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Political Communication Strategy in Legislative Elections in Indonesia (Case Study on Indonesian Legislative Members of the Golongan Karya Party)

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Abstract

This study aims to strategic the role of the success team in political organizations, with a focus on knowing the political communication strategy of Hj. Imas Karlinah.SH from the Golkar Party in winning the 2024 legislative elections, using Newman and Sheet's Strategy Positioning theory, this research explores the most effective political communication strategy for the general public to choose legislative candidates. The method used in this research is the Qualitative Method with a Case Study approach with a multi-sources purposive sampling technique to explore how effective strategies in political communication. The method used in this research utilizes the Delphi Method in data collection by interviewing experts related to the research. Data collection techniques are done through: In-depth interviews, and a literature study. Documentation and observation. In addition, data triangulation techniques were used for validity checks. The results showed that Hj. Imas Karlinah SH's political communication strategy was carried out using Reinforcement and Inducement strategies. This study concludes that strategically incumbent candidates become election winners supported by campaign teams that have power in their regions, political communication strategies and reinforcement inducement strategies are very influential on the general public.

Keywords: Delphi Method, Indonesia, Legislative elections, Political Communication, Strategy.

Introduction

Political communication strategy has a central role in the victory agenda(Liu et al., 2023). In this case, a candidate does not only rely on popularity or his position as an incumbent candidate; political communication strategies can also be applied according to the conditions and places where the contestation is held (Hansson, 2024). Especially for candidates who lack popularity in the eyes of the community(Lingier, 2024), and need or look for effective communication strategies to socialize their vision and mission to win the battle between candidates in the

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legislative elections(Boztas & Turkmen, 2024). This strategy plays an important role in the victory of a candidate/college.

The success of winning the legislative general election cannot be separated from planning, implementation, monitoring, and evaluation, so efforts to persuade the voting public must continue to be carried out, which in turn is willing to provide voting support to vote for it, in this case, community participation(Duggan & Milazzo, 2023).

The inaugural direct elections in Indonesia took place in 1945, following the nation's independence, marking a significant historical milestone for the direct electoral process embraced by the Indonesian populace. The simultaneous elections, as stipulated by Law Number 7 of 2017 regarding General Elections, are a direct consequence of the Constitutional Court (MK) Decision Number 14 of 2013. This ruling partially upheld five petitions from the Petitioners while nullifying specific provisions: Article 3 paragraph (5), Article 12 paragraphs (1) and (2), Article 14 paragraph (2), and Article 112 of Law Number 42 of 2008, which pertains to the Presidential Election Law. The legal rationale behind the Constitutional Court's ruling fundamentally aims to reinforce the presidential system(Mahfud et al., 2024; Waluyo, 2021).

Concerning the concurrent elections for Regional Council and People's Representative Council members scheduled for 2024, KPU Chairman Hasyim Asy'ari articulated that the primary objective of elections is to establish governance both at the national and regional levels. Elections will facilitate the appointment of key national officials, including the president, members of the People's representative council, and members of the Regional Representative Council. Likewise, local governance roles, such as regional heads and Provincial and Regency/City Regional Council, will also be determined. Conducting both national and local elections in the same year is perceived to foster a stable government, as the resulting political landscape will influence governance for the subsequent five years (Jessica Gabriela Soehandoko, 2024).

The 2024 General Election represents a democratic mechanism for the concurrent election of members to the for Regional Council and People's Representative Council members Provincial and Regency/City DPRD, and the President and Vice President for the term 2024-2029. The Golkar Party, established 61 years ago, aims to maintain its status as the oldest and largest political party in Indonesia during the 2024 elections. Recognized as a nationalist party, Golkar continues to be a significant player in the political landscape, attracting both criticism and support from young intellectuals across diverse religious, racial, and ethnic backgrounds in Indonesia. Founded by community organizations such as Gotong Royong Family Deliberation (MKGR), Sentral Central Organization of Indonesian Self Employed Employees (SOKSI), Union of Multipurpose Gotong Royong Organizations (KOSGORO), Golkar has persisted since the era of President Soekarno, remaining a formidable political entity that commands substantial electoral support.

According to data from the General Election Commission, Golkar ranks second among 18 political parties in the 2024 elections(Dwi Erianto, 2024), having received 10,482,792 votes, which constitutes 15.11 percent of the total from 505,104 polling stations. However, the party faces challenges following the cancellation of Chairman Bahlil Lahadalia's dissertation by the University of Indonesia Board of Professors during a plenary meeting on January 10, 2025. This meeting addressed the findings of an ethics hearing regarding Bahlil's doctoral final assignment at University of Indonesia. The minutes from this meeting revealed that Bahlil's dissertation allegedly breached four academic standards set by University of Indonesia, including claims of

a conflict of interest with his co-promoter and the use of dishonest data collection methods. Consequently, this incident has tarnished the public image of the Golkar party, leading to diminished trust in its legislative candidates, which is particularly concerning for the oldest political party in Indonesia (Muzzaki Raihan M, 2025).

In the 2024 direct elections (Dwi Erianto, 2024), the Golkar party experienced a significant decline in voter support, particularly in West Java, where it secured only the third position. Despite winning numerous seats in the legislative elections, Golkar was compelled to relinquish the West Java governorship to Dedi Mulyadi, a former party member backed by the Gerindra Party. Additionally, data from the Jakarta General Election Commission (KPU) indicated a loss of momentum for Golkar in the Jakarta gubernatorial election, with their candidate, Ridwan Kamil, trailing significantly behind Pramono Anung and Rano Karno, who are competing as candidate number 3.

Golkar has experienced a decline in its electoral momentum for the 2024 elections (Muzzaki Raihan M, 2025), having lost significant support in regions such as Banten Province, West Java, and Lampung. Political analyst Wasisto Raharjo Jati from the National Research and Innovation Agency (BRIN) noted that Golkar's unexpected losses in its traditional strongholds of Banten, Riau, and West Java are particularly noteworthy. A distinctive aspect of this study is the examination of Hj. Imas Karlinah, SH. who has successfully served three terms as a Golkar party legislator. Additionally, the research highlights the communication strategies employed by Hj. Imas Karlinah, SH. as an incumbent candidate, particularly her aspiration program, which has fostered audience loyalty. Her communication approach is notably tailored to engage female voters, contrasting with male voters, and involves mapping voter demographics in various rural communities within electoral district 4, including Gunung Guruh, Cisaat, Kadudampit, Sukabumi, Sukaraja, Sukalarang, Kebon Pedes, Cireunghas, and Gegeger Bitung.

