Old State in the New Government: Victory Strategy for Candidates for Legislative Members of the DPRD Dapil 3 Elected

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ABSTRACT

The 2024 general election with an open proportional system has led to tight competition between legislative candidates in their electoral district. To win the election, legislative candidates compete with each other in one party or with legislative candidates from other parties. This competition causes legislative candidates to compete in strategies, tactics and winning methods. So this has become a new phenomenon that occurred during the 2024 legislative election yesterday where the competition between legislative candidates from one party is interesting to study. As was done by Muhamad Rizki Nurohman, a legislative candidate from the PDIP party, Electoral District III, Brebes Regency DPRD. Therefore, the purpose of this study is to find out how the competition is between legislative candidates from the PDIP party, Electoral District III, Brebes Regency. And what strategies were carried out by Muhamad Rizki Nurohman in an effort to win the 2024 legislative election and what is the role and position of the party in the competition. This research method uses a qualitative method with a Case Study approach. The data source in this study uses primary data obtained from direct interviews with Muhamad Rizki Nurohman, a member of the Brebes Regency DPRD and the Chairperson of the Brebes Regency PDIP DPC, KH. Imam Hasyim and participant observation. The results of the study show that the strategies carried out by Muhamad Rizki Nurohman, first, social capital strategy, namely the person or figure is known by the constituents. Second, Prioritizing the approach to local community leaders and party administrators from the RT, RW, Sub-district and other community leaders. Third, Utilizing the PDIP mass support base in electoral district III, even Muhamad Rizki serves as the chairman of Kick Boxing Indonesia in Brebes Regency. Fourth, populist strategy, namely a work program that is more pro-people.

Keywords: Strategy, DPRD, PDIP

ABSTRAK

Pemilu 2024 dengan sistem proporsional terbuka menyebabkan persaingan ketat antar kandidat di daerah pemilihannya. Untuk memenangkan pemilihan, para kandidat bersaing satu sama lain dalam satu partai atau dengan kandidat partai lain. Kompetisi ini menghasilkan para kandidat bersaing dengan strategi, taktik, dan metode kemenangan satu sama lain. Sehingga hal ini membuat fenomena baru yang terjadi saat Pilkada 2024 kemarin dimana persaingan antar calon salah satu partai menarik untuk dipelajari Seperti yang dilakukan oleh Muhamad Rizki Nurohman, calon dari partai PDIP Dapil III DPRD Kabupaten Brebes. Oleh karena itu, tujuan dari penelitian ini adalah untuk mengetahui bagaimana persaingan antar calon dari partai PDIP Kabupaten Dapil III Brebes. Serta strategi apa saja yang dilakukan oleh Muhamad Rizki Nurohman dalam upaya memenangkan Pilkada 2024 dan apa peran dan posisi partai dalam kompetisi tersebut. Metode penelitian ini menggunakan metode kualitatif dengan pendekatan Studi Kasus. Sumber data dalam penelitian ini menggunakan data primer yang diperoleh dari wawancara langsung dengan Muhamad Rizki Nurohman, anggota DPRD Kabupaten Brebe sekaligus Ketua DPRD PDIP KABUPATEN BREBES, KH. Imam Hasyim dan observasi partisipatif. Hasil penelitian menunjukkan bahwa strategi yang dilakukan oleh Muhamad Rizki

Nurohman, pertama, strategi modal sosial, yaitu orang atau tokoh yang dikenal oleh konstituen. Kedua, mengedepankan pendekatan kepada tokoh masyarakat lokal dan pengurus partai dari RT, RW, kecamatan dan tokoh masyarakat lainnya. Ketiga, memanfaatkan basis dukungan massa PDIP di konstituensi ketiga, bahkan Muhamad Rizki menjabat sebagai ketua Kick Boxing Indonesia di Kabupaten Brebes. Keempat, strategi populis adalah program kerja yang lebih pro-rakyat.

