

# Campaign Strategy for the Election of Regional Heads in the Political Communication Perspectives

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**Abstract**—The campaign strategy was carried out to win the Regional Head Election simultaneously in 171 regions (17 Provinces, 39 Cities and 115 Regencies). this research is entitled Campaign Strategy for the Election of Regional Heads in the Political Communication Perspectives. Political campaign strategies for regional head elections are needed to maintain their existence. The success of the political campaign strategy that is compiled and implemented needs to be done, so that candidates, political parties, successful teams, and supporters try to develop and implement well-designed strategies. The specific purpose of this study is to find out, analyze, and discuss the Election Strategy of the Election Commission in the Political Communication Perspective. This study uses qualitative methods through a case study approach. The results showed that the campaign strategy carried out by the leader of the winning team Rudi-Helmi used four stages, namely: First stage, popularity. Incumbent compared to other prospective contestants is more popular with the strength that has been known by the people of Garut for at least the past five years. The second stage is acceptability. Incumbents as state officials are more accepted by the people formally or informally by the people of Garut. The third stage, probability. Incumbents can estimate voters by sorting out old voters, tendency to vote, and attract sympathy for millennial voters. The fourth stage, vote gate. Vote is mainly directed at non-formal segments that are not directly related to the formal duties of incumbents as leaders of the Garut area.

**Keywords**—campaign strategy; election of regional heads; political communication

## I. INTRODUCTION

In the 2018 political year, all parties start from candidates, leaders and cadres of political parties until active sympathizers carry out campaign activities to get support. The campaign strategy was carried out to win the Regional Head Election simultaneously in 171 regions (17 Provinces, 39 Cities and 115 Regencies).

Political campaign strategies for regional head elections are needed to maintain their existence. The success of the political campaign strategy that is compiled and implemented needs to be done, so that candidates, political parties, successful teams, and supporters try to develop and implement well-designed strategies.

Dan Nimo argues that politics is "who gets what, when and how, the distribution of values by authority, power and holders of power, influence and actions directed at maintaining and or expanding other actions" in Rakhmat [1].

The victory of one candidate pair cannot be separated from the success of Political Communication carried out, including through the campaign of candidate pairs (Paslon), whether carried out by candidates or pairs of candidates, political parties, success teams, or sympathizers and supporters.

According to Kotler and Roberto Campaign is an effort organized by one group (agent of change) that aims to persuade the target to be able to accept, modify, or discard certain ideas, attitudes, and behaviors in Cangara [2].

The success of political campaigns cannot be separated from strategies that are compiled and implemented to persuade the public. So that each candidate, political party, sympathizer and support team try to build and implement strategies as much as possible. This is part of an effort to gain sympathy and public support to win the pair of candidates held in the General Elections, including the Election of Regional Head 2018.

Determination of strategy is an important step that requires careful handling in the campaign, if the strategy is wrong, the results can be fatal, especially losses in terms of time, material and energy.

Perlof on Venus suggests several persuasion strategies that can be used in campaign practice, namely, first choosing trusted communicators, second, packing messages according to audience beliefs, third, bringing forth audience strength, fourth, inviting viewers to think, fifth, use engagement strategies, sixth, use the seventh inconsistency development strategy, build audience resilience to negative messages [3].

Therefore, it is necessary to do a search, assessment, and in-depth analysis of "What is the Strategy of the Regional Head Election Campaign in the Political Communication Perspective".

The specific purpose of this study was to find out, analyze, and discuss the Regional Head Election Campaign Strategy in the Political Communication Perspective, in the case of a political campaign from the Rudi-Helmi Pilkada in Garut Regency.

## II. METHOD

This study uses a qualitative method with a case study approach. The informants in this study are the candidate in Garut, West Java, Indonesia.

The researcher used a case study on the grounds that the success team had made a strategy of general election campaigns in the region for the Rudi-Helmi pair and always won the competition.

The research subject was Lulu Ghandi, Chair of the Rudy - Helmi Winning Team. The object of research is the Garut Regency Election Campaign in 2018.

## III. RESULT AND DISCUSSION

Rudi-Helmi's campaign in the 2018 Regional Head General Election was carried out by three parties. Some instruments were carried out by the winning team, first the winning team did what they called 'air strikes' both through social media and through various things related to attributes, campaign props such as billboards, banners, and so on. Political consultants use information technologies to bolster traditional vertical, personality-centered political organizations, and to produce tightly controlled "cyborg political machines." [4]. The position of incumbents, regents and deputy regents is also still shared, so that what has been done when they served five years back, of course can be delivered programs that have been and are running and then what will be done. So this is measured when indeed the work plan has been carried out in accordance with the regional medium-term development plan. Several things related to what the team conveyed to the community. Campaign strategies carried out using the Obama model. The massive recruitment of supporters [5]. The use made of the Web in politics and in campaign methods, particularly through the massive recruitment of supporters. Regional head election campaign, with the door to door canvassing operation carried out by the Partai Kesejahteraan Sosial. The strategies that parties use to maintain and build electoral support in increasingly diverse contexts [6].