This research is distinguished by its focus on grassroots politics, where campaign initiatives emerge from local communities. These movements are propelled by ordinary citizens rather than established political elites, aligning with the principles of grassroots political theory that advocate for a 'bottom-up' approach. In this context, collective action, supported by local organizations, serves as the primary catalyst for change.

The defining features of grassroots politics include leadership by engaged citizens and sustained efforts by community members who are concerned about local issues (Kramer et al., 2023; Savirani et al., 2021; Shoesmith et al., 2020). Additionally, there is an emphasis on addressing challenges within specific communities, regions, villages, or sub-districts, relying heavily on the time, energy, and resources of volunteers who back legislative candidates. Furthermore, grassroots political engagement prioritizes direct interaction with community members through various methods, such as door-to-door outreach, local gatherings, and community events (Budi et al., 2021).

Decision-making processes are characterized by a bottom-up approach, typically executed at the local level rather than being imposed by the central authority of the Golkar party's political elite (Kimura et al., 2024; Sabrina & Inder, 2023). Moreover, diverse strategies are employed to enhance public awareness, exemplified by the communication style of Hj. Imas Karlinah, SH. which aims to cultivate loyal support through information dissemination and education. The political communication strategies focus on organizing traditional campaign events led by Hj. Imas Karlinah, SH. and on establishing local organizations and networks to secure electoral loyalty across four consecutive winning periods from 2014 to 2029. However, a notable

challenge faced by Hj. Imas Karlinah, SH. is the underutilization of social media to engage millennial and Gen Z voters, who predominantly rely on these platforms, indicating that this research primarily examines traditional campaign strategies (Budi et al., 2021).

Based on data from table 1 the socio-economic status significantly influences the success of the team led by Hj Imas Karlinah, S.H. Observations were conducted over six months before the initiation of this research. According to West Java Central Bureau of Statistics (BPS) data, this status serves as a crucial driving factor for Sukabumi Regency, which is positioned at a poverty rate of 7.01% within West Java. The poverty line for 2023 was recorded at 7.01%, which decreased to 6.87% in 2024. The accompanying figure illustrates that the poverty severity index experienced a minor reduction of 0.23 in 2023, while the decline in the poverty rate for 2024 was recorded at 0.20, reflecting a decrease of approximately 3% (Badan Pusat Statistik Kabupaten Sukabumi, 2024).

Elements of Poverty	Poverty Metrics of Sukabumi Regency	
	2023	2024
Poverty Line (IDR/Kap/Month)	392.705,00	416.751,00
Count of Individuals Living in Poverty (Thousands)	178,70	175,93
Proportion of Impoverished Population	7,01	6,87
Index of Poverty Depth	1,01	0,88
Poverty Severity Index	0,23	0,20

(Source: West Java Central Bureau of Statistics)

The socioeconomic status, profession, educational attainment, and property ownership of voters significantly influence the Electoral District 4 community's perception of elections and civic engagement(Haryanto & Mahsun, 2024; Novadona Bayo, 2021; Sandra Amalia et al., 2021). Particularly, supporters of the incumbent, who are often affected by economic hardships, are more susceptible to the influence of money in politics, as their primary concern revolves around meeting immediate daily needs. Consequently, there is a diminished focus on long-term political issues, with greater interest directed towards the short-term economic advantages presented by the campaign of Hj. Imas Karlinah, SH. Observations indicate that many loyal supporters of Hj. Imas Karlinah, SH, originates from an economically disadvantaged background and frequently becomes a prime target for practices associated with money politics. Even modest financial aid or goods provided by Hj. Imas Karlinah, SH, can significantly sway the community's decisions regarding their legislative representatives.

Hj. Imas Karlinah, SH. emphasizes the significance of prioritizing economic issues as a central strategy in her campaign. She recognizes that rural communities are particularly focused on essential facilities such as sanitation, road maintenance, job opportunities, inflation, the cost of basic goods, and social welfare, which are critical concerns for voters facing economic hardships. In this study, it is noted that Hj. Imas Karlinah, SH. consistently fulfills her commitments to the community, in contrast to many legislative candidates who merely present promises and economic initiatives as superficial enticements to garner public support. Once elected, numerous legislative members fail to implement the work programs they had previously proposed to the constituents who supported them(Hadiyantina, 2021; Nofrizal et al., 2024).

Sukabumi District Electoral District 4	Total Number of Voters		
	Men	Female	Totally
Gunung Guruh	18.256	18.232	36.488
Cisaat	42.135	41.742	83.877
Kadudampit	20.749	20.008	40.757
Sukabumi	17.274	17.133	34.407
Sukalarang	15.837	15.843	31.680
Kebon Pedes	11.471	11.740	23.211
Cireunghas	11.979	11.847	23.826
Geger Bitung	14.647	14.451	29.098
Total Quantity	182.310	181.249	363.559

Table 2. Data On the Number of Permanent Voters (DPT) & From Electoral Commission (KPU)

Number Of Permanent Voters List Sukabumi District 4

Source: Electoral Commission (KPU) of West Java Province, Sukabumi Regency

According to table 2 the data derived from the permanent voters list (DPT) for Sukabumi Regency Electoral District 4 (refer to Table 1.1), there exists a total of 363,559 registered voters (Komisi Pemilihan Umum Kabupaten Sukabumi, 2024). Hj. Imas Karlinah, SH has been elected as the representative for the Regional House of Representatives (DPRD) in Electoral District 4 for the term spanning 2024-2029, securing the highest number of votes from the two sub-districts of Kadudampit and Geger Bitung. The political success achieved by Hj. Imas Karlinah, SH. is noteworthy, particularly in light of the data provided by the West Java Provincial KPU for Sukabumi Regency. The aforementioned table demonstrates that Hj. Imas Karlinah, SH. as an incumbent, has consistently emerged victorious from the 2014 election through to the 2024 election in electoral district 4. This trend indicates that the constituents, specifically the voters, continue to place their trust in Hj. Imas Karlinah, SH. as their representative for the 2019-2024 term. This reflects a clear implication that the residents of Sukabumi Regency still favor Imas Karlinah. As an incumbent, Imas Karlinah is perceived as capable of fostering development and improvement within the Sukabumi District.

