

Analysis of the Political Party Position Decline in District Representative Council (DPRK) in the 2019 Election

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ABSTRACT

The research is an attempt to investigate the causes of the decline of the Aceh Party in the possession of the seats in the local Legislative Assembly (Regency People's Representative Council/ DPRK) for 3 periods of elections. In 2009, the party won 32 seats, 2014 only won 26 seats and in 2019, the party could only secured 14 seats. This study applied political marketing theory and the data were collected by qualitative method. Several key informants were interviewed. The finding of this research were that, the causes of the decline of the people trust in the Aceh Party were due to the vote's calculation system, Sainte Lague. Then, the Party had failed in carrying out a structural and systematic political education among its supporters. It had pay more attention to the elite's interest than the peoples'..

Keywords: Analyze, Election, Aceh Party, Political Marketing

1. INTRODUCTION

The party system in Indonesia has a long history. In the post-revolutionary era, the party system experienced a period of party *boom*. However, the large number of parties caused instability in all sectors. Political party reforms began during the New Order era by carrying out the function of multi-party into several parties and reducing party power. The political party system in Aceh Province has a very important difference from other regions in Indonesia, the presence of local Aceh political parties has made a new color in the elections. This process occurred because there was a turbulent conflict between GAM and the Government of the Republic of Indonesia, so that in 2005 a peace agreement was made between the two parties, and they

were again committed to knitting independence with pride. The Acehnese hope that their inspiration will be heard and that their aspirations will be channeled through the existence of local political parties [1]. The Helsinki MoU was stipulated in the administration of the Aceh Government. The Aceh Government Law (UUPA) Number 11 of 2006 [2], which in the Aceh Government Law (UUPA) in articles 75 to 95 discusses the rules and roles of local political parties in Aceh. This regulatory capacity was strengthened by the issuance of Government Regulation Number 20 of 2007 concerning Local Political Parties in Aceh. In the 2019 general election, there were four locally-based political parties in Aceh, such as the Aceh Party (PA), Aceh Regional Party (PDA), Aceh Nanggroe Party (PNA), and Aceh People's Independent Voice Party (SIRA).

The most dominant party in Aceh which is locally based is the Aceh party. The Aceh Party is the great hope of the Acehnese people after the prolonged conflict in Aceh, the Aceh Party is expected to be a new direction and new hope for the Acehnese people to obtain prosperity, an increased economy and proper education, so that almost the majority of Acehnese people strongly support the existence of the Aceh Party. However, along the way, the Party, which is predominantly inhabited by former GAM, experienced a decline, starting from 2009 they got 33 seats out of a total of 69 DPRA seats, then dropped in the 2014 election, the Aceh Party got 29 seats out of a total of 81 DPRA seats, and in the general election in 2014 In 2019, the Party led by H. Muzakkir Manaf only won 18 seats with a total of 181 DPRA seats.

The decline in votes or support for the Aceh party occurred in the DPRA constituency in North Aceh (Dapil V), where in the elections held in 2009 and 2014 the Aceh Party's votes for the DPRA election in North Aceh managed to get 7 DPRA seats, while in the implementation In the 2019 election, the party's provincial-level Legislative seats fell drastically, only getting 4 seats. Many politicians and political observers have predicted the decline in the Aceh Party's vote. There are many factors behind the decline in the Aceh Party's votes in the 2019 Election. First, the Aceh Party's engine is no longer as solid and strong as in the 2014 Election. Second, the Aceh Party has experienced divisions in the Aceh Party. internally by giving birth to the Aceh National Party (PNA), Third,

The Aceh Party DPRK seats in North Aceh experienced a very drastic decrease in support, from 2009 to 2019 the Aceh Party DPRK seats were always reduced to at least 5 seats or more, even in the 2019 elections the DPRK seats were reduced to 12 seats, as shown in the table below this :

Table 1.1

ACQUISITION OF NUMBER OF ACEH PARTY SEATS FOR DPRK, UTARA ACEH REGENCY IN 2009 to 2019 ELECTION

NO	YEAR	ACQUISITION
1	2009 Election	32 Seats
2	2014 Election	26 Seats
3	2019 Election	14 Seats

Source: North Aceh KIP 2019

Even though the Aceh Party has experienced a decline in seat gains in the DPR Aceh Utara Regency, the Aceh Party has always been dominant among other local parties, as shown in the table below:

Table 1.2

ACQUISITION OF LOCAL PARTY SEATS FOR THE DPRK REGENCY OF UTARA ACEH ELECTION 2019

NO	Local Party in Aceh	Seat Gain
1	Aceh Party	14 Seats
2	PNA Party	4 Seats
3	PDA Party	0 Seats
4	SIRA Party	1 Seat

Based on the number of DPRK seats in North Aceh, the Aceh Party has always decreased seats in the North Aceh Regency. But the Aceh Party is always the highest among other local parties.

