

The Political Communication Tactics of the National Democratic Party (NasDem) for Winning the Legislative Election

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Received: Dec 21, 2021 | Revised: March 25, 2022 | Approved: March 30, 2022

Abstract: The article discusses the political communication strategy of a party, especially the National Democratic Party (NasDem) in Central Java in the 2019 Legislative Election. The study uses the Elaboration Likelihood Model Theory from Petty and Cacioppo, when the persuasion of messages in the campaign can be accepted by the public so that they can win the 2019 Legislative Election contestation. The study uses a postpositivism paradigm, with qualitative descriptive research methods and triangulation of data sources, while this research focuses on the candidates for members of the NasDem Party. They are now legislative members in the DPRD of Central Java Province. The results of this study indicate that the Political Communication Tactics used by the Central Java NasDem Party in winning the 2019 Election Contestation was communicating with a traditional approach by personally meeting the cloud community, organizations community, community leaders, Islamic figures (Kiai), former officials, RT and RW. Those ways were carried out by the model of house visit, 'nguwongke uwong'. This study indicates that three legislative candidates who are currently sitting in the DPRD of Central Java have been elected.

Keywords: *Tactics, political communication, legislative elections, Nasdem Party*

Introduction

A general election is a moment to channel people's aspirations towards the government which has the opportunity to determine the government representative whether legislative or executive institutions. The government holds the election, aiming to select government leaders and public policy. Elections mean moving the people towards the government and the state in carrying out the political process through political parties determined by the government. Every political party has a vision and mission to compete in public to win the people's hearts. Political parties must have a political communication strategy to create a positive image of the party to compete with other parties. Another hand, political parties must be able to mix communication well to get public support. That strategy can draw the people's attention and determine their choice to its parties. Communication tactic is guidelines for implementing, planning, and

regulating the pattern of relationships to achieve the desired target. Political parties should have a political communication strategy to form a positive image of the party in order to compete with other parties (Nimmo, 2017)

Politics is a tool in maintaining and gaining power that affects many people/audiences. Everyone has the right to politics because everyone has the right to defend community development in all aspects of social life. On November 3, 1945, the government issued a notice that the government fully supports the establishment of political parties (Rasyid, 2017). The 1945 Constitution in Article 28 states that "freedom of association and assembly to express thoughts orally and in writing, and others, regulated by law".

Two things need to be considered: (1) understanding the audience. This step is most appropriate for effective communication to build exemplary communication and active communication patterns; and (2) message arrangement. The arrangement of this message must be applied to choose the suitable topics and materials targeted to influence the audience. This arrangement aims to attract the attention of the voters. The party carries out those essential strategies by implementing social service programs. The programs can be caring for the cleanliness of houses of worship, giving free medical treatment, obtaining mass driver's licenses, holding blood donations, repairing toilet hygiene facilities, and many other activities. Those activities aim to create a positive image of the public's interest and introduce the positioning of political parties and public figures to the public.

Meanwhile, the steps to gain power are joining one of the political parties and promoting as a candidate leader for representatives of that political party in the election of members of parliament, regional head elections, governors, and even at the presidential level. A political party is a highly organized organization based on shared interests, goals, aspirations, and ideologies. It goals to gain power for its leaders. It also can be used to formulate and implement general policies that are beneficial for its members and society. Communication tactics are guidelines for implementation and planning in regulating the pattern of communication relationships to reach the desired target (Uchjana, 2017).

According to Carl Friedrich's view in Syafiie's book (2002, p. 319), a political party is well-organized by a number of some people who maintain the government power to the party leader and the basis of the power that provide benefits to party members, both

idealism and material wealth of other developments. A political party is an essential instrument in the implementation of elections. The implementation of elections will not be realized without a political party. The participation of political parties in the general election constantly changes with other verified political parties (Ngato et al., 2019). Twenty political parties in 2019 passed verification and participated in a democratic party. One of them was the NasDem party. NasDem Party is a party created by a national social-democratic organization and is being led by Surya Paloh. The emergence of the NasDem party cannot be separated from the central vision and mission of the national democratic organization, which is mobilizing the Indonesian Restoration Change movement. Indonesian restoration is a movement that aims to restore the functions of the Indonesian government based on the 1945 proclamation. NasDem advances the Unitary State of the Republic of Indonesia in four ways: 1) improve, 2) restore, 3) recover, and 4) enlighten. On January 7, 2013, Nasdem fulfilled the requirements for factual verification in all provinces. NasDem's vision is to restore the state's goals as stated in the Preamble to the 1945 Constitution. That is an independent, united, sovereign, just, and prosperous country.