Political communication strategy has a central role in the victory agenda(Farkas et al., 2022). A candidate in this case does not only rely on popularity or his position as an incumbent candidate, but there are political communication strategies that can be applied according to the conditions and places where the contestation is held(Bett & Ngala-Dimba, 2022). Especially for candidates

who lack popularity in the eyes of the community, of course, they need or look for effective communication strategies to socialize their vision and mission to win the battle between candidates in the legislative elections(You et al., 2024).

The candidacy of Hj. Imas Karlinah, SH. in the 2024 elections, which has been supported by the Golkar party, generally goes through three important stages, namely first, the selection of candidates(Farazian & Paskarina, 2021). This candidate screening is an internal party democracy that usually must be passed by party members or anyone who intends to run for regional legislative candidates. Second, the screening and selection of those who have been netted. Based on the electability of candidates in the eyes of the community becomes an aspect that determines which candidates will be supported by the supporting parties, and third, the determination of candidates(Dafri, 2023). This includes the interaction of district-level party elites with a team formed by obtaining authority from the decision of the Golkar Party Central Leadership Council (DPP).

The victory of Hj. Imas Karlinah.SH is because he uses a political communication strategy related to the positioning strategy implemented, namely the strengthening strategy as an incumbent candidate for 4 periods since 2009, as well as the persuasion strategy implemented against the constituent voters by mapping the area of voter participants focusing more on rural communities than urban areas. As well as with an approach using interpersonal communication through aspiration programs by capturing the aspirations of the community regarding the facilities needed(Sorensen, 2024).

The function of political communication strategy(Wen, 2024) is a tactic that plays a role in handling elections. The success of a political communication strategy makes a major contribution to using and planning the strategies of pairs of candidates or political parties to organize not only in the face of elections but also post-election. Strategy is essentially planning (planning) and management (management) to achieve a goal. However, to achieve this goal, the strategy does not function as a road map that only shows the direction but must be able to show how the operational tactics(Bitonti et al., 2023).

The Sukabumi Regency Regional House of Representatives (DPRD) Member Election in 2024 is a democratic process that determines for 5 years, with the election, electing legislative officials, namely Regional House of Representatives (DPRD) members by the General Election Commission (KPU) regulation No. 31 of 2002. The community has been given the freedom to determine who the leader they believe can make their region better. The focus of attention is the political communication strategy of Hj. Imas Karlinah, SH. In the legislative elections, he is a candidate who has served as a member of the Regional House of Representatives (DPRD) electoral district 4 Regency Sukabumi incumbent candidate who has served for the previous 10 years, Hj. Imas Karlinah SH. has several advantages over other candidates who are still new to the people's representatives in the 2024 Sukabumi Regency Elections.

This research focuses on how the strategies carried out by Hj Imas Karlinah SH. from the Golongan Karya party so that he can be re-elected as a member of the Sukabumi Regency Regional House of Representatives (DPRD) 2009-2014, 2014-2019, 2019-2024, 2024-2029 in electoral district 4, which covers Cireunghas, Cisaat, Gegerbitung, Gunung Guruh, Kadudampit, Kebon Pedes, Sukabumi, Sukalarang, and Sukaraja.

The political communication strategy(Klomp, 2023) in the legislative elections has a sense of

trust from the community towards the incumbent Hj. Imas Karlinah, SH. This makes the people in Electoral District 4 confident in their choice to be able to provide the right of people's representatives needed by the community, based on this trust, Hj. Imas Karlinah, SH. was re-elected to become a member of the regional people's representatives council in Sukabumi Regency, this research relates to what political communication strategies the incumbent Hj. Imas Karlinah, SH. in winning the people's votes.

In addition, why do researchers want to research political communication strategies in the legislative elections, a sense of trust from the community towards the incumbent Hj. Imas Karlinah, SH. which makes people in electoral District 4 confident in their choice to be able to provide the right of people's representatives needed by the community, based on this trust, Hj. Imas Karlinah, SH. was re-elected to become a member of the regional people's representatives council in Sukabumi Regency, this research relates to what political communication strategies the incumbent Hj. Used by the incumbent Hj. Imas Karlinah, SH. in winning public votes.

Literature Review

Figure 1 shows the state of the art in this research, according to research conducted by (Farazian & Paskarina, 2021) Simultaneous General Election was the first election participated by the Indonesian Solidarity Party (PSI). In the realm of the Regional House of Representatives, this party won the most seats in the Jakarta Special Capital Region Province compared to other provinces won by PSI. This research aims to find out the efforts and strategies used by the Indonesian Solidarity Party, especially in DKI Jakarta Province, as well as the image generated during the 2019 Simultaneous General Elections to the public so that it was able to win the most Regional House of Representatives seats from all other provinces. This research focuses on the realm of political communication and uses the 4P political marketing theory (product, promotion, price, place) adapted from marketing theory, the shortcomings of this research focus on traditional ways to attract audiences in elections.

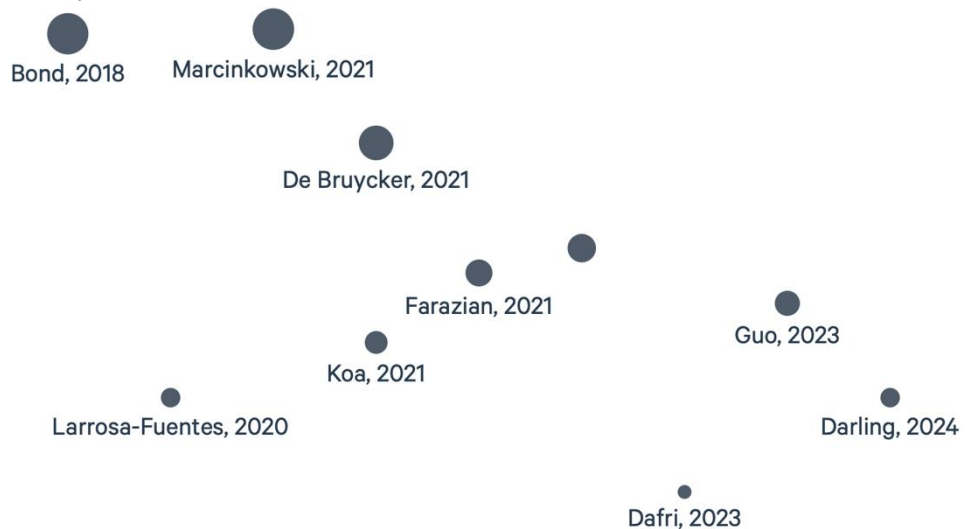


Figure 1. State of the Art

According to research conducted by Ella, Social media platforms have become one of the most