INTRODUCTION

The welfare of the people can be fulfilled if the communication carried out by the government has the capability to attract the hearts of the people. Political communication is one of the ways to connect the people with the government, namely with ideas, ideas or people's voices must always be considered by the government in shaping a policy. The reciprocal relationship between the government and its constituents or all citizens residing in its constituency is a political communication carried out to support the implementation of its duties and functions in the government.(ATHORIQ, 2024)

Modern democracy relying on a direct election system in direct elections will make the political space more competitive. The application of the direct competition system allows for an increasing number of candidate candidates, which only occurs between politicians and political parties, but also takes place between the political society (politycal society) and the bureaucratic segment of the market participants. *(Economic Society).* (Adat et al., 2019)

In the literature, a political science explains that a political party has several functions, as explained by (Budiardjo, 2018) That political parties are divided into four functions, namely: "as a means of political socialization, as a means of political communication, as a means of regulating conflicts and as a means of political recruitment". Some of the functions of political parties are a system that is interrelated with each other, including the function of political recruitment which is a gateway for political activists to join a certain political party movement.

General elections are the main feature of a country that involves its people to manage and formulate public policies. Elections are a system, where a process works with other subsystems. A country can be seen as successful in realizing the ideals of the welfare and prosperity of the people during the general election process. General elections at the local level or commonly called general elections for regional heads (pemilukada) are carried out based on Law Number 32 of 2004 concerning local government (pemda). With the issuance of Law of the Republic of Indonesia Number 32 of 2004 concerning Regional Government, it is a correction to correct the

weaknesses contained in the previous law, namely Law of the Republic of Indonesia Number 22 of 1999. This law also emphasizes that local governments are authorized to manage their own government affairs in accordance with the principles of autonomy and assistance duties. The granting of this broad autonomy to 1 Sunarno Siswanto, the region with the aim of accelerating the realization of community welfare through improvement, service, empowerment and community participation.(Adolph, 2016)

The electoral system is a form of the result of the democratic system in Indonesia. The parties participating in the elections are an important milestone in the country's democratic system. The results of the party's internalization are a reflection of the country's economic and political system. The election in 2024 will be held on February 14, 2024 at the same time as the presidential election.

Political parties are one of the institutions of the implementation of modern democracy. In the 2024 general election, there will be eighteen political parties representing the three constituencies of Brebes Regency. However, of the eighteen political parties that participated in the Brebes Regency DPRD election, only six parties occupied eight seats as members of the Brebes Regency DPRD. One of the parties that passed the election was the Indonesian Democratic Party of Struggle (PDIP). PDIP is a political parties in IndonesiaPlaysleft-center. Since 2014, the party has become the ruling party and the largest in theHouse of Representatives(DPR) with 128 seats. The party is currently led byMegawati Soekarnoputri, who served as President of Indonesia from 2001 until 2004.

The 2024 general election with an open proportional system causes fierce competition among candidates in their constituencies. To win the election, the candidates compete with each other in one party or with other party candidates. This competition resulted in the candidates competing with each other's strategies, tactics and winning methods. This strategy and tactics are also supported by large political costs to support it. Political strategy is a strategy used to realize political ideals. Without a strategy, power that is the main goal of politics will never be realized. In addition, to win the election battle, especially the DPR and DPRD, there needs to be consolidation as a stage of the strategy. Information about the competition between candidates in one party is actually told from the candidates themselves and also the party administrators. So this makes a new phenomenon that occurred during the 2024 legislative election yesterday where the competition between candidates of one party is interesting to study. For this reason, in this study, we want to find out how the competition between candidates from the PDIP party in the Brebes Dapil III Regency DPRD. What strategies are carried out in an

effort to win candidates in the 2024 legislative election and what is the role and position of the party in the competition.(Eka Lukita Sari, 2019)

RESEARCH METHODS

This study uses a qualitative method with a Case Study approach. According to (Nur Inna Alfiyah, 2023) Qualitative research methods are research that produces descriptive data in the form of spoken words from people whose behavior can be observed by researchers. Meanwhile, according to Tohirin, qualitative research is "research that seeks to build the views of people who are researched in detail and formed with words, holistic (comprehensive and deep) and complex images (Noble, 2016) Prof. Dr. Sugiyono explained the meaning of qualitative research methods as follows (Sugiyono, 2017). The qualitative research method is a research method based on the philosophy of postpositivism, used to research on the condition of natural objects, (as opposed to experiments) where the researcher is the key instrument, the data collection technique is carried out in a triangulation (combined), data analysis is inductive/qualitative, and the results of qualitative research emphasize meaning rather than generalization. In addition, Rully Indrawan and Poppy Yaniawati said that qualitative research methods are intended for case-observation research. Thus, this study uses a qualitative method that is a case study because it is in accordance with the problems seen, and the researcher will describe how the competition between candidates from the PDIP party in the Brebes Regency DPRD, Dapil III Brebes Regency. What strategies are carried out in an effort to win candidates in the 2024 legislative election and what is the role and position of the party in the competition.