NasDem was officially formed on 26 July 2011 and it fulfilled the requirements for factual verification in all provinces on 7 January 2013. Another hand, the NasDem party got first place in the 2014 election. While in the 2019 election, the NasDem party was in fifth place. The NasDem Party is ready to take part in the 2019 general election with the determination and goal of realizing a movement for change through Indonesian Restoration. The Nasdem Party has big aspirations to build just democratic politics. Harold Y. Pattiasina also stated the same thing in his research which revealed that the political communication strategy carried out by the PDI-P in Maluku in 2014 used a mass media approach (Pattiasina, 2015)

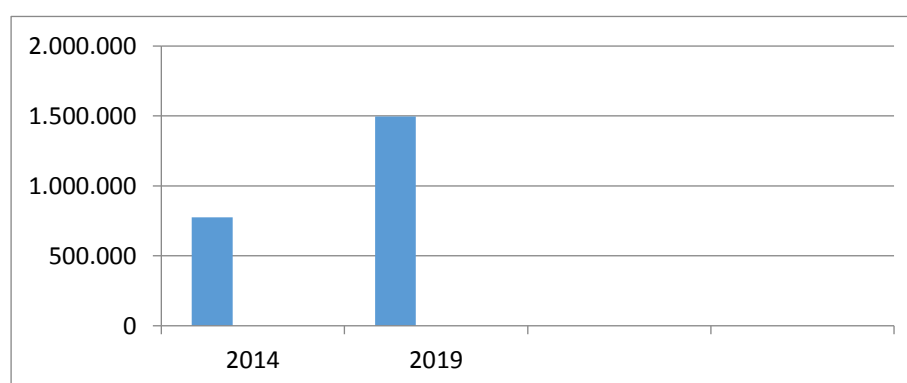
It means creating people's political participation by providing opportunities for all Indonesian people to participate as a part of the state and build the country through parliament. The presence of the nation's best generation in parliament will impact the fulfillment of capable Human Resources to build a just and prosperous country. Therefore it is crucial to manage tactics and strategies to be able to sit in parliamentary seats (Nimmo, 2017).

In Indonesia, elections have been held twelve times since (1955, 1971, 1977, 1982, 1987, 1992, 1997, 1999, 2004, 2009, 2014 and 2019). According to the KPU in the 2019 election, 14 political parties passed verification and participated in the democratic party, one of which was the NasDem party. Since its founding, the NasDem Party has only participated in two general elections in 2014 and 2019.

The NasDem Party is a party that was born from a national social democratic organization led by Surya Paloh. The birth of the NasDem party cannot be separated from the central vision and mission of the national democratic organization, namely to mobilize the Indonesian Restoration Change movement. Restoration Indonesia is a movement that aims to restore and advance the functions of the Indonesian government in the ideals of the proclamation of 1945. NasDem is determined to advance the Unitary State of the Republic of Indonesia in four ways, namely: (1) improving; (2) restore, restore; and (3) enlighten. On January 7, 2013, Nasdem fulfilled the requirements for factual verification in all provinces. Nasdem's vision is to restore the state's goals as stated in the Preamble to the 1945 Constitution, namely an independent, united, sovereign, just and prosperous country.

The NasDem Party as a new party has won 8,402,812 votes. while in 2019 it received 12,661,792 votes. Then the NasDem party in Central Java received 775,963 votes while in 2019 it received 1,496,325 votes. It could be interpreted that the NasDem party in Central Java experienced a 2-fold increase.

Table. 1 Vote gain of the Central Java NasDem Party



The significant increase in votes obtained by the NasDem party shows that a party has a political communication strategy in its victory. The right communication strategy can make political parties maintain their existence in the general election process. Because the right strategy will determine good results, every war without a strategy is like throwing salt to the bottom of the ocean (Thaibah, 2018).

