STRATEGY OF THE POLITICAL CAMPAIGN MODEL

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STRATEGY OF THE POLITICAL CAMPAIGN MODEL (Study of the Phenomenon of Female Candidates in Blitar District)

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ABSTRACT

The problems faced when approaching the election are many, one of which is the problem related to how to lobby politics to the public to use their voting rights so that they do not abstain. This problem that is often encountered can be solved by implementing the right political campaign model strategy. The strategy in political campaigns is a careful plan for activities to achieve specific goals where the activities carried out are carried out by political organizations or competing candidates to compete for position in parliament in order to get the support of the mass of voters (voters) in voting. In line with Law No. 10 of 2008 concerning elections for members of the DPR, DPD and DPRD loaded with 30 percent quota for women in article 53, coupled with article 8 paragraph 1 mentioned regarding statements of at least 30 percent quota of women's representation in central party political party management as one of the requirements political parties to be able to become participants in the election. The purpose of this study was to find out in depth about the strategy of the political campaign model of female candidates in Blitar Regency as a method used by legislative candidates to attract their voters. This way of lobbying politics to the community has the aim of introducing candidates to the public through political campaigns that bring up the positive image of legislative candidates by involving the community. One way in which legislative candidates take to attract attention and get votes from various communities is starting from giving promises when campaigning. The subject of this research is that all the people and female candidates in Blitar Regency and the object of their research are the political campaign model strategies in Blitar Regency. The type of research used is qualitative research using the phenomenology approach. The phenomenology approach aims to describe the meaning of life experiences experienced by some individuals about certain concepts or phenomena by exploring the structure of human consciousness. So here the researcher wants to know the meaning of the experience experienced by the community and female candidates related to the political campaign model strategy through this phenomenology study. This research method uses a qualitative approach with interviews, observation, and documentation studies. This research produced a strategy model for political campaigns related to the phenomenon of female candidates in Blitar District.

Keywords: **Strategy, Campaign Model, Female Candidates**

I. INTRODUCTION

Women's problems in Indonesia are still very diverse where patriarchal culture is still very strong in Indonesia which makes women discriminated against. By looking at the above phenomenon, then before the presidential and legislative elections, women are expected to be able to fight and dare to voice women's issues so that gender equality and the rights and protection of women can be guaranteed by the state.

Elections are indeed political communication activities that are easily found in everyday life. But not only that, small domestic cases also do not escape political events. A political communicator will succeed in conveying his political message when he has attraction and credibility. As creative legislative candidates, they should be able to create a more accurate campaign strategy. Because boosting popularity is not just spice up campaign posters with titles, nor by showing off handsome faces, what's more by making big names for party leaders. In essence, the people need a solution. As qualified candidates, they must be able to create solutions as a central message from the campaign. It is hoped that the legislative candidates can boost their popularity by campaigning for smart solutions to problems that still exist in the community. If the community is forced to choose the legislative choice, it will certainly be confusing which legislative candidates will be elected. While the public is still wondering, who are the legislative candidates. How is the party's creativity and siding with who it is and who supports it. What is the reputation and what solutions the legislative candidates offer to voters.

The political life of Indonesian women in particular has increasingly gotten a wider way to play a more active role in the political arena. In line with Law No. 10 of 2008 concerning elections for members of the DPR, DPD and DPRD loaded with 30 percent quota for women in article 53, coupled with article 8 paragraph 1 mentioned regarding statements of at least 30 percent quota of

women's representation in central party political party management as one of the requirements political parties to be able to become participants in the election. As equipment, the KPU also made several KPU Regulations (PKPU), which in several articles strongly supported efforts to increase representation of women in the political sphere. Trust in female politicians is increasing with the increasing number of women who excel in politics.

In Indonesia women can enjoy their political rights starting from the legislative body of the DPR or the MPR. Political parties generally have a division and organization of women's wings in their party structure. With the increasing number of women in political parties including one of the reasons it is necessary to issue legislative candidates who are the forerunners of the DPR and MPR. Therefore, women are often referred to as a strategy tool for political parties.