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important online spaces for political communication(Stone et al., 2022). However, not much is known about how women used social media during the campaign period in Southern countries. By focusing on the use of Instagram and Twitter in Indonesia, this study examines how elected female representatives used these platforms during the 2024 legislative elections. The findings show that female politicians are more likely to use Instagram than Twitter because the features on Instagram rely heavily on visual material(Dafri, 2023).

The shortcoming of this study is that it focuses too much on digital campaigns, whereas political communication in Indonesia tends to use conventional media to attract audiences, compared to campaigns conducted on social media(Guo & Hu, 2023). The first function of this research is because researchers see a uniqueness related to the communication strategy carried out by Hj Imas Karlinah, SH. as an incumbent candidate who has served as a member of the regional people's representatives council for 4 periods, through the aspiration program carried out can make constituents loyal to him. The form of communication strategy carried out focuses on female voters when compared to the male gender with the mapping of voter areas carried out in many rural areas in electoral district 4.

The second reason is that researchers want to see the situation of the community in the 2024 elections which are held simultaneously with the presidential election is heating up, especially related to the election of presidential and vice presidential candidates related to the Golkar Party coalition, the majority of people in West Java and in Sukabumi Regency choose the Gerindra Party to be chosen as the presidential candidate pair number 2, resulting in many people choosing their people's representatives also on behalf of the party without choosing a candidate first, in this study Hj. Imas Karlinah, SH. as an incumbent in the 2014-2019 election and the 2019-2024, and now 2024-2029 election remains a candidate for people's representatives elected by the people in Sukabumi District(Bond & Sweitzer, 2022).

The third function of this research is to make a political communication strategy program to be used as a successful program for legislative candidates in parties in Indonesia(Koa, 2021), the uniqueness of Hj. Imas Karlinah, SH. Uses an approach to the community, namely utilizing interpersonal communication in carrying out his political campaign, which is different from other candidates who only rely on a success team and do not directly campaign directly, as well as a winning success team that does not use print mass media or mass media on the internet as a political communication strategy(De Bruycker & Rooduijn, 2021).

Research Novelty In the ever-evolving digital era, political communication strategies have undergone a significant transformation, especially in the context of legislative elections in Indonesia. This research offers novelty by exploring the interaction between digital technology and traditional political communication strategies in the unique context of local politics in Indonesia. While many studies have addressed the use of social media in political campaigns, this research focuses on the integration between digital media and traditional communication methods such as face-to-face campaigns and conventional mass media(Larrosa-Fuentes, 2022).

One novel aspect raised is the in-depth analysis of how candidates and political parties in Indonesia adapt their communication strategies to meet the needs and preferences of different voters in different regions. This research will use a case study approach to explore the communication strategies implemented by successful candidates, such as Hj Imas Karlinah of the Golkar Party in electoral district 4 Regency Sukabumi in the 2024 Legislative Election. The study will identify key factors that contributed to the success of the campaign, including the use of data for voter segmentation and personalization of political messages.

In addition, this research will also explore the role of local culture and social dynamics in influencing political communication strategies. Using a cultural and social analysis framework, this research will highlight how local values, social norms, and community structures influence the way political messages are structured and delivered. This will provide new insights into the importance of contextualization in political communication strategies in Indonesia, which is often overlooked in previous literature.

Another novelty proposed is the use of innovative data analysis methods to evaluate the effectiveness of communication strategies (Marcinkowski & Došenović, 2021). This research will utilize social media analysis and sentiment analysis to measure the impact of political messages on public perception and voter participation (Baraybar-Fernández et al., 2023). Thus, this research not only contributes to the theoretical understanding of political communication but also offers practical recommendations for political parties and candidates in designing more effective and adaptive communication strategies. (Darling, 2024)

Overall, this research seeks to bridge the gap between theory and practice in political communication, by providing a new perspective on how communication strategies can be optimized in the context of legislative elections in Indonesia. This research is expected to be an important reference for academics, political practitioners, and policymakers in developing political communication strategies that are more responsive to technological change and social dynamics in Indonesia. The research objective focuses on how the political communication strategy of Hj. Imas Karlinah, SH. from the Golkar Party in winning the 2024 Legislative Election.

Theoretical Framework

Political Communication Strategy

Politics and strategy, these two things must go hand in hand when pursuing political goals in winning elections or regional elections (Salgado Ribeiro de Sá, 2025). Meanwhile, strategy also requires tactics, a prerequisite for tactic planning is strategic planning. Tactics planning and action-taking can only have meaning if a strategy is carefully planned. So tactical planning can provide answers to the questions of who will do what, when, where, how, and why. Such tactical decisions are used to achieve each strategic objective. These decisions mainly depend on recognizing the scope, prerequisite framework, and personal capabilities. Therefore, tactical planning should not be planned from the strategic level, but by leaders at the tactical level, because this is the only place where the required knowledge lies (De Bruycker & Rooduijn, 2021).

In the 2024 Sukabumi legislative election, Hj. Imas Karlinah, SH. Ran for re-election as a member of the Sukabumi Regency Regional House of Representatives (DPRD) for the 2024-2029 period. Hj Imas Karlinah's candidacy is not only because he is an incumbent candidate, but there are at least three important things that he has, and this is an effective political communication strategy. Firstly, Hj Imas Karlinah, SH. has social capital, this social capital can be seen in the fact that he is the descendant of a charismatic Sukabumi Regency figure, as well as a well-educated person, he has a law degree, and he has also been a member of the regional people's representatives council before. Secondly, he has financial support, because, after all the democratic system that gave birth to one man, one vote leads a candidate to have to get the majority of votes if he wants to win. And to do so, adequate financial support is almost inevitable. Third, network, a candidate for regional people's representatives council member must have an

extensive network. This network is divided into two, namely first, community networks, such as majlis taklim (Islamic forum), farmer groups, and other communities.