This study aims to find out how the political communication strategy carried out by the NasDem party in the 2019 election contestation in Central Java so that it could increase the vote twice and win 3 legislative candidates in getting a position as a Legislative Member in Central Java.

Method

This research method is carried out with a qualitative approach. This research is a qualitative approach classified into personal, reflective or interpretive research, which differs from objective quantitative research. For the case study design in this study, the researcher used a single case study design. In his qualitative research methodology book, Sutopo suggests that a research is called a single case study, if the research is focused on a target with one characteristic (Jaya, 2020). The research was only conducted on one target (one location or subject). However, the number of targets (study locations) does not determine a research in the form of a single or multiple studies (Morissan, 2013). The study used in this research is a case study on the Political Communication Strategy of the NasDem Party in the 2019 Election in Central Java by taking several informants such as the Central Java NasDem Caleg and political practitioners (the NasDem Party DPW administrator). Data were collected through in-depth interviews which the author then interpreted. Analysis of the data in this study will use Neuman's axial coding in Creswell (Creswell & Poth, 2018), in axial coding the researcher combines the data in a new way after open coding. In this coding, the researcher identifies a central phenomenon, explores causal conditions, specifies strategies, identifies the context and intervening conditions, and describes the consequences for the phenomenon under study.

Result and Discussion

Winning Strategy of NasDem Party

Modality-based strategy is one of the ideas that Pierre Bourdieu developed. According to Pierre Bourdieu, the ownership of modalities is the main power for every people to gain authority in social space, called the arena of power. However, modality is essential in gaining power that supports each individual's authority and legitimacy. Bourdieu's concept about modality was adopted in political practices and political strategy so the modality is often developed for electoral competition (Moleong, 2018).

Therefore, political science can be applied in modality political tactics. This modality is the primary key to gaining votes in every region. The modality political tactics are (1) political capital; (2) social capital; and (3) economic capital. Those modalities become political tools that must be owned by the candidate to compete in electoral elections (Baharuddin, 2017). According to Bourdieu, modality is the most essential thing: the excellence of a legislative candidate. The researchers describe 3 (three) modalities of the political actor to be more detailed.

Political Capital

Political capital is the institutional party support and the rules of the party that have closeness to the elite of positions in the party structure, so their loyalty to the party is not doubted. Based on their proximity of elites and positions in the party structure, that candidate can be divided into two categories: (1) cadres who change parties; and (2) loyal or loyalist party cadres. The researchers describe the closeness of elites and positions in the party structure (Luthfy et al., 2020).

The first is cadres who change parties. This means that cadres who change parties often occur because of intense competition in the previous parties. It sometimes happens at a big party, so that the opportunity of being nominated in the top rank gets the slight chance. The political practice does not distinguish it from the old parties, but it can be the parties that are still relatively new, such as Gerindra or Perindo. It means that the new parties become the hope of the moving cadres so that they can show bright prospects for the future. The new parties still lack the resources of experienced politicians in the regions, so that politicians from other parties can be accepted freely (Abou-Chadi & Markus, 2019).

The second is loyal cadres. There are several reasons why some politicians are still loyal to their party: (1) Generally, a politician has an essential and well-established position in the party. Therefore, the political career obtained through a long effort, so they can occupy positions as top management such as the secretary-level one, level two or chairman for the district, sub-district and provincial level heads; and (2) the politicians apply solidity between the management and the Internal party so that they can ensure the process of regeneration transparently. Both categories can support the institutional party and the rules that have closeness to the elite in the party structure. So political capital is the most important and quite significant part for the candidates.

Social Capital

According to Bourdieu, social capital is one of every legislative candidate's main demands to win the general election process. To get voter support, social capital is one of the primary references for a legislative candidate in political competition to build political relations with their voters. Although general political relation comes from social networks attached to social relations and trust, it has been built between the two parties between legislative candidates and the voters. If the previous relationship is only usual relationships and trust, it is used to build political relations.