Political campaign is a form of political communication carried out by people or groups (organizations) in a certain time to obtain and strengthen political support from the people or voters. According to Rogert and Storey (1987) (in Venus, 2004: 7) political campaigns are a series of planned communication actions with the aim of creating certain effects on a large number of audiences carried out continuously at certain times, so that it is different from propaganda, where the characteristics of the campaign lies in the source that does it always clearly, the time of implementation is bound and limited, the nature of the idea is open to debate, the purpose is firm, varied and specific, the mode of acceptance of voluntary messages and persuasion, the mode of action is governed by rules and codes of ethics, and the nature of interests considering interests both sides.

The strategy of the campaign model by lobbying politics to community leaders is more prioritized because it can be a sound magnet, besides the introduction of legislative candidates to the community through political campaigns involving

the community can be used as the main way to attract the attention of the local community. The limited time the campaign provided by the KPU forced legislative candidates and their campaign teams to campaign effectively in reaching out to the people in the electoral district. (Hamad, 2004; MC Quail 1983). The campaign team from each pair of legislative candidates will try to create a positive self-image in the eyes of the public and the achievements of the legislative candidates have a big influence on the beginner voters in shaping their choices (Suryanto, 2007). The chance of a candidate to win the election directly depends on the use of a variety of mass media in the political campaign undertaken.

Efforts in gender equality carried out by women also showed more results. The role of women increasingly contributes to the development of this era. There is a positive side there is also a negative side that is caused. No exception, even women have begun to explore the political realm and more and more women are starting politics. However, is the quality of female politicians equal or just a supplement. Based on the focus of the research, the researcher intends to conduct a research entitled "Political Campaign Model Strategy (Study of the Phenomenon of Female Candidates in Blitar District)".

II.RESEARCH METHODS

This research includes qualitative research. According to Moleong (2001: 3) qualitative research is a study that produces descriptive data in the form of oral and written words from people or actors who are entrusted. This type of research is descriptive qualitative because the data used in this study are in the form of words in the sentence.

This research was conducted in Blitar District with the subject of research which included all communities and female candidates, especially those residing in Blitar Regency. Meanwhile, the object of this research is the strategy

of the political campaign model in Blitar Regency related to female candidates in Blitar District. This research was carried out intentionally because the researchers were interested in examining how the strategy of the political campaign model of female candidates in Blitar District. In addition, the willingness of the informants to provide the data needed in this study is one of the researchers' interests.

The informants in this study were 3 namely Cicik Susana S. Sos MM as the female chairperson of the United Development Party, Isnani Binti Badriyah S. Sos a member of the United Development Party, Zurina Ernawati S. Kom a member of the Indonesian Democratic Party, Fivit Feria Maulinasari, ST, and Neny Amalia Sari, S.Pd. The following is a brief profile of each informant.

1. Cicik is an activist in the United Development Party as well as the head of women's child protection and domestic violence. He has been active for more than five years in the United Development Party. Ms. Cicik has a strong desire to fight for the aspirations of women, especially the housewives who experience domestic violence. For him women now do not have to be at home, women must be able to be independent and work to help alleviate the nation because the first teacher is a woman in the household.

2. Isnani is a housewife who was asked to fulfill the United Development Party's quota which was indeed lacking in women. Where political parties should meet 30 percent of women's quota if they want to participate in or submit elections. He is a woman who is in charge of education who actively participates as one of the members of the youth club in his village. Because he is usually involved with community members, Isnani was asked to fulfill the women's quota for the United Development Party.

3. Ernawati is the wife of one of the employees in the sub-district who was asked directly by the community members to join in running for the PDI party's legislative candidates, especially in the Sutojayan area because the PDI

party lacks legislative candidates. He is the mother of Kamituo who in fact plays an active role in the community and is involved in building the Sutojayan District.