This approach is used to emphasize the results of research on strategies carried out by legislative candidates in the process of winning the 2024 election in Brebes Regency.The data collection techniques in this study are: 1). Observation, research conducted observations at the PDIP Branch Office Management (DPC). In observation, the researcher also conducted a light discussion with the staff of the Brebes Regency PDIP Branch Representative Council as a reinforcement of the findings data. 2). Interviews, where other data collection is also carried out by researchers through interview methods to further strengthen the information obtained or even the latest information data findings. (Noor, 2018)

RESULTS AND DISCUSSION

Mapping of Dapil III and the Level of Competition Between Candidates

The election system in Indonesia adheres to an open proportional election system, the competition between legislative candidates for DPRD members is getting tighter. Not only does

it occur between individuals in a party and individuals from other parties, but the intersection between individuals within the party is also very strict. The determination of candidates who pass in one party is no longer determined by the serial number of the candidates, where the closed proportional system was previously determined by the order of hats and shoes, the earlier the serial number, the greater the chance of passing as a candidate. Meanwhile, in the current open proportional system, what determines is the most votes won by the candidate. (Debora Simanjuntak et al., 2024)

In the research that we will conduct, we will research the winning strategies of candidates for legislative members of the Dapil 3 Elected DPRD of the PDIP party of Brebes Regency. One of the candidates from PDIP that we interviewed was Muhammad Rizki Nurohman. The following are the results of the vote calculation in Dapil III.

Table 1. Gains of All Parties in Dapil III of Brebes Regency

No	Political Party Name	SAH Vote Acquisition
1.	National Awakening Party	4.266
2.	Greater Indonesia Movement Party	6.274
3.	Indonesian Democratic Party of Struggle	7.483
4.	Labour Party	3.018
5.	NasDem Party	575
6.	Labour Party	153
7.	Indonesian People's Wave Party	369
8.	Prosperous Justice Party	1.323
9.	Nusantara Awakening Party	37
10.	People's Conscience Party	74
11.	Guard Party of the Republic of Indonesia	125
12.	National Mandate Party	887
13.	Moon Star Party	84
14.	Democratic	2.730
15.	Indonesian Solidarity Party	246
16.	PERINDO Party	113
17.	United Builders Party	1.893
24.	Ummat Party	209
The Number of All Valid Votes of Political Parties Participating in the Election		**29.859**

Source : General Election Commission of Brebes Regency

Based on the table above, it can be seen that the most votes obtained by the Party in Dapil III is the Indonesian Democratic Party of Struggle (PDIP) with a total of 7,483. Therefore, many candidates for DPRD members flocked1to depart from the PDIP party, so that Dapil III

has 8 candidates for DPRD members. The following are the names of the candidates for the Dapil III DPRD from the Indonesian Democratic Party of Struggle (PDIP).

Table 2. Recapitulation of SAH Votes for Legislative Members of the PDIP Party of Brebes Regency

No	Candidate Name	LEGITIMATE Voice
1.	SUKIRSO	6.418
2.	M. SRY HERI PASARIBU	6.617
3.	INDAH ELI PURWATI	2.309
4.	MUHAMAD RIZKI NUROHMAN	13.834
5.	BAIDLOWI	380
6.	WHITER	132
7.	FATHUROHMAN	191
8.	IIP FITROHPIYAH	203

Source : General Election Commission of Brebes Regency

From the table above, it can be seen that the most votes fell on the number 4, namely Muhammad Rizki Nurohman with 13,834 votes in Dapil III. This indicates that currently with the open proportional election system, the public sees the figures chosen not based on the order number of the party. So in this study, the researcher wants to see how Muhammad Rizki Nurohman's strategy is in obtaining victory in one party with an open proportional election system.