Social capital is a decisive factor for political contestation in the chosen area. Seeing from the culture of the local student community and abangan students, the interactions and daily behavior of the people in Central Java are still thick with Islamic nuances closely related to religious figures. Community leaders have an influence that can be a figure of conflict solidarity and reducer in this area. Leaders of important people (neighborhood, village head, Kyai, Modin, Ustad, teacher, customary chief) are respected by their community, so they have a broad and loyal mass base .

Those several legislative candidates have large and significant social capital as community leaders for their respective regions. Meanwhile, the elected candidates are community leaders and native sons already well-known in the community organization. Based on the position of the elected candidates, they have the most vital power over their competitors both internally and externally. In addition, incumbent leaders who have a position as community figures still influence the mass base in the village and all sub-districts in the area of their choice.

"I am always consistent if there are aspirations for helping to the community, there are no administrators who do not respect this leadership. At last, the community believes the ideas and programs carried out to the community," said Akwan.

Meanwhile, the existence of the other candidates only has a mass base by relying on networks through volunteers or success teams. In that position, Zuhar Mahsun as a legislative candidate has the strategic position as Deputy Chair of NasDem and Deputy Chair of Muslimat NU Central Java. She is a women's political caucus with several subordinates and networks in her chosen areas. Her name is already familiar to the people of Pemalang, Pekalongan, Batang, and other surrounding areas. While the other

candidates have structural positions in their respective parties, there are even candidates from other parties who do not double as entrepreneurs.

By having social positions, Zuhar Mahsun is superior to winning the election than other candidates from other parties. It can be seen from her high position in the structural management of the NasDem Party. Zuhar Mahsun also has a close relationship with recitation groups and women's organizations in Batang, the most significant number of group members. The high vote indeed cannot be separated from the administrators of Muslimat Nahdhatul Ulama (NU) in Central Java which influences the community in cultivating social networks.

Therefore, active candidates in these organizations already have constituents that can quickly be mobilized to win contestations in the general election. Prayogo does the same thing. He has the capital to be proud of a track record and popularity which has an essential meaning in an election.

Table 2. Elected Candidates in Electoral District of the Central Java

No	Name of Candidate	Vote gain	Selected year
1	Akhwan	39.446	2019
2	Prayogo Nugroho	77.206	2019
3	Suharto	16.529	2019

The General Election Commissions data source of Central Java Provincial

The contestants who are not incumbents generally have other modalities. It supports the candidates to raise the votes.

Economic Capital

Economic capital is one capital that is associated explicitly with economic capabilities. It is possessed by the candidate when they are nominated as the legislative candidate. Economic capital is related to the wealth or finances contestants have to be involved in the general election process. The economic capital comes from personal wealth and can also come from entrepreneurs' contribution funds seeking profits from the ongoing election process.

Judging from the development of democracy after the reform of the electoral process, it becomes a process to collect the power that requires much money. The demand for economic capital cannot be denied. This is related to the number of costs the candidate

must incur in the election process. It starts from the legislative candidate process to the election process, so extra costs sometimes have to be spent by each contestant.

In addition, economic capital can be the primary requirement when the candidates are not from the legislative or internal parties. However, the candidates also have to spend much money in the election process, which is also related to financing the campaign implementation process. An example is the cost of pictures through the media such as billboards, banners, and brochures. To fund the campaign process, unexpected expenses occur because socialisation involves the community by providing transportation charges to build relationships with potential supporters. Another hand, the candidates also pay their supporters to stand with them when they gain support during the campaign.

It is not uncommon that there are candidates who try to win in the electoral process by influencing voters' votes. Besides, economic capital has a significant meaning as the main power for the political strategy for success team. Therefore, every campaign of legislative candidates requires much money to finance various needs such as printing posters, setting billboards, paying for advertisements, renting some vehicles to transport supporters, and other needs. Economic capital is beneficial for determining the steps of movement and progress for the legislative candidate to gain victory every five years. This is important because the candidates do not use a serial number, so every candidate independently socializes in the area of their choice.

According to Littlemore in *The Communicative Effectiveness of Different Types of Communication Strategy*, he revealed that there are the steps of determining the strategy: (1) Communication Planning; (2) implementation of communication; and (3) Community Attitudes After the Communication Approach.