Positioning Strategy

According to Newman and Shet, (Satriawan & Purwaningsih, 2021), the choice of positioning strategy to capture and maintain the market can also be made by paying attention to the image and performance of a contestant (political party candidate). Strategic choices can be made by developing a matrix that relates the image of a contestant to his political performance after being elected as follows is explained in table 3.

1. Reinforcement strategy. This strategy can be used for a contestant who has been elected because they have a certain image and that image is proven by political performance while developing a certain public office (Satriawan & Purwaningsih, 2021).
2. Rationalization strategy. This strategy is carried out to groups of voters who have previously elected a certain contestant because the contestant has succeeded in developing a certain image because the contestant has succeeded in developing a certain image that voters like, but his performance later does not match the image. This rationalization strategy is carried out to change voters' attitudes and must be carried out carefully (Satriawan & Purwaningsih, 2021).
3. Inducement strategy. This strategy can be applied by candidates who are perceived to have a certain image but also have performance or attributes that match other images (Satriawan & Purwaningsih, 2021).
4. Confrontation strategy (confirmation strategy). This strategy is applied to voters who have chosen a contestant with a certain image that is considered unsuitable by voters and then the contestant does not produce a performance that satisfies voters (Satriawan & Purwaningsih, 2021).

	Performance of Image Compatibility	
Contestant Image (Matching the aspirations of certain voters)	Match	Not Match
Match	Reinforcement Strategy	Rationalization Strategy
Not Match	Inducement Strategy	Confrontation Strategy

Table 3. Strategy Positioning (Newman and Sheet (Satriawan & Purwaningsih, 2021)

Methods

This research used a qualitative method because researchers wanted to know and explore the steps and strategies taken by Hj Imas Karlinah.SH in the legislative elections. In particular, the winning strategy was carried out by the research subject in Sukabumi Regency and the stakeholders involved, namely the party, the community, and the success team. (Creswell & Creswell, 2018) States that a good case study must be conducted directly in the actual life of the case being investigated. However, case study data can be obtained not only from the case under study but also from all parties who know and know the case well described in figure 2.

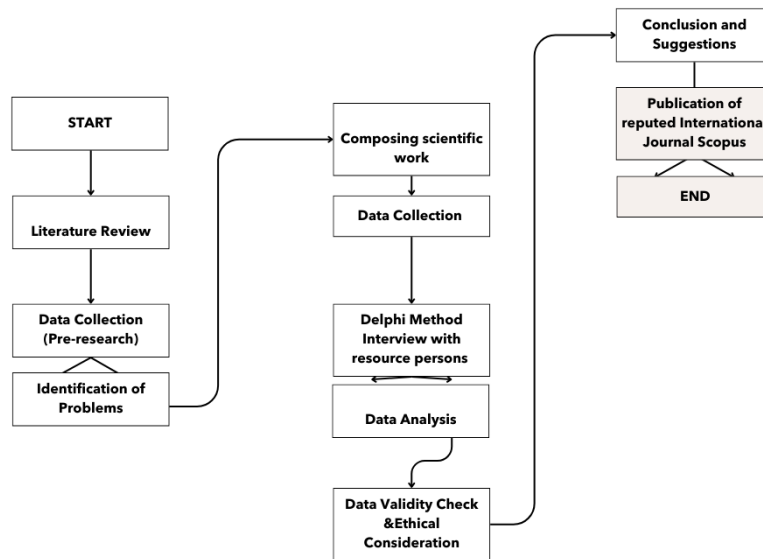


Figure 2. Flowchart of the Research Step

1. The Literature Review and Problem Identification phase encompasses two primary activities: the gathering of preliminary data pertinent to the research. During this phase, researchers have engaged with potential participants and informants, specifically stakeholders from the HJ. Imas Karlinah team and its success team. This engagement serves as a foundation for researchers to explore both primary and secondary sources, including books and international journals that discuss political communication strategies in legislative elections in Indonesia, particularly the case study of HJ. Imas Karlinah, SH. representing Golkar in the 4th Sukabumi Regency for the 2024 Legislative Election.

2. The Data Collection phase represents the implementation of the preceding stage. At this point, the researcher articulates and details the research proposal in written form, following an inductive reasoning approach that aligns with the employed methodology a case study aimed at gaining a comprehensive understanding of the complexities and dynamics associated with political communication strategies in Indonesia's legislative elections, utilizing Newman and Sheet's (Satriawan & Purwaningsih, 2021) strategy positioning theory.

3. Field Research involves the execution of data collection activities in real-world settings through in-depth interviews and observations, employing the Delphi method for comprehensive interviews with several experts in communication strategies. The study will include 10 key informants, along with additional participants knowledgeable about political communication strategies in legislative elections in Indonesia. The interviews will be conducted in-depth, utilizing an open-ended question format, while researchers will engage in full participant observation throughout this research endeavor (Haven et al., 2020).

4. The processes of data processing and analysis encompass activities related to data presentation, which involve data reduction, categorization, and the visualization of information gathered through observational interviews. During this phase, researchers articulate the categories that arise from the interpretations of the research subjects concerning the political communication strategies employed by Hj Imas Karlinah, SH. and his success team. Additionally, the researcher conducts verification or triangulation of the data about the research subjects through member checks to ensure the accuracy of the research findings.

5. The data validity test represents the final step before the researcher compiles an article for submission to a reputable international journal indexed by Scopus Q1.

6. The conclusions and suggestions section involves synthesizing the research findings and offering recommendations that address the implications of these results for the advancement of political communication strategy theory in the context of legislative elections in Indonesia, serving as a model for political communication strategies among legislative members.

7. The publication of articles in a Scopus-indexed international journal constitutes a required output of this research endeavor.