Victory strategy for legislative candidates for DPRD Dapil 3 Elected by the PDIP party of Brebes Regency

In carrying out political activities, a political strategy is needed to achieve the expected goals. Because in every election, there is not a single party or candidate that wants to lose to another party or candidate. Therefore, all parties or candidates hope to achieve victory. In order to win in elections, parties or candidates absolutely need the right direction and winning strategies. Because without direction and strategy, victory is very difficult to get.

The 2024 election is a five-year party in the Indonesian democratic system which has been held on February 14, 2024, from an early age with busyness began to be shown by political parties participating in the election and candidates involved in the election of legislative members in the 3rd district of Brebes Regency. They compete to show their best in various ways to gain support from the public and gain position and power in the government. The

general election system to elect legislative members in 2024 is carried out simultaneously, meaning that all use open proportional elections. This means that the electoral system where, the vote count is based on the largest number of votes regardless of the sequential number, as has been done in the 2014 election.(Darmawan, 2023)

The political strategies used by legislative candidates are internally related to their organizational structure. In this study, guidance in implementing candidate strategies was provided by the PDIP Faction. Before candidates enter the field, PDIP plays an important role in providing briefings and strategies. Along with the Faction strategy, candidates receive suggestions on how to analyze the community within their chosen area. This strategy is designed to bridge the gaps identified by candidates before the campaign begins. As a result, social analysis aims to facilitate candidates in conducting direct campaigns in the community. The analysis generates insights that then inform the policy formulation process. Legislative candidates, after conducting a thorough community analysis, diligently formulate policies that align with their strategic goals. Failure to perform such analysis can result in suboptimal strategies being developed. Elections serve as a platform to strengthen the people's vote (Lumbu, 2023)

Improper analysis, candidates risk losing marks in meeting public needs. Policy formulation only marks the beginning of the implementation of a political communication strategy. After policy formulation, candidates should continue planning the program of activities to ensure that analytical and policy efforts are not in vain, providing certainty to the community. The success of the aforementioned political communication strategy depends on its expansion beyond the organization and the candidate itself. Achieving victory will be in vain without effective communication with the public (Saleh, 2018)

The planned activities will be carried out by candidates and their skilled teams, who are directly involved with the community. This strategy is closely related to their analysis. A candidate's failure to conduct a community analysis can result in an imperfectly constructed strategy.(Lumbu, 2023). Without analysis, candidates are basically still unaware of public aspirations. Policy formulation does not signal a peak but only the beginning of the implementation of a political communication strategy. Once the candidate formulates the policy, the next phase involves the actualization of the program of activities. This sequential process ensures that mere analysis and policy formulation does not culminate without results or ambiguous for society.

The political strategies mentioned above become ineffective if they remain limited only within the framework of the organization and the candidates themselves. A profound step towards victory is futile unless it is complemented by effective communication with the public (Noble, 2016). Legislative Candidates The results of the planned activity program are directly implemented by the candidate and their proficient team for the benefit of the community. In communication science, candidates play the role of political communicators, the community functions as political communicators, while activity programs function as political messages. PDIP Legislative Candidates are gradually implementing communication strategies. The program of activities promoted to the public by the candidates undoubtedly provoked a response. Feedback from the community may vary based on the diversity observed within the community. Nonetheless, with unwavering determination and decisiveness, the political communication strategy, which began at the beginning, was ultimately aligned with its original purpose. Seamless communication from political actors to the public further strengthens the path to victory (Pimay, 2023)

Miftah emphasized that the structured implementation of the designed strategy produces optimal results. He collected substantial feedback. Public feedback not only serves as feedback but also as a learning tool for self-improvement. Miftah emphasized that successful strategies elicit a positive response from people. Similarly, a former legislator who previously contested the election affirmed that the strategy implemented in earnest culminated beautifully. Evaluation following the implementation of the strategy is a necessity in every organization, including the PDIP Party itself, which conducts post-intervention assessments. This evaluation aims to point out the shortcomings of the strategy and determine the necessary adjustments. In addition, evaluations are carried out to improve the post-implementation activity program. Every victory faces obstacles along the way. This is an undeniable fact. Each strategy implemented faces a combination of obstacles and supporting elements. The political communication strategy implemented by the four elected candidates is no exception. Barriers and supporting factors are attached, emphasizing the importance of masterfully navigating challenges and leveraging support.