Communication Planning

Based on the stages of strategic communication planning, research is the basis for consideration to determine the steps to achieve the goals. To achieve the objectives of the strategic communication planning, two essential factors are used to formulate a message strategy such as what goals must be achieved. It means various goals to be achieved using the campaign program. Another hand, the attractiveness of a communicator can influence the public interest.

The communicator must be able to persuade and direct others to the message content through other people. Two things can affect how persuasive communication is processed : (1) the conveyed motivation; and (2) the content of the public political message. The success of the legislative candidate in influencing the voters depends on their ability to condition the content of political messages to be conveyed to the public. It becomes essential whether the content of the message can be delivered for all legislative candidates or not, especially when they want to write political messages for their constituents. Candidate messages quickly accepted by the community are the contents of messages. It is from the conditions that occur in the community. The relation of the message content to community problems is constructed by the candidates, making the community feel very close to the candidates. The community believes in the expectations of the candidate messages to find the solutions (Morissan, 2013).

Therefore, political communication messages must be easily accessible to the public because it is the easiest way not to require too much effort and money. The message should also be conveyed by using the different situations surrounding it, so it sounds obvious to the community. Raising the issue of a farmer's needs such as rice seeds, fertilizer, marketing, cheap basic food programs, free education, and infrastructure are often used for every candidate in formulating political messages to get closer with the community. Besides, the particular issues often come from the specific problems in society, such as issues of ethnic minorities, religious freedom, or community morality.

All levels of society can accept the issues that several legislative candidates generally convey. Even though it is only normative rhetoric conveyed repeatedly by the legislative candidates, it still can be used as the solution in the community problem. Meanwhile, the shortcoming specific issues that the legislative candidates raise can be effectively accepted by all levels of society. The effectiveness of the two classifications of issues is primarily determined by the proximity of the legislative candidates' political message in visualising the community's actual conditions, providing alternative solutions that can inspire positive public attitudes towards the candidates. The specific issues might not create a positive image because the candidates cannot visualize the community solutions. On the other hand, general issues can affect certain people if the political messages get closer to the problems and the candidates ask the community to solve them.

Communication Implementation

The implementation of political communication activities that every candidate carries out uses the Ronald D Smit model and the interactional model by Wilbur Schramm in 1954. The models determine the two-way communication process between communicators. The communication uses two-way communication from the sender to the receiver and vice versa from the receiver to the sender. There is a reciprocal interaction between the two-way communication process which indicates communication work. Communicators and communicants develop human potential through social interaction by taking the role of others in persuasive communication internationally. These interaction models between the communicator (source) and the communicant (receiver) have an equal position. The essential element for this interactional model is feedback or response to a message. However, face-to-face communication can occur when the communicator and the communicant face each other. In another hand, face-to-face communication can be called direct communication (Hernandez, 2020)

The NasDem Candidate's approach to winning the election is to meet face-to-face with the voting community in their respective constituencies. It can be in various places such as visiting door-to-door, attending recitation group meetings, and various other occasion meetings. In an official meeting, the head of the community has to attend the meetings directly. For example, the heads of the recitation group or farmer's group and the heads of the village must be able to meet in person.

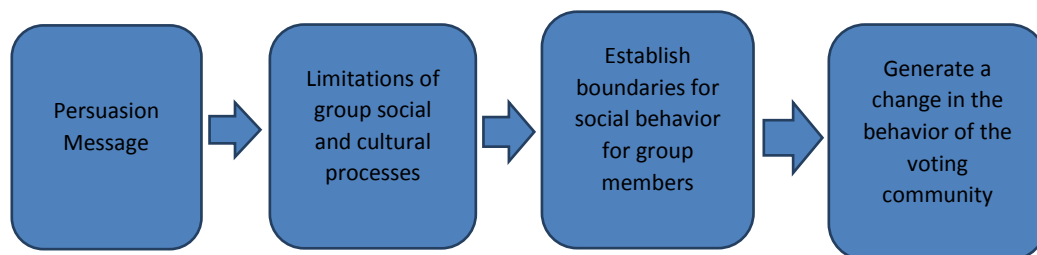
Therefore, this group communication approach sometimes finds some people who are difficult to accept. Then, applying a personal communication approach can be done anywhere in the fields, in the middle of the forest, or places commonly used by the community. Some legislative candidates are even willing to communicate one-on-one with farmers and other communities. Other informants confirmed this statement. However, to implement the campaign, there is an agreement that local traditions reflect local culture and human values. The successful candidates in implementing their political message strategy are the individual who is truly aware of the community's need in receiving the political message. This awareness is reciprocal with their political messages, so legislative candidates use it in carrying out campaign activities. However, the superiority of the candidate's political campaign message determines the effectiveness of influencing the voting community in involving the conditions and culture of the people.