4. Fivit Feria Maulinasari, ST as the Golkar Party Women's Candidate.

5. Neny Amalia Sari, S.Pd as female candidates for the Indonesian Democratic Party of Struggle.

This study uses a phenomenological approach. The phenomenological approach according to Moleong (2007: 14) is a view that emphasizes the focus of subjective human experiences and world interpretations. The phenomenological approach explains or expresses the meaning of a concept or phenomenon of experience based on awareness that occurs in several individuals. This research is conducted in natural situations, so there is no limit in interpreting or understanding the phenomenon under study. In this study, researchers tried to examine more deeply the strategy of the political campaign model of female candidates in Blitar District based on the experiences of informants obtained through interview techniques.

To reveal and explain the meaning of the strategy experience of the political campaign model through a qualitative model with a phenomenological approach based on an understanding of the experience of subjectivity of all phenomena or events experienced by legislative candidates. The data used is primary data and secondary data. Primary data is data obtained directly from the field by researchers through the interview process, while secondary data is data obtained by researchers indirectly in the field but through literature and documentation.

III. RESULTS AND DISCUSSION

In 2019 Indonesia has a big celebration, namely the Legislative Election (Pileg) 2019, one of the interesting issues to be discussed is the issue of 30% of the legislative candidates (candidates) women aimed at increasing women's participation in the political sphere. Indonesia has implemented a minimum

quota of female candidates of 30% in the previous two legislative elections, the 2004 legislative elections and the 2009 legislative elections. In the 2004 legislative election, 65 female candidates were elected to sit in the DPR. Whereas in the 2009 legislative election, 103 female candidates were elected. However, both of these numbers are still far from the 30% quota of women that have been determined, because the percentage is only 11% and 18% of the total DPR members per period. Ahead of the 2014 legislative elections, there are laws and regulations regarding 30% female candidates' quota, namely:

1. Law No. 2 of 2008 requires 30% of political parties to have women's representation in central management as a requirement to participate in elections.
2. Law No. 10 of 2008 concerning legislative elections regulates the involvement of women in the political world as much as 30%.
3. This Law No. 10 is a continuation of Law No. 12 of 2003 which stipulates that every political party participating in the election must pay attention to the representation of women as much as 30% in proposing legislative candidates.

The rules for women's quota clearly treat women as social groups whose representation has been very limited. This rule shows that the essence of women's involvement aims so that issues relating to interests, preferences or living activities related to women receive adequate and balanced attention.

Based on the data that the researchers gathered in an interview with Cicik Susana S. Sos MM as the female chairperson of the United Development Party, Isnani Binti Badriyah S. Sos a member of the United Development Party, Zurina Ernawati S. Kom a member of the Indonesian Democratic Party, Fivit Feria Maulinasari , ST as the Golkar Party Women's Legislative Candidate, and Neny Amalia Sari, S.Pd as the Indonesian Democratic Party of Struggle Party Candidates are as follows:

1. Cicik Susana S. Sos MM is one of the female legislative candidates from the United Development Party in Blitar Regency for the electoral districts of the Kanigoro, Kademangan, Wonotirto and Bakung regions. In the election of 2019 DPRD members Mrs.Cicik made a winning team in each electoral district. One member of this team consisted of ten people with ‘‘Mrs.Cicik which were then distributed to the public as a form of promotion and could display a positive image of themselves to prospective voters. Then make a strategy program to bring up positive images of legislative candidates to the public or voters.

Socialization to the community is done by giving t-shirts to introduce themselves and attract voters to exercise their right to vote. The campaign props used to introduce themselves to these voters are limited in size and the number if baleho has been installed is then to close themselves to the community by establishing a campaign strategy with nine teams which includes the subdistrict coordinator, each of which is in charge of Kanigoro District two, Kademangan District two people, Wonotirto two people, Bakung District two people and the last is the joker team. The joker team is the coordinator of all branch q`

In addition, Mrs.Cicik also campaigned through social media such as Instragram, Facebook and Twitter by displaying captions in the form of invitations to not abstain and use her voting rights to choose Mrs. Cicik. Mrs Cicik Susana is also in charge of controlling nine team members whether they have carried out their duties or not. With the control, the nine teams will be active in carrying out their duties. The team was given a target by Mrs. Cicik Susana to get as many votes as possible from potential voters, especially from the close family of the nine teams. Nine members of this team will later assist Mrs.Cicik Susana in the campaign period. Mrs. Cicik usually meets the members of nine teams four to five times a week, especially when it is

approaching election day. The nine team is active with direction and instructions from Cicik's mother and her joker