Muhamad Rizki Nurohman, is the youngest member of the DPRD out of 50 DPRD Members in Brebes Regency in the 3rd constituency, because he is still 22 years old. Muhammad Rizki Nurohman is a member of the PDIP Faction. In addition to being the youngest member of the DPRD in Brebes Regency, he also served as the chairman of the Indonesian kick boxing (KBI) sports branch. Muhamad Rizki Nurohman arguably has a good strategy in running for a member of the DPRD. Before being elected as a member of the DPRD

for the 2024-2029 period, he was already active in the sports field, especially in boxing, which made his name familiar to the public, especially in his own chosen area because Muhamad Rizki Nurohman was a native of Bantarkawung District. Bantarkawung itself is his chosen area, so it is difficult for young Muhamad Rizki Nurohman to get votes because the ekstability in the community is good. The strategy launched by Nurohman is to focus on his achievements in the field of boxing and serve as the chairman of kick boxing Indonesia which makes his name known to the wider community so that he dares to run for office. In addition, there are several victory strategies carried out by Muhammad Rizki Nurohman, such as in the 2024 election, he was one of those elected as a member of the DPRD from the PDIP party. In his effort to boost his voice through himself who is already known to the wider community and through socialization strategies through social media. He has several political strategies launched during the campaign, including: Utilizing PDIP's mass support base in constituencies, especially in Bantarkawung as a traditional strong base for PDIP. Utilizing youth and students as his marketing agents because he is active or serves as the chairman of Indonesian kick boxing (KIB). Prioritizing his achievements as an outstanding sportsman or youth in the field of boxing and conducting socialization and blusukan in 14 villages that have been determined, providing props to the community, creating a solid team to use social media and going to the field, and conducting direct discussions with the community to listen to the community's complaints to later be used as input when he is elected. Of the several victory strategies carried out by Muhammad Rizki Nurohman, the one that won the most votes was through social media strategies with a percentage of 60% votes. Judging from the strategy he implemented, the candidate showed himself to be a politician. He understands the condition of his constituency and how to map to win votes in his own constituency. In terms of prioritizing the approach of figures, the people in the third constituency, which is a sub-urban community with the majority of peasants in rural areas who still prioritize the pattern of patronage relations, still believe in the influence of figures, both from government leaders and community leaders and religious leaders.

CONCLUSION

Strategy is a very important weapon in gaining political power. The success of Muhammad Rizki Nurohman is determined by a well-planned strategy and the implementation of the strategy consequentially. The political strategies launched during the campaign by, Muhammad Rizki Nurohman include: 1) Utilizing PDIP's mass support base in the constituency, especially in Bantarkawung as a traditional strong base of PDIP, 2) Utilizing youth and students as his

marketing agents because he is active or serves as the chairman of Indonesian kick boxing (KIB). 3) Prioritizing his achievements as an athlete, sportsman or outstanding youth in the field of boxing and socializing and blusukan in 14 villages that have been determined 4) providing props to the community, making a solid team to use social media and go to the field. 5) Create a solid team to use social media and go to the field, as well as have direct discussions with the community to listen to the community's complaints to later be used as input when they are elected.   Populist strategies are usually very promising, regardless of whether they are acceptable and likely to be realized, because most voters lack understanding of politics and hope for a better future, will always play a big role in elections, the populist is in a strategic position that is clearly very advantageous. It begins with community analysis, policy planning, and the formulation of programs for the implementation of activities, followed by the implementation of these activities, communication, requests for feedback or feedback from the community, and finally evaluation of post-campaign implementation and strategic activities of legislative members. Implementation takes place gradually before the upcoming campaign period, in accordance with the strategy formulated to create conducive conditions and achieve the set objectives. Collaborative troubleshooting with persistent team members navigating obstacles that may arise during the campaign ensures manageability. Proficient challenge handling with a structured attitude has been proven to yield profitable results**.**

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