Political communication has at least several conditions that must be carried out. First, messages are planned and delivered in a method that attracts the audience's attention. Second, messages should use semiotics that communicators and audiences easily recognize to understand each other. Third, the message should arouse the target's personal needs and suggest some ways to meet those needs. Fourth, the message should suggest meeting the needs of the audience. If these messages are applied in political communication, the intensity of political messages will run effectively. Because a political message attracts attention, it brings hope or results highly relevant to the need (Moleong, 2018).

It is not easy to change someone's opinion, attitude, and behavior. The things that bind individuals in receiving a stimulus are the frame of reference and the field of experience. The audience does not accept everything that does not fit that concept. Therefore, the first thing that someone should influence an audience is understanding their experience in developing the message and method (Abou-Chadi & Markus, 2019).

The society approach that uses a persuasive cultural approach model should be based on that communication message. This approach can be used to influence someone. This is done as the individual basis for action. While the socio-cultural model in the persuasion process can be seen in the following chart.

Table 4.6. Socio-Cultural Communication Approach Model



(Suprpto, Tommy, 2009)

From the table above, it is clear that persuasion sources can manipulate language in different ways to get a sign of togetherness between the source and the recipient. This study shows that many language manipulations used by legislative candidates, including the NasDem Party candidates, maintain communication. This means that the candidates treat the voting community like other citizens while maintaining excellent and effective communication to create an inner bond between the candidates and the community (Buchel et al., 2016).

Persuasive messages by maintaining good communication relations with the voting community in the electoral district of Central Java Province can be received by all the informants who become the sources of the interview. The emotional relationship between the community makes the relationship between the communicator and the communicant closer because they feel that there is no difference in social classes. The term "ngopeni" or maintaining has become very popular in local and national media. It shows that many interviews with several legislative candidates have succeeded in becoming members of the DPR. The researcher has conducted it as the object of research. It becomes a well-known figure because before, some candidates who are members of parliament often do those ways. It is such as social investment and absorbing the aspirations of the people. The principle of "nguwongke and ngopeni" is the face of the communication message that the communicant can receive healthy because it follows the culture.

The study results indicate that the communication strategy that carries out several legislative candidates can be optimized for various cultural approaches. The strategy is also adapted to local characters that can lift the message of "ngopeni". Ngopeni means maintaining good relations to create an inner bond and unite between many communities. The communities of Central Java that work as a farmer have various problems to solve.

Another approach model of the communicant is the social intervention approach. According to an informant, this method is never used in Indonesia. For example, communication activities with social interventions approach are holding a meeting at roadside stalls that involves farming communities. In addition, another approach is visiting invitations from various community groups, such as recitation groups and wedding invitations. By respecting the invitation of a community group, it can change the community views and opinions (Kalsnes, 2016).

However, to get more community intention, the communication approach will door-to-door visits. The last step to increase community intention is visiting their house. This is an essential approach to choosing the candidate in the legislative election (Rasyid, 2017).

The Community Perspective after the Communication Approach

The community generally chooses a particular party or candidate with a social program and demographic interests. The NasDem candidates that won in chosen regions

legislature usually use persuasive communication approaches with their success teams, volunteers, and networking leaders (Grofman, 2016).

The approach includes visiting and conducting friendships with community leaders, religious leaders, and youth leaders by explaining the party's vision, mission, and programs. All those approaches finally can deliver the political message to the community well. The messages that can get attention are easily accessible to the public. It is because the message should be strikingly different from other messages. These two things are aimed at to use of communication signs and medium. It is accompanied by assistance in necessary needs from several groups that are successfully visited by religious and youth leaders (Pattiasina, 2015).