In the beginning of the campaign process to the community he made an APK or called Campaign Props like baleho to be placed in places that were often passed by the community, stickers and calendars which were then distributed to the public as a form of promotion and could display a positive image of themselves to prospective voters. Then make a strategy program to bring up positive images of legislative candidates to the public or voters.

Socialization to the community is done by giving t-shirts to introduce themselves and attract voters to exercise their right to vote. The campaign props used to introduce themselves to these voters are limited in size and the number if baleho has been installed is then to close themselves to the community by establishing a campaign strategy with nine teams which includes the subdistrict coordinator, each of which is in charge of Kanigoro District two, Kademangan District two people, Wonotirto two people, Bakung District two people and the last is the joker team. The joker team is the coordinator of all branch coordinator team members. The branch coordinator was tasked with finding the village coordinator and then looking for witnesses for each polling station.

In addition, Mrs.Cicik also campaigned through social media such as Instragram, Facebook and Twitter by displaying captions in the form of invitations to not abstain and use her voting rights to choose her. Mrs.Cicik Susana is also in charge of controlling nine team members whether they have carried out their duties or not. With the control, the nine teams will be active in carrying out their duties. The team was given a target by Mrs.Cicik to get as many votes as possible from potential voters, especially from the close family of the nine teams. The first target before going to the community is the scope of the family, especially families who are located in the region of electoral district

one to seek support and blessing in order to succeed in the 2019 election. Gather family members through an event that aims to seek support and sympathy from family members of the team family.

After that, the community members will gradually gather to introduce themselves by displaying a positive image and conducting a political campaign so that people know who the candidates for the DPRD will be. With the programming and strategy structure to get the right to vote, the objectives of the candidates for this DPRD will be easily achieved.

In addition, Mrs.Cicik also accommodates community aspirations regarding the wishes of the community which will then be adjusted to the Mrs.Cicik work program if elected later as a member of the DPRD. He also began to record whoever really wanted and wanted to vote he was helped by a success team which then from the data Mrs.Cicik was able to predict the number of potential voters and the chances of Mrs.Cicik being elected as a DPRD member. In his vision and mission delivered to potential voters, Cicik said that he would try to alleviate poverty and increase employment for the community by prioritizing the protection of children and domestic violence in the household. When the election on April 17 2019, Mrs. Cicik will coordinate her team to see the votes at each polling station or polling station.

2. Isnani Binti Badriyah S. Sos, who is a new member of the United Development Party who runs for six regions including Binangun, Panggungrejo, Sutojayan and Wates Subdistricts. Ms. Isnani stated that before campaigning to the general public, Isnani had campaigned and formed a winning team in the extended family.

The winning team is tasked with disseminating information to prospective voters by word of mouth first then through campaign props. In the process of self-introduction to the Isnani community, the approach to the face-to-face approach is more important, chatting for a moment to just greet and introduce

themselves to the community, especially to community groups such as yasin congregations, farmer groups, congregation worshipers and so on.

Shirts, stickers and so on, Isnani puts forward the friendship rather than props because teaching aids are only one means to introduce themselves, but not necessarily the community will be interested in choosing if the chosen candidate is unknown well. Initially, Isnani in promoting himself felt awkward because he felt that he was still very young and lacked experience compared to the voters who were not real people who had played an active role in the community, especially influential community leaders.

3. Zurina Ernawati S. Kom, one of the female legislative candidates from the PDI or the Indonesian Democratic Party in the regions of the Binangun, Panggungrejo, Sutojayan and Wates Districts. She is a new member of the Indonesian Democratic Party who volunteered to become a legislative candidate. Initially in nominating himself as a legislative candidate not because of personal interest but because it was submitted by friends. Because of the lack of female candidates, especially in the six electoral districts in the Indonesian Democratic Party, Mrs.Ernawati ventured to nominate herself in this 2019 election.