2. LITERATURE REVIEW

In carrying out Analysis of the Political Party Position Decline in District Representative Council (DPRK) in the 2019 Election, it is necessary to use studies and theoretical or conceptual foundations, as follow:

2.1. Local Political Parties

Local Political Parties in Article 1 number 14 of the UUPA provide opportunities for the Acehnese people to form a local-based political organization, so there are political rights for people who live in Aceh to form local-based political parties in fighting for the interests of members, society, nation and state through election of members DPRA/DPRK, governor/deputy governor, regent/deputy regent, and mayor/deputy mayor. Based on the provisions of Article 1 point 14 of the UUPA, it provides an illustration that the regulation only applies to the province of Aceh and is in accordance with the specific laws that exist in Indonesia. After the UUPA was ratified, many regions in Indonesia wanted to acquire the right to establish local political parties. However, until now, only Aceh Province has a local political party. The existence of local parties is only intended for the election of members of the Aceh People's Representative Council and Regency/City People's Representative Council, and the Governor of Aceh/Vice Governor of Aceh, as well as regents/deputy regents, and mayors/deputy mayors.

2.1.1. Formation of Local Political Parties

Locally based political parties as regulated in the UUPA in articles 75 and 76 so as to illustrate the special juridical strength for Aceh in the formation of local parties. the formation of local political parties based on Article 75 of the UUPA are as follows:

1. Residents in Aceh can form locally based parties.
2. Local parties are formed and established by a minimum of 50 (fifty) Indonesian citizens who are 21 (twenty one) years old and people who are Indonesian citizens who have settled in the province of Aceh and have at least 30% female representation (thirty percent).
3. Local parties are established based on a notarial deed that has a constitution and by-laws and also has a management structure.
4. Local party administrators with offices or secretariats based in Banda Aceh
5. Political party administrators are usually required to pay attention to the representation of women at least 30% (thirty percent).
6. Local political parties have names, symbols or symbols and pictures that are not the same as other political parties
7. Local political parties have permanent offices.
8. After being formed in order to be registered and legalized as a legal entity, the local-based political party must own at least 50% (fifty percent) in the district and city areas and 25% (twenty five percent) of the total sub-districts that are district areas. or the city of the political party. Based on Article 76 of the LoGA that local political parties that have met the requirements as referred to in Article 75 are registered and legalized as legal entities by the regional office of the Ministry of Law and Human Rights in Aceh whose scope of duties is in the fields of law and human rights, through the delegation of authority from the competent minister. The ratification of local political parties as referred to in paragraph (1) shall be announced in the State Gazette.

The process of amending the articles of association and then bylaws as well as names, symbols, pictures and local political party administrators to be registered at the regional office of the Ministry of Law and Human Rights in Aceh whose scope of work is in the fields of law and human rights

2.1.2. Goals of Local Political Parties

Locally based political parties in Aceh have objectives such as Article 78 of the LoGA including:

1. The realization of the dimensions of Indonesia's national ideals as contained in the preamble to the 1945 Constitution of the Republic of Indonesia
2. The development of the dimension of democracy that relies on Pancasila by upholding the sovereignty of the people

within the framework of the Unitary State of Indonesia.

3. Able to realize prosperity for all Acehnese people. The specific objectives of local parties in Aceh as contained in Article 78 paragraph (2) of the LoGA are: first, to create political participation of the people in Aceh in the administration of government. Second, raise the struggle for the ideals of local parties in the life of society, nation, and state that are adapted to the peculiarities of Aceh. The objectives of the local political parties based on Article 78 paragraph (3) of the UUPA must be realized constitutionally.

2.2. General elections

General election is a process in choosing people who will gain power in government. This general election is to create a democratic country. Then the leader or his deputy is won based on the dominance of the vote.

Elections are a means available to the public to represent their sovereignty as contained in the preamble to the 1945 Constitution. Elections are a means of democracy or media in choosing people's representatives in the MPR, DPR and DPR at the regional level which ultimately carries out the mandate that has been given by the community and determines politics and the running of government in a country [3].