Data Collection

This research also uses the Delphi method in collecting interview data. Following the acquisition of participant consent, the researcher carried out semi-structured interviews that included 50 primary questions along with various follow-up inquiries focused on political communication strategies during legislative elections. Most interviews were conducted in person, accommodating the participants' availability. The discussions were held in Bahasa Indonesia within an informal environment to promote a more organic and comfortable exchange of ideas and emotions. Each session was audio recorded, generally lasting around 60 minutes. The insights and lived experiences of the participants served as the foundation for the entire dialogue. Subsequently, the researcher gathered and analyzed the data until reaching a point of saturation. This study was conducted with the approval of all involved parties.

No	Names	Roles
1	Hj. Imas Karlinah. SH.	Member of Regional House of Representatives (DPRD) Regency Sukabumi electoral district 4
2	Sihabudin	Team leader of the Campaign Strategy Team
3	Ulfa	Secretary political success team Hj Imas Karlinah, SH.
4	Eli	Staff Division of political team Hj Imas Karlinah, SH. also sub-district administrator
5	Yayan Mulyana	Staff Division of political team Hj Imas Karlinah, SH.
6	Dudih	Staff Division of political team Hj Imas Karlinah, SH.
8	Kohar	Sukabumi District Administrators
9	Nur Leli	Sukabumi District Administrators
10	Herlin	Village Administrators of Sukabumi District

Table 4. Key Informant

Source: Data Processed by Researchers, 2024

Data Analysis

This research uses a qualitative approach case study approach because it wants to know in detail, provide a complete picture, and explore in depth how the role of Hj Imas's political communication strategy. SH in carrying out the winning program strategy and seeing the stages of political communication strategies carried out towards the people of Sukabumi Regency concerning three stakeholders, the Goklkar Party, the community, and the success team, this research process involves important efforts such as data collection through in-depth interviews with informants, documentation studies and participant observation (Creswell & Creswell, 2018).

Case studies, as articulated by Moustakas (Creswell & Creswell, 2018). involve the synthesis of individual textural descriptions into a comprehensive or in-depth portrayal. In the present study, the author has identified themes from interview excerpts that encapsulate the essence of the experiences being examined. These themes were subsequently elaborated upon to create a composite depiction of the primary findings. Ultimately, a narrative summary was crafted, encompassing the participants' perceptions of their management experiences alongside the author's interpretations, supplemented by direct quotations from the transcripts.

The process of case study data analysis, as outlined by (Creswell & Creswell, 2018), includes several key steps: First, data collection involves gathering rich and detailed information through interviews, observations, and document analysis. Next, data reduction is performed to sort and organize the information, allowing for the identification of significant units of meaning. Following this, coding is applied to these units to uncover emerging themes and patterns. The subsequent step involves grouping related themes to form broader categories. Detailed descriptions of the participants' experiences are then developed based on the identified themes and categories. The integration of textural and structural descriptions serves to illuminate the essence of the participants' experiences. Finally, the validation and reliability of the analysis are ensured through methods such as data triangulation, peer review, and member checking.

Ethical Consideration

In terms of ethical considerations, the authors adhered to the ethical research guidelines established by the Indonesian National Research and Innovation Agency (Brin, 2023). The data collection was conducted with the necessary approvals. During the interview stage, participants were made aware of their rights and the voluntary aspect of their involvement. Additionally, informants were reminded that their participation was completely voluntary and that they could withdraw at any point if they felt uneasy during the interview. To ensure the confidentiality of their information, an informed consent form was distributed to all participants in the study.

Results

The researchers found that the success of Hj. Imas Karlinah's political communication strategy. SH. Namely by the election of Hj. Imas Karlinah,SH. as a member of the Sukabumi Regency Regional House of Representatives (DPRD) in the period 2009-2014, 2014-2019, 2019-2024, 2024-2028 In other words Hj Imas Karlinah. SH was successfully elected as a member of the Sukabumi Regency Regional House of Representatives (DPRD) four times in a row.

“The political communication strategy is just flowing, the constituents are considered friends like family, coincidentally my husband is a civil servant, namely the head of the Public Works department, and also likes organizations used to be the chairman of PPM (Youth of Panacamarga), chairman of AMPI (Young Renewal Force Indonesia) chairman of KNPI (National Committee of Indonesian Youth) I am also a member of Dharma Wanita in PKK so when in 2004 Mr majid, namely the head of the daily DPD of the Golkar party who used to be the chairman of the Golkar party. I was interested, my husband was also the head of an office in Sukabumi District, I became a candidate and got serial number 5, it turned out that the number of votes obtained was 18600 votes but failed to become a candidate because at number 5 at that time the order of victory was based on serial number, the electoral system was proportionally closed so it was based on serial number so that the number of votes obtained was 18600 votes. The entry is based on the sequence number even though it gets 18600 votes, the three seats that become Regional House of Representatives (DPRD) members are first Mr. Dani, Mr. Mahji, third Mr. Wahyudin, I did not get the most votes(Hj.Imas Karlinah, SH. interview, May 03, 2024).”

At the beginning of her candidacy in 2004 Hj. Imas Karlinah, SH. with the support of her husband who was a civil servant as well as the head of the PPM (Youth of Panacamarga) organization, AMPI (Young Renewal Force Indonesia) chairman of KNPI (National Committee of Youth Indonesia) nominated for the first time as a member of the Regional House of Representatives (DPRD) but failed with serial number 05 it turned out that the number of votes obtained was high at 18600 votes. In 2009 Hj. Imas Karlinah, SH. Nominated again as a candidate with the support of her husband who has become a retired civil servant.

“In 2009, I nominated again with the encouragement of my husband's success team, who also happened to be retired, the campaign capital was as rough as possible, it turned out that there were still votes that supported it, getting about 4600 votes, there were still leftover votes based on the 2004 election, in 2009 I won the election from the beginning, I predicted that I would get 4 periods from 2009-2014, 2014-2019, 2019-2024, 2024-2029 this is my last period as a member of the Regional House of Representatives (DPRD), I got the vote through community engagement through kinship alone. I am very loyal to my success team because they supported me from the beginning of my candidacy in 2004 until the last election when I gave money to the head of my success team to be distributed to other members of the success team who were scattered in Gegerbitung sub-district, and in Kadudampit sub-district. In this last period, I will be 59 years old, and in 2024 I will be 63 years old, I have had enough of being a member of the Regional House of Representatives (DPRD), and I want to retire (Hj. Imas Karlinah. SH, interview, May 03, 2024).”