The changes in people's attitudes occur because of the relevance of the theme or program material that tends to last for a long time. It makes difficult to change and the behavior quickly appears (Gherghina & Jacquet, 2022).

The changes of voice towards voters appear in changing their perspective. At first, they are not interested in the policies or programs of the party and its candidates. After understanding what will be conveyed, they finally have the voice to choose them. The community perspective can change when the party program and the legislative candidates continue to carry out political communication regularly at community homes, so they get attention after doing persuasive communication approach by the NasDem candidates and their success teams until the election day. The changes of community perspective are related to the communication approach of legislative candidates through a cultural approach such as ngajeni, ngopeni and nguwongke wong. Those mean respecting and humanizing in treating the community to other people.

The conclusion is that political communication aims to change the community perspective to take the candidates' side (Gandasari et al., 2022). The positive conception should be offered to give an excellent perspective to the audience. Another hand, it is challenging to influence personal members, so the candidates also use a face-to-face communication approach through the meeting invitations, such as neighbourhood or women's recitation groups meeting. The social intervention approach also should be carried out to influence the community members.

The legislative candidates also visit the door-to-door approach to keep the community's voice for them. The persuasive communication approach activities should be assisted by the success teams, the volunteers, and the community to approach them.

When the candidates apply those approaches, they should also do it sincerely to get more public intention. To provide public trust, it has to present campaigners from political figures, setting enlightenment for choosing the candidates. Another hand, some approaches provided to the community must be realized. It is not only giving promises to the public. The various breakthroughs approach can make the candidates win by getting high community votes.

The success of a legislative candidate who can get into a parliamentary seat cannot be separated from some strategies, methods, and creative ways in approaching the community votes. Communication planning strategies such as campaigns, messages, political marketing, and persuasive communication approaches are inseparable from the candidate's activities.

To get more support from the community, the legislative candidates use many modalities such as political capital, social capital, and economic capital. Those three modalities can be the ways to win the election through the strategy of converting modalities of legislative candidates. The three modalities can also be used without any other modalities. The three of them are often related to each other. Every candidate has a great chance to win when they can accumulate more than one capital. Therefore, the larger the candidate can accumulate the three capitals into community votes, the more they win in the election (Yuliatiningtyas, 2014).

Social capital has a dynamic character to be converted into political capital. Furthermore, economic capital is the primary modalities because it can be transformed into two other capitals: social capital and political capital. However, the superiority of social capital and economic capital is a fundamental thing that can be used as a political strategy to win a political contestation process (Peiris, 2017).

Conclusion

The results of this study stated that all of the informants had various modalities and high motivation to succeed in winning the election by approaching the community votes. The legislative candidates not only use direct communication channels to carry out political communication strategies but also approach interpersonal communication and group communication by visiting the invitation to do the persuasion process. In addition, a door-to-door approach is also applied to convince the target community.

In addition, the candidates who are now the Regional Members of Parliament of Central Java Province mostly use a persuasive communication approach. Both interpersonal and group determine their choices in choosing candidates who can represent the community. The result is face to face communication is the most dominant tool to create community perspectives, opinions, and behavior of the community votes towards legislative candidates and party programs. The 2019 General Election contestation uses traditional communication approaches such as personal meetings, gathering community organizations, community leaders, Kiai, former officials, neighborhood leaders. It is carried out by the home visit model and 'nguwongke uwong'.

Furthermore, the entire voting community has high motivation, participation and willingness to accept persuasion of legislative candidates with party programs. Apart from using their opinion leaders, these elected candidates also use direct communication channels in conveying their political messages to the voting public. The implementation of the political communication strategy for legislative candidates also uses a door-to-door strategy, the traditional approach is to personally meet the cloud community, community organizations, community leaders, Kiai, former officials, RT and RW which are carried out with the model of house visits. Thus, the persuasion process here is the most dominant tool, used to shape the attitude of the voters towards the candidate in question. In this way, as well as establishing intensive communication, ngopeni and 'nguwongke wong' can give confidence so that a sense of sincerity arises to make a choice.

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