The principles used in the implementation of the general election are as follows:

- A. Direct
Direct, meaning that the people as holders of voting rights vote directly in elections according to their own wishes without any representatives or intermediaries.
- B. General
General, meaning that the election is carried out by all people who are legal citizens and fulfill the requirements, so that they do not discriminate against religion, ethnicity, race, gender, class, occupation, region and other social status.
- C. Free
Free means that all people have equal opportunities in determining who is elected in political and democratic contestations without any coercion or pressure from any party.
- D. Confidential
Confidentiality means that in selecting the person who is given the mandate, no one can know at the time of the election.
- E. Honest
Honesty is interpreted according to the applicable laws and regulations, so all election organizers and also election participants must uphold the integrity and capability of the election.

F. Fair

Fair, defined as the right of voters and election participants to get the same treatment and free from fraud and political intimidation.

In addition to the principles mentioned above, elections also have a purpose and function. According to [4] there are three objectives carried out in elections, namely:

- a. Making a mechanism for selecting leaders to sit in government and as an alternative channel for public policy.
- b. Elections are a channel for transferring conflicts of interest or aspirations to elected representatives from parties that won seats in parliament so that the integration of the community can be guaranteed.
- c. Elections are a means of mobilizing or garnering public support for the state and government with the direction of participating in politics.

The election function according to CST Kansil and Christine ST Kansil is a democratic mechanism used in:

- a. Building and maintaining dimensions in aspects of democracy in Indonesia.
- b. Achieving a just and prosperous society.
- c. There is a guarantee of the achievement of the New Order's struggle, thus promoting the Pancasila aspect which strengthens the capacity of the 1945 Constitution.

This aspect is a very dominant goal in providing a quality election and producing a quality government.

2.3. Political Marketing

According to Firmanzah, Political Marketing is the concept and method of political market. Or in other meanings, marketing is a way that can facilitate someone in the political process. Marketing strategy of ideas, issues, initiatives, ideology, parties, candidate leaders and work programs in the political dimension to the public or the public [5]

The stages of the political marketing process used in the implementation of the 4Ps are:

1. Product means that political parties are political machines that can give birth to ideas or ideas, potential cadres, ideological descriptions and aspects that are able to strengthen the electability of a political organization.
2. Promotion is the concept of selling products through advertising, promotion, socialization and related to public relations which is created in such a way as a trending opinion in the political process so that it becomes famous.
3. Price, illustrates that the price in politics is integrity and electability which are the selling points for the

community. So the price is economically so selling self-image in order to get political support. Apart from that, in the context of political psychology, people are seen as voters. In addition, the primordial comfort of seeing ethnicity and one of the races when in power can encourage system improvements in the government and will fight for the rights of the community.

4. Placement is an aspect of the opportunity for support from the community that is achieved by political parties. Support for the government by the community if integrity is indeed prioritized by political parties so that there is a term political strategy in accordance with developing issues. So the political administrator must be able to map out the victories so that the final result will be clear.

The concept of 4P marketing in politics is not only limited to advertisements that formulate in seeking support from the community or constituents of women whose rights are the same as men, then the government makes political marketing as a means of promotion in informing policies and work programs so that it is comprehensive. Political marketing concerns the way a political institution or political party formulates political products, composes a campaign publication program and political communication, segmentation strategies to meet the needs of the community to the calculation of the price of a political product using 4P marketing in the world of politics, making political marketing not only a matter of advertising, but more comprehensive.

3. RESEARCH METHOD

Aspects in this study use a qualitative approach with descriptive type of analysis in analyzing the data because all the materials, facts and information obtained cannot be measured mathematically, but only in the form of narrative information. According to [6], it illustrates that the qualitative research approach is research that aims to be able to understand the phenomena experienced by the subjects in research, for example behavior, perceptions, motivations, actions and others which are carried out holistically and by way of descriptions in the form of words. words and language, in a special natural context and by utilizing various natural methods. This study uses a qualitative research method because the object of study that the author examines is a social phenomenon and requires an in-depth and descriptive study. Bogdan and Biklen, S. explained that one of the research procedures in qualitative is to produce descriptive data that will be obtained directly in the field or called primary data in tracing the attitudes and behaviors studied [7].