The stage of candidacy for Regional House of Representatives (DPRD) Hj. Imas Karlinah. SH. also organized (women's organizations for civil servants' wives)at the beginning of the nomination, getting the most votes but at the time of the 2004 election did not see the candidate who got a lot of votes around 18600 votes but was seen by the system no sequence, namely no sequence 5, in 2009 the reinforcement strategy that had been made in 2004 could attract people to vote for Hj. Imas Karlinah. SH. The votes obtained in the 2009 election were 4600 votes. Inducement strategy. Based on the experience of the people in the electoral district four of Sukabumi Regency, Hj. Imas Karlinah, SH. has a positive image and also has a performance that is greatly felt by the community, therefore many people have chosen him as a member of the Regional House of Representatives (DPRD) since the 2009-2014, 2014-2019, 2019-2024, 2024-2028 periods, there are several policies in recruiting candidates in the Golkar party.

“There are administrative requirements and track records to the community, first from the party administration, the candidates are the best choices that will be positioned by the party as party ambassadors to later sit in the regional government so the selection: first the requirements must be at least 5 years active in the party, the maximum has (PJRT) achievement dedication loyalty and irreproachable reputation. What kind of reputation, excess expertise, what kind of education? The policy in the recruitment of legislative candidates is now intervened by the KPU and the Law, for example, in the legislative candidates, at least 30% must be women, there is nothing like that if the women have not been seen in working as members of the council, at most only 1/2 of the female Regional House of Representatives (DPRD) members are often seen (Hj. Imas Karlinah. SH, interview, May 03, 2024).”

"The legacy from my parents in the past is people idolized the 2nd president of Indonesia, Mr. Harto, that's why before the collapse of the Golkar party, they would not join another party, Golkar is identical to Mr. Harto, my mother was once offered to become the chairman of the Hanura party council, I refused, the Perindo party also offered to become chairman, there was also my successful team whose child was running for the Perindo party, I left that campaign point and went to a new point that I liked, the descendants in Golkar have strong power like changing religions and changing parties. It is not good to move from party to party even though they continue to be members of the council, people do not appreciate that there is a negative image, and those legislative candidates do not want to make the party's name great but only focus on themselves(Hj. Imas Karlinah. SH, interview, May 2024).”

The beginning of her candidacy in the world of politics was because of the inheritance from her parents who had been passed down from generation to generation even though there were offers that wanted Hj. Imas Karlinah. SH. as the chairman of the Hanura party and the Perindo party. Public opinion in society creates a negative image of council members who move from party to party, as described in figure 3 of the victory team organizational structure Hj. Imas Karlinah, SH.

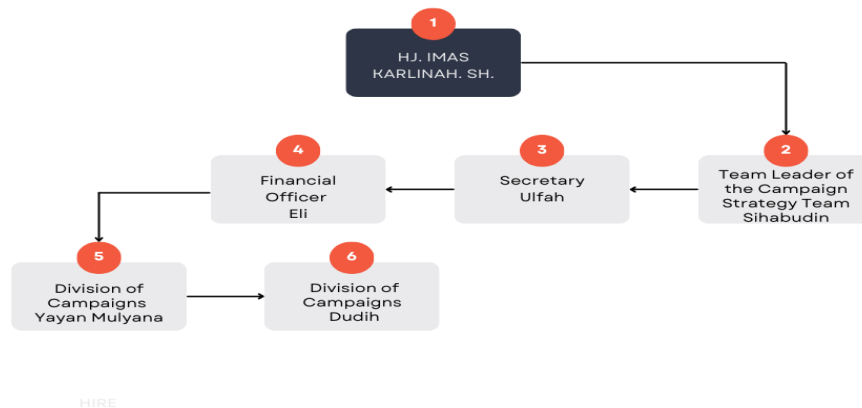


Figure 3. Organizational Structure of Hj Imas Karlinah's Winning Success Team

"I just became a successful team from the 2019-2024 period, I used to know Hj Imas for 2 periods there was a recess in Buniwangi to fix the road in my village area, as a successful team that had been trusted by Mrs. Hj Imas was given a request for what was wanted in the village/area, the successful team happened to be in my place to make a road then nominated again and became a member of the Regional House of Representatives (DPRD) again and proved it with the program that had been implemented in the previous period so that the community believed in Mrs. Hj Imas' performance because there was evidence (Ulfah, interview, May 6, 2024)."

When asked by the researcher how Hj. Imas Karlinah, SH. Initially ran as a member of the Regional House of Representatives (DPRD) for electoral district 4 of Sukabumi Regency, the resource person answered that having become a successful team in the 2019-2024 legislative election period was the first time the community felt the success of being a successful team, namely the road repairs carried out by Hj. Imas Karlinah, SH following the request of the community in the Gegerbitung sub-district, namely by using a strengthening strategy carried out by the successful team and Hj. Imas Karlinah, SH.

"The approach to the community that is already familiar with Mrs. Imas is essentially a more intense approach to the community's attention, what the community usually needs is not yet fulfilled by the village, for example, alley roads and water channels, the creation of public toilet facilities, Mrs. Imas usually does not immediately promise to choose her, the program she carries out will be realized, God willing, if there is a program if there is none, it will not be realized immediately, there are also other legislative candidates who the community asks for a road in the alley to be built, it is immediately built, but Mrs. Imas usually does not do it immediately (Eli, interview, May 2, 2024)."

The same opinion was also expressed by the resource person for the positioning strategy, the reinforcement strategy that was carried out, namely the approach carried out by the successful team and Hj. Imas Karlinah, SH. From the beginning of the nomination in 2004 until three terms, the community felt that their needs were being cared for, namely the improvement of public facilities that were greatly needed by the community, such as the creation of alley roads, piping, public toilet facilities but they were not directly made by her, unlike other legislative candidates.

"Mrs. Hj Imas never made any promises to the community, but for the community's wishes from the previous period, they were definitely received, such as roads, repairs to prayer rooms, for this Covid-19 assistance from Mrs. Hj Imas, masks and hand sanitizers, it was like the program from last year's period, this road, an alley from Mrs. Hj Imas, so the campaign locations that Mrs. Imas visited got the highest votes to choose Mrs. Hj Imas for aspirations (Ulfah, interview, May 6, 2024)."