The indicator of Rudi-Helmi's success, namely Rudi, built several kilometers of roads, opened new roads, then repaired traditional markets with modern concepts. There are also some extraordinary projects carried out when Rudi-Helmi served as regent. For example, the known sport center is quite difficult to make it happen. The audit results from the State Audit Agency state that Rudi-Helmi has received the title of 'Unqualified' three times. This is an important indicator of the success of the incumbent Rudi-Helmi yesterday in the implementation and management of regional finance. The success of Rudi-Helmi became a campaign issue that must be held. In political campaigns, perceived candidate credibility influences the persuasiveness of messages. In campaigns aiming to influence people's beliefs, micro-targeted campaigns (MTCs) that target specific voters using their psychological profile have become increasingly prevalent [7]. In addition, several sectors become political problems that are adjusted to the target campaign, for example: for beginners, the millennium sector is used.

Millennial messaging refers to electoral theory that uses four stages of pattern. In the first stage, the popularity of

incumbents is certainly better known than other constituents. The second stage, acceptance of prospective incumbents is more acceptable to the community. Acceptability focus a party-centered campaign, and highlight their own personal profile and merits by running personalized campaigns [8]. The winning team mapped out what was more acceptable to the community between Helmi and Rudi according to their community groups. The third stage is the possibility that Helmi and Rudi voters are mapped and calculated. The fourth stage, the voice gate, which is a voice collector like the wives of candidates, the ring of one group and their peer group is very helpful in voting. Each voice has a separate segment that is likely to vote based on votes. With Gater's voice segment map, the winning team can calculate the percentage of supporters in each segment. The presentation shows aspects that must be strengthened, enhanced by concentration on solving problems that exist in each segment.

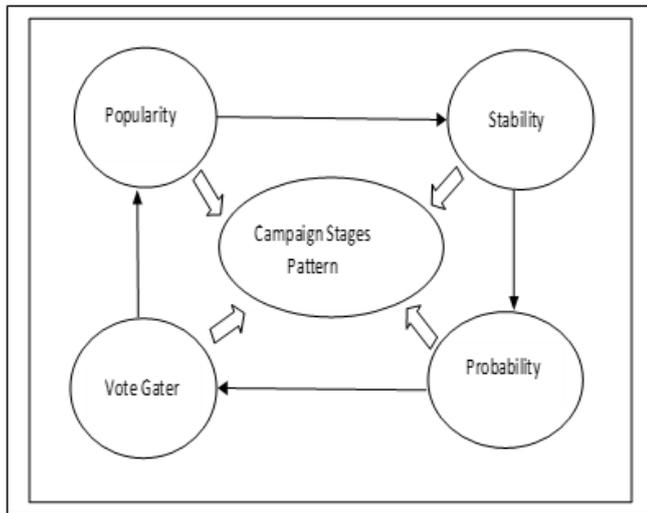
This concentration, on the other hand, convinces prospective voters that the choice is the right decision. Concentration can also cause prospective voters who have a tendency to be directed to incumbent choices.

Incumbents who have worked five years before, certainly already have a system to defend their voters, direct people who have tendencies, and attract segments that have no inclination. For example, through incumbent wives who are doctors, they certainly have a segment of people in the health world, which of course they are old voters. Through them, future programs are planned that can be realized if the incumbents take office again. The future programs are a campaign message to defend old voters.

Different for the new segment, has its own treatment. For example, carrying incumbents as a visible and visionary candidate who must continue unresolved programs. In addition, campaign messages are made interesting in the perspective of the new segment. The narrative is to show various successes that require the sustainability of the program to meet the needs of the people of Garut. For example, the success of the Market, Community Health Center, road, which is an important aspect for the community. This is like the Obama campaign in the second period [9].

Vision, the future mission is to build a prosperous Garut community. This means that physical and mental development is balanced for the people of Garut. To deal with a negative response to the incumbent campaign message, the campaign team linked it to the availability of a budget that had been set before incumbents took office. While the campaign message is from the use of language, incumbents really consider the language is power [10].

In the use of media, the incumbent campaign team obeyed the rules set by the Regional Election Commission. Some of them relied on Gater's vote activities where they carried out campaigns together with their roles in the community naturally.



Source: Research Modification Based on Interview Results

Fig. 1. Rudi-Helmi campaign stages pattern.

#### IV. CONCLUSION

The results showed that the campaign strategy carried out by the leader of the winning team Rudi-Helmi used four stages, namely: First stage, popularity. Incumbent compared to other prospective contestants is more popular with the strength that has been known by the people of Garut for at least the past five years. The second stage is acceptability. Incumbents as state officials are more accepted by the people formally or informally by the people of Garut. The third stage, probability. Incumbents can estimate voters by sorting out old voters, tendency to vote, and attract sympathy for millennial voters. The fourth stage, vote gate. Vote is mainly directed at non-formal segments that are not directly related to the formal duties of incumbents as leaders of the Garut area.

#### ACKNOWLEDGMENT

Thank you to: Directorate of Higher Education, Rector of Bandung Islamic University, Chair of the Institute for Research and Community Service, Dean of the Faculty of Communication Sciences.

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