4. RESULT AND DISCUSSION

4.1 *The Cause of the Decline in the Number of Aceh Party Chairs in the North Aceh Regency House of Representatives in the 2019 Election*

The results of the research that the researchers got from several key informants, it can be concluded that several things have influenced the decline in public support for the Aceh Party in the 2019 elections, including:

4.1.1. *Vote Counting System*

The vote counting system in the 2019 election underwent a very large change compared to the vote counting system in the 2009 and 2014 elections. The 2019 election used the Sainte Lague method, this method was discovered by the French mathematician, Andre Sainte-Lague in 1910. The rules regarding this method It is stated in the Election Law Number 7 of 2017. In article 414, it is stated that every political party participating in the election must meet a threshold of 4 percent of votes. Parties that do not meet the threshold will not be included in determining seats in the DPR. Meanwhile, for the determination of seats in the Provincial and Regency/City DPRD, all political parties will be involved. After meeting the threshold, the party's votes will be converted into seats in the DPR in each electoral district.

In accordance with Article 415 paragraph 2, the party's votes will be divided by an odd number of votes. The following article reads: *In the case of calculating the acquisition of DPR seats, the valid votes in political parties that meet the threshold of vote acquisition as referred to in Article 414 paragraph (1) are divided by the divisor number 1 and followed sequentially by the odd number 3; 5; 7; etc. 21*

Saint Lague's counting system is very different from the vote counting system in the 2014 election. The 2014 election used the BPP (Voter Divisor) or Quote Harre method in determining the number of seats. Quote Harre is a method of determining the number of votes needed to get one DPR seat, by dividing the total valid votes by the available seat allocation or the value is called the voter divisor number (BPP).²²

This difference in the vote counting system is considered by the Aceh Party elite as the biggest cause of the decline in seat gains for the People's Representative Council in North Aceh district (DPRK) from Aceh Party. The elites view that this vote counting system does not benefit local political parties, especially local political parties such as the Aceh Party, and instead benefits small political parties and national parties.

4.1.2. *Not Conducting Structured, Systematic and Massive Political Education*

As we all know that political education is very important in the efforts to progress a political party. The Aceh Party of North Aceh district is considered to be lacking or even very minimal in providing political education to party elites, administrators at the regional level to sagoe. So what happened was that the Aceh Party cadres and sympathizers could not continue the Aceh Party's vision and mission to the general public. The community considers the Aceh Party to have failed in carrying out the program and failed in carrying out the people's mandate. This is in line with what was conveyed by Dr.M. Akmal, S. Sos. MA in his dissertation, he concluded that the North Aceh PA had carried out political education at the stage of formal and informal education. However, the informal role still dominates the implementation of political education. The elite role of the Aceh Party in North Aceh district as an agent of political education has not yet fully adopted the values of the existing structure, giving rise to a negative stigma that has an impact on the decline in party electability. In addition, the management of the political education of the Aceh Utara Party is still not effective, because it is carried out in an unstructured and organized manner. Then the role of the North Aceh PA in the implementation of political education is still in the Role-Expectation role (influenced by environmental expectations) and not yet in the Role-Perception dimension (acting on the interpretation of the values that it believes in).²³

This is in accordance with what was conveyed by Firmanzah in his political marketing theory, in the 4 P's conveyed by Firmanzah, the Aceh Party did not carry out structured, systematic and massive political education into the first P point, namely Product, which means the Aceh party. does not provide a concept of ideological identity. So in the past or present, nothing has contributed to the formation of a good political product which can then be remembered as the identity of the Aceh Party. The Aceh Party is considered to have failed in doing this which resulted in the decline of the Party's vote.

4.1.3. *Reduced Public Trust*

Along the way, public trust in the Aceh Party of North Aceh Regency began to erode, this cannot be denied because many things or promises were delivered but were not realized properly, promises during the campaign that exceeded expectations have also been considered taboo by the community, the public. began to realize and understand that the promises made were not in accordance with their main duties as a member of the council. In

4.1.4. More Interests of Party Elites Than Community Interests

The excessively high interest of the Aceh Party elite also led to a decline in public support in supporting the largest local party in Aceh. An example is when the community wants a person to be nominated for their choice, because it has conflicting interests, then the party elites do not choose him, they prefer a candidate with the same interests, thus making the community disappointed, and becoming the material for other parties to carry out propaganda against the Aceh Party.