Ernawati carried out her campaign strategy assisted by the Sutojayan Village who had chosen her to take part in the election as a candidate for the Indonesian Democratic Party who later became the winning team of Mrs.Ernawati for six electoral districts. This winning team assisted Mrs Ernawati in introducing herself and entering into the scope of voters to start campaigning and introducing herself directly to attract voters to exercise their right to vote. The team leader coordinator is tasked with coordinating the winning teams to move quickly and be ready to respond. The voter recruitment procession uses a promotion system from the teams. Besides that, it was also balanced with the support of the family. The family played an active role in the

community, especially the husband, where the husband of Ernawati was one of the district people who had channels in various villages, especially the village that Ernawati was holding was the electoral district which was the working area of Ernawati's husband. Ernawati's mother's husband then asked for support from the staff and employees of Sutojayan Sub-district to vote for Ernawati's mother as a legislative member. By making banners placed in every area that is often passed by the community such as the main roadside area to Blitar and the area towards Lodoyo city.

In addition, there are also stickers and other props such as key chains that are distributed after making self-introductions. The winning team of Mrs. Ernawati was also tasked with recording the size of the voters who would vote for her so that she could increase her enthusiasm to join as a legislative candidate from the Indonesian Democratic Party. Especially for community groups who reside in Mrs.Cicik's environment, she uses clothes as a means of campaign by including the name Mrs. Ernawati in the shirt and to bring up a positive image and attract voters from the community group.

Then they uses political strategies through a heart-to-heart approach to recruit potential voters. Daughter and son of Mrs.Ernawati also helped to campaign, especially with friends in the game. They tried to display a positive image of the figure of Mrs.Ernawati so that her peers and fans would also vote for Mrs.Ernawati. For witnesses at each polling station, the Indonesian Democratic Party has determined that Mrs.Ernawati does not need to look for witnesses because the Indonesian Democratic Party has provided them.

The next process he went to community groups was by introducing himself and giving clothes as a form of campaign props to attract voters to choose Ernawati's mother. This activity is carried out by distributing stickers, key chains, clothes etc. during the campaign period which have been determined by the Bawaslu.

The political campaign strategy of Golkar Party female candidates conducted by Fivit Feria Maulinasari, ST is five. First, conducting political socialization both through mass communication and interpersonal communication by raising relevant issues to be used as 'slogans'. Second, expanding party networks by cooperating with community leaders, community organizations, or personal approaches (emotional ties). Third, explain individual campaigns and open campaigns. Fourth, to optimize the role of mass media by continuing to establish relations with the press, both in the form of sending news releases and informing party activities. Fifth, do political imaging which aims to convince the public that the Golkar Party is different from the other parties.

In essence, the political campaign of Golkar Party female candidates was carried out by using educational channels by conducting study guides at the DPC and conducting social-religious activities such as pengajian in the electoral districts of women candidates. Whereas media campaign strategies are used through village heads and existing social media. This social media is used as a means of campaign strategy for female candidates to socialize the vision and mission and activity programs of the female candidates to be effective and efficient.

5. The political campaign strategy of women candidates for the Indonesian Democratic Party of Struggle conducted by Neny Amalia Sari, S.Pd, there are 3 stages, namely:

a. Campaign planning

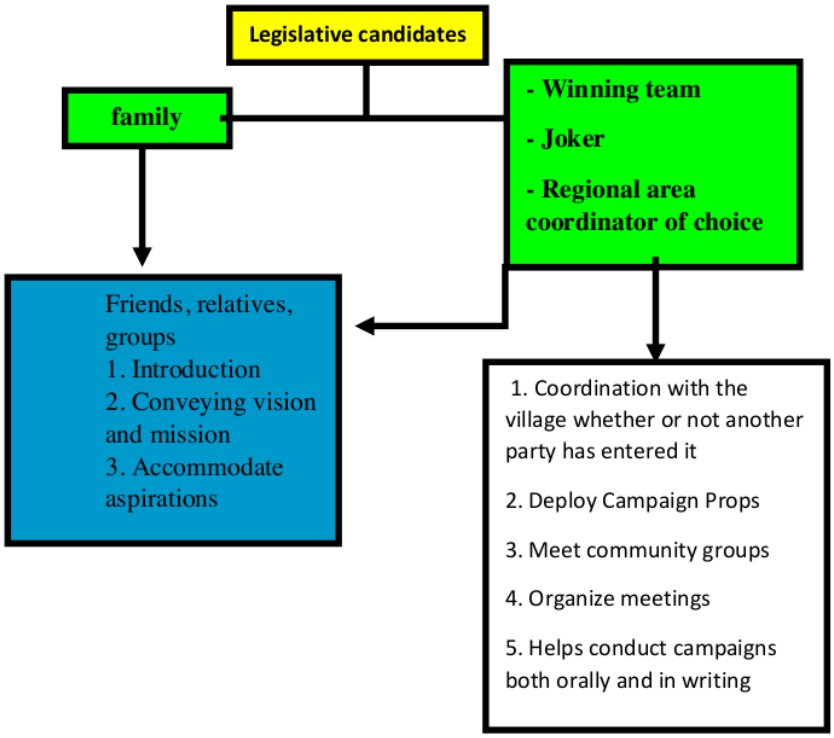
b. Campaign implementation

c. Campaign evaluation

The political campaign of women candidates for the Indonesian Democratic Party of Struggle is carried out by using activities or programs that concern the needs and interests of the people in the electoral districts of women

candidates. While media campaign strategies are used through print media such as banners, banners, billboards and stickers. The print media is expected to be more appropriate so that the public can get to know their legislative candidates in conveying their vision and mission as well as program activities for candidates.

The following is a description of the experiences experienced by legislative candidates during political campaigns.



Source: Data Processed by Researchers, 2019

Campaign media used by legislative candidates from several political parties interviewed are as follows:

1. Print Media: Banners installed in certain places that are crowded by people.
2. Electronic Media: Through social media like Instagram, Facebook and Twitter.
3. Outdoor Media: Like talk from mouth to mouth or sayings from voters.
4. Small Format Media: Such as stickers, key chains, clothes etc.
5. Channels for Group Communication: Through yasinan groups, Pengajian, tibaan and other community groups.
6. Broad public groups, especially from each party and party supporters and workplace areas.
7. Interpersonal Communities: Like arisan communities, alumni communities and extended families.
8. Traditional Communities: Like village elders.
9. Combination of Mass Media and Interpersonal Media, namely all campaign props in the form of oral and written forms that have been carried out by legislative candidates to attract voters.

Campaign strategies carried out by legislative candidates by making a winning team and then forming a coordinator for each kelurahan which is tasked with displaying a positive image of the legislative candidates in each electoral district. Then look for voters who are willing to choose and make campaign efforts and approach themselves to the community in the form of sheltering community aspirations and giving political promises. The campaign process can be in the form of disseminating information about the personal data of legislative candidates through several existing media and then being used as a tool to achieve campaign goals in the form of campaign victory. The experiences obtained by the legislative candidates from the campaign process carried out in the previous community can add positive value from the legislative candidates, especially those who have been involved in community

service and have many channels from various parties involved in the election, especially regions which are the sphere of choice for legislative candidates .

V. CONCLUSION

Political awareness is the main thing for female candidates to participate in elections and one proof that there is no gender difference between men and women. As candidates for the legislature in pursuing or achieving their goals, they certainly need a campaign strategy. This campaign strategy will later become a tool for female candidates to achieve their goals as DPRD in Blitar Regency. The methods and strategies determined will influence the interest of voters to vote and are useful as a means for candidates for DPRD to be closer to the community they will lead. This strategy serves to help legislative candidates so that the expectations they want can be achieved. The strategic efforts of the three candidates for the DPRD began with an awareness of the importance of politics for women and the importance of accommodating the aspirations of the community to be used as reference material in developing future work programs.

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