According to the source, Hj. Imas Karlinah, SH. She never made promises to the community the strategy used was to use the wishes of the community in the aspiration program in the next period to improve public facilities.

"From the community, it also emerged with activities related to the Rural Banks (BPR) bank so that the campaign team did not forget smooth communication and did not keep a distance in this case the council and the people were the same, communication continued smoothly, there was no distance with her, it was formal and informal communication. So the campaign location was also not the same as other legislative candidates visited by Mrs. Hj. Imas Karlinah, SH. Other legislative candidates were not allowed to visit the campaign (Ulfah, interview, May 6, 2024)."

In answering the question of how the Success Team communicated the advantages of the legislative election-winning program to the public, the secretary of the campaign team said that Hj. Imas Karlinah, SH. did not make false promises to the community, what Mrs. Hj. Imas did during the campaign was what the community wanted, what they wanted, then it was written, Hj. Imas Karlinah, SH. Being in commission for 4 campaign points that he has visited, his program was made for the next period. He is also a communication bridge between the community who need a cash injection to the Rural Banks (BPR) bank, the communication carried out to the community has no boundaries between Regional House of Representatives (DPRD) members and the community. So his constituents are very loyal and the campaign locations that are carried out are not visited by other legislative candidates.

"Initially, Mrs. Hj Imas ran in 2004 but failed. Her strategy was to use her husband's name, Mr. Ginanjar, who worked as a civil servant and served as head of the PU office, close to the Village Head, close to the village structure, including me as her team. In 2004, she got 18,000 votes, but last year it was through ranking, meaning that Mrs. Hj Imas had been socialized with the community, including the Village Head, through an approach that had been implemented through her husband's name, therefore, during the 2004 election, she had savings of votes for the legislative election held in 2009 so that directly the community still remembered Mrs. Hj Imas who had repaired asphalt roads for the community, so she already had savings of votes in most of the Kadudampit sub-districts, Sukabumi sub-districts, and Geger Bitung sub-districts, the majority of which were from these sub-districts (Yayan Mulyana, interview, May 6, 2024)."

According to the initial source of the nomination of Hj. Imas Karlinah, SH. at the beginning of the 2004 election but failed, she benefited from the image of her husband who worked as a civil servant and also served as the head of the PU service, had an approach to the village head also

with the village structure based on the 2004 election, which was beneficial for the image of Hj. Imas Karlinah, SH. in the community because using a strengthening strategy in the 2009 election made the community choose her as a member of the Regional House of Representatives (DPRD), 2009 when Hj. Imas Karlinah, SH. was re-nominated as a legislative candidate, her husband had retired.

"One of them is the influential serial number, she was number one, but when she was in the 2004 election, she was number 5 but her votes got the most, in the 2009 election she was number 2 and in 2014, 2019, 2024 elections she was number 1, so it does have an effect when the party's votes drop or are less, then the serial number affects winning seats (Sihabudin, interview, May 8, 2024)."

The purpose of the Reinforcement Strategy (strengthening strategy) carried out can control the public in choosing Hj. Imas Karlinah. SH. Supported by the ballot sequence number at the beginning of the nomination in 2004 at number 5 getting the most votes but it turned out she lost, in the 2009 Election, she was number 2. The position of Hj. Imas Karlinah, SH. Continued to rise to become sequence number 01 in the 2012 and 2019, 2024 Legislative Elections.

Conclusion

Campaign planning of Hj. Imas Karlinah, SH. from the Golkar Party that formulated by the success team and the formulation of strategies in winning the 2019 legislative elections. 2019 legislative elections, the communication strategy carried out is the strategy of positioning strategy to strengthen Hj. Imas Karlinah, SH. as an incumbent candidate through a communication strategy that is carried out by using an aspiration program.

The community aspiration program directly feels the performance of Hj. Imas Karlinah, SH. So he has served as a member of the Regional House of Representatives (DPRD) for 4 periods. Strategy rationalization strategy through recess deliberations with the community gave rise to the aspiration programs that focus on improving public facilities such as alley road repairs, mosque repairs, madrasah repairs, building shared toilets, irrigation of rice fields, and privatization. As well as a loyal success team to Hj. Imas Karlinah, SH. Himself from the 2009-2019-2024 elections. Based on the findings obtained by researchers, namely in the stages of the aspiration program based on recess deliberations that must be carried out by Regional House of Representatives (DPRD) members including Hj. carried out by Regional House of Representatives (DPRD) members including Hj. Imas Karlinah, SH. and also assisted by the success team based on the problems of public facilities that problems that occur in the community.

While the stages of the aspiration program are carried out by Hj. Imas Karlinah, SH. Observing the problems felt by the community perceived by the community is a collaboration between the aspiration program of the Regional House of Representatives (DPRD) board members and also the success team, the planning and the creation of the program is a stage of negotiation between Hj. Imas Karlinah, SH. and the subject of the aspiration program, namely constituent voters. Focusing on the sub-districts with the highest votes in the sub-districts of Gegerbitung and Kadudampit sub-districts, the aspiration program plan implemented by Hj Imas Karlinah, SH. with the related success team namely in cooperation with the aspiration program socialization with the community for the development schedule of the aspiration program took action communication stages of the aspiration program has been done by the success team success team and the community with renovations of public facilities as well as making alley roads, pipelines

for irrigation of rice fields. Evaluation stage This aspiration program is carried out by the success team for the community in Constituency Four. For the community in Electoral District Four.

Suggestions for political communication strategy planning political communication strategies carried out by the winning success team in the 2024 legislative election were very effective in gaining the votes of Sukabumi Regency voters in electoral district 4. Several stages have been carried out, namely, the first stage, including the formation of a success team, activating a team of volunteers such as the volunteers such as FPI and Pancasila Youth organization and making survey results based on political communication strategies.

Meanwhile, the campaign period included mapping of voter constituencies, focusing on voter constituency, which is more focused on voters in villages than in urban communities. Villages when compared to urban communities. Suggestions for planning message design must be planned following the political campaign political communication strategy to attract voter constituents, as well as campaign attributes that are different from other legislative candidates are very influential in attracting constituent votes. Influence in attracting constituent votes. The success team can also use the local print mass media/local internet media to be able to attract voters' voting rights by using innovative campaigning methods. Innovative way of campaigning.

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