Perindo Party's Political Communication Strategy in the 2024 General Election (Case Study of the People's Economy and Corruption Eradication Program)

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***Abstract**. The Political parties spread promises to influence society in a good or bad way before the general election. However, the communication of political party brands does not affect the image and public trust in political parties. This study analyzes and describes the Perindo Party's political communication strategy for increasing Electability in the 2024 general election. Case studies with a qualitative approach as a research method. Data collection techniques through observation, interviews, and documentation. The study results show that the political communicators of the Perindo Party have been able to convey the message of the people's economy and the eradication of corruption well; messages are expressed both verbally and nonverbally, either directly or through the media. The media used are print media, mass media, and social media, but unfortunately, they have not used traditional communicative media such as puppets in Java; non-electoral communicators provide good feedback, but electrally, they have not produced lousy feedback. Perindo experienced a "failure" because it did not reach the parliamentary threshold of 4%. However, for the Regional People's Representative Council, the Perindo Party can place its representatives in Jakarta, Kalimantan, Maluku, etc.*

***Keywords:** Political communication strategy, Perindo party, People's economy, Eradicating corruption*

INTRODUCTION

In a democratic country, political parties are essential for gaining and exercising power. Countries that adhere to democracy need political parties to carry out political processes, such as the legislature, executive Government, and other state institutions that cannot be separated from political parties (Alvin, 2020). On many occasions, the community can be represented by various programs run by political parties. As for political parties, this is an effort to gain support from voters. So, it can be said that political parties are part of the pillars of democracy in a country, including Indonesia, which adheres to a democratic system. Political parties can be a liaison and a means for citizens to participate in managing the country (Budiardjo, 1997).

In the pre-election period, political parties competed for power. Political promises were spread to influence society in a good or bad way. However, a study by Febriansyah et al. (2021) found that political party brand communication does not have an absolute influence on the image and public trust in political parties. This was analyzed because

other factors influenced it, namely the quality of cadres, the strength of ideological messages and clear visions, and concrete programs.

Political parties practice disseminating their existence and vision through many channels, including the media. The media is a tool for massively disseminating messages to a broad and heterogeneous public. Media exposure can still influence public perception of something, one of which is about a politician or a political party. Political advertising is one of the efforts to gather support from prospective public officials.

The Indonesian unity party, abbreviated as Perindo Party, is a political party in Indonesia. The party was founded by Hary Tanoesoedibjo, a businessman and owner of MNC (*Media Nusantara Citra*) Group, a company engaged in the media sector. Perindo was declared on February 7, 2015, at the Jakarta International Expo, Kemayoran, Jakarta. The declaration event was attended by several high-ranking officials of the Red and White Coalition (KMP), such as the Chairman of the Golkar Party, Aburizal Bakrie; Chairman of the National Mandate Party, Hatta Rajasa; Chairman of the Prosperous Justice Party, Anis Matta; and Chairman of the United Development Party, Djan Faridz. In addition, Wiranto, Chairman of Hanura, was also present. Initially, Perindo was a new mass organization that was declared on February 24, 2013, at Istora Senayan, Jakarta (Mahin, 2020)

Perindo, in gaining support from its voters, launched a people's economic program and eradicated corruption. The people's economy is carried out by assisting MSMEs (Micro, Small, and Medium Enterprises) in the form of MSME carts. According to the Executive Director of the Gema Nusantara National Survey Institute Bakry Perindo by providing all kinds of assistance, one of which we hear most often is the symbolization of MSME carts, now that is a form of concern from the Perindo Party for small people, "Perindo's concern for MSMEs by providing carts to develop the ability of MSME actors who previously did not have carts to have carts so that they can reach areas that are not more widely.

Nationally, MSMEs continue to develop. In 2015, MSMEs reached 59.26 million; in 2019, the increase in number reached 65.46 million. This means that there has been an increase in MSMEs by 2.41%. In fact, in 2023, it was recorded that the number of MSMEs spread throughout Indonesia has reached