4.2 The Strategy Carried Out by the Aceh Party in Regaining Public Support for North Aceh District

Various efforts have been made by the Aceh Party of North Aceh Regency to regain community support, so that in the future, community support will not be further eroded. Some of the things that the Aceh Party must do include:

4.2.1. Effective Political Communication Pattern

The pattern of effective political communication from the management area to the sago (Kecamatan) level must be carried out more massively by the Aceh Party of North Aceh Regency. The Aceh Party must be ready to become a party that is open to all circles of society, by accepting and accommodating all ideas and input from all elements, be it youths, scholars, academics and other elements, this is so that there will be significant changes in terms of political communication. Aceh Party, in line with what was conveyed by M. Dahlan Ishak and Tgk. Fauzan, the Aceh party can no longer be owned by the elite, but must become the ownership of the entire community from various circles, with such enthusiasm, the Aceh party can again get support from various groups. Door To Door communication pattern (door to door), namely going directly to the community, villages and remote areas, conveying the visions and missions of the Aceh Party and also conveying the achievements of the Aceh Party while in parliament. As stated by the chairman of the DPRK Aceh Utara Arafat who is also a cadre of the Aceh Party.

4.2.2. Conducting Structured, Systematic, and Massive Political Education

The Aceh Party needs to develop a structured and organized political education agenda, including the allocation of adequate funds, in addition to strengthening human resources as agents of political education. In addition, strengthening the delivery of information through mass media and social media, prioritizing the political education process because it can affect the electability of parties and legislative and

executive candidates who will compete with other parties if implemented in accordance with this recommendation. This is in line with what was conveyed by Dr. M. Akmal, S. Sos. MA in his dissertation. 24

The Aceh Party of North Aceh Regency also needs to focus on support for youth/millennials, it cannot be denied that in the future the millennial vote base will become one of the most potential mass bases. In order for millennials to want to support and join the Aceh Party, the methods or strategies used must be with modern approaches.

4.2.3. Party Orientation Change

Changes in the orientation of the Aceh Party from actions taken based on perceptions of values or which have become party doctrine so that they change from actors to agents for party change. This change is deemed necessary by the Aceh Party

then this is related to the role of political actors in the party. Of course, the most important component will be formed in the formation of the identity and character of the party itself. So these components must be ensured by the Aceh party because the role of political actors in the party is very important. As stated by Muhammad Nazar that the Aceh Party should no longer prioritize the interests of the elite, but must prioritize the interests of the community, including when determining the candidate for election contestants, the candidate recommended by the Aceh Party must be liked by the community, not only favored by the party elite, thus, participant support for the Aceh party will increase again.

4.2.4. Focus on millennial voices

So far, the movements carried out by the Aceh Party, especially in the North Aceh district and legislative candidates have not been maximal and still rely on old patterns that tend to not understand that millennial voters are the golden generation in political communication. In the 2019 election, how many attributes of the Aceh Party and legislative candidates were installed in almost all street corners, from billboards, banners to posters, this is an important note for the Aceh Party and legislative candidates, because when referring to the position of millennial voters, they actually more interested in getting information about elections through social media (facebook, instagram, whatsapp).

Researchers believe and believe that millennial voters tend to like legislative candidates who are active on social media, because they think that legislative candidates who actively use social media can be easily interacted with, and novice voters can find out the activities carried out by legislative candidates and political parties. Through social media, the Aceh Party

and candidates for legislative members quickly reported developments.

As the golden generation in political communication, the current position of millennial voters is very decisive, millennial voters' votes can be a key vote in elections, therefore, it must be a priority or at least need to be taken seriously so that the Aceh Party and legislative candidates can find, first, millennial voters. Second, the rational reasons for millennial voters in using their voting rights. Not all millennial voters will use their voting rights for various reasons.

4. CONCLUSIONS

The conclusions that can be drawn from this research that affect the decline in public support for the Aceh Party in the implementation of the 2019 elections include: 1) the difference in the vote counting system is considered by the Aceh Party elite as the biggest cause of the decline in the number of seats in the North Aceh Regency People's Representative Council (DPRK.) of the Aceh party. The elites consider that this vote counting system does not benefit local political parties so that this becomes a dilemma like the Aceh Party, and instead benefits small political parties and national parties. 2) Not Conducting Structured, Systematic and Massive Political Education. 3) Reduced Public Trust. 4). More concerned with the interests of the party elite than the interests of the community

Strategies Performed by the Aceh Party in Regaining Community Support for North Aceh District: 1) Effective Political Communication Patterns. 2) Conducting Structured, Systematic, and Massive Political Education. 3) Change of Party Orientation. 4) Focus on the millennial voice

AUTHORS' CONTRIBUTIONS

All of this author listed has contributed to this paper.

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