwhile, the Digital PR Campaign is not just an introduction but also offers political alternatives to Indonesia's voters. PSI also runs a digital campaign by looking at people's responses to the PSI concept. Then, get acceptance from the community and get administrators with the digital campaign.

At the Digital PR Campaign, PSI uses more common language and focuses on issues (such as anti-corruption issues, tolerance, oversight of DPR members' work, clean budgets, and modern urban programs) that are appropriate for young people. In addition, messages on Instagram and Facebook are of course presented through pictures, in the form of infographics or short videos of the campaign. On Twitter it is more about interacting directly (opening the main dialogue) with the public. PSI also concentrated on interactions with the public, where PSI parties received input and discussion from the social media accounts of legislative candidates or parties. This discussion mainly uses Whatsapp media. All of this can be accessed and asked directly to the board member. In addition, PSI also opened a faction in the DPD office for people who wanted to come directly. In addition, in running this Digital Public Relations Campaign, PSI tries not to do it within a certain period. However, continuously. According to one source: *In a way, the Digital PR Campaign is PSI's main content that produces publications everywhere (...) on PSI. Digital is our daily breath. We have a target to always create content every day because that is the true nature of social media. Voters want to continue to hear about PSI and they want to continue to be able to interact with PSI. This makes PSI must always be present every day on social media to show the direction of movement and party struggle (...) there is no time limit because at PSI. Digital is everyday and never ending planning and execution. Digital is the*

breath and blood of the party, because we believe digital is also the breath and blood of our voters

Based on the theory carried by Ruslan [6], there are several elements that can influence the success of the PR Campaign. Among other things, the target public and the scope of the campaign. In the 2019 election, PSI determined three main groups that were targeted public, namely all mainstream online media, online users, especially young people and women. According to one informant, the three groups are expected to become PSI PR Agents in all online media channels that PSI has. Meanwhile, in the scope of his campaign, PSI determines nationally. However, the PSI Digital PR Campaign is running quite well, especially in big cities with adequate infrastructure. This is because access to social media is quite large and easier.

At the evaluation stage, PSI always evaluates the ongoing Digital PR Campaign, and even evaluates it before the election is over. One of the speakers said that evaluation is always done every week about brand image and digital achievement in various media, both in terms of awareness, reach, impression, and engagement with PSI content and official pages on Facebook, Instagram, Twitter and YouTube. This aims to ensure that corrective measures can be taken by PSI if there are things that are not in accordance with the objectives. According to Lindenmann [6], evaluation of Public Relations is carried out by measuring the program's outputs and outcomes based on the objectives set previously. In the 2019 election, PSI received output in the form of the number of fans, the number of engagements, the number of views, the number of shares, and digital volunteers. Meanwhile, the outcomes are in the form of a strong PSI image as a young party that is young, progressive and full of new ideas and PSI is superior in terms of digital performance compared to other parties and has enough seats in West Jakarta. Overall, the Digital Public Relations Campaign achieved positive results for PSI. This is supported by the statement of one of the speakers, namely: Very positive. Because PSI also has limited finances to advertise TV, PSI has since been founded focusing on image development through digital and PSI's image is more contributed by the digital performance of the PS Campaign PR.

Through digital media, political campaign strategies will be better if through an optimal and appropriate approach in accordance with every element in society so that political campaigns through digital media can touch millennials in Indonesia more evenly, both in urban and rural areas.

4. CONCLUSION

Based on the results of the research above, the authors can provide the following conclusions:

- a) Digital Public Relations Campaign has a positive impact in developing a positive image of PSI in the 2019 elections. Digital media used include

Facebook, Twitter, Youtube, Instagram and also the PSI website.

- b) In the 2019 elections, PSI conducted a Digital Public Relations Campaign through two approaches, namely planned and unplanned campaigns. For unplanned focus on riding the wave.
- c) In the 2019 elections, PSI has optimally implemented the PR stages in conducting the Digital Public Relations Campaign, which starts from research using digital media to conduct campaigns as part of seeing the public response to the concepts offered by PSI. Second, planning, through a concept that is well received by the community, is followed by a planned and unplanned approach. Third, action and communication, where PSI uses social media as a means to communicate, receive input, or discuss with the public. Meanwhile, evaluation is done every time to see its outputs and outcomes. The outputs obtained by PSI include the number of fans, number of engagements, number of views, number of shares, and digital volunteers. The outcomes are seats in the legislature and PSI's strong image as a young party that is young, progressive and full of new ideas.

From the conclusions of the above research, the writer wants to give the following advice:

- a) This research has not been able to explore in depth the various problems that occur or the factors that hamper the use of digital media in carrying out political campaigns. Therefore, further research needs to be conducted to reveal the problems that occur in the use of digital media when carrying out political campaigns.
- b) Political campaign strategies through digital media will be better if through an optimal and appropriate approach in accordance with every element in society so that political campaigns through digital media are able to touch millennials in Indonesia more evenly, both in urban and rural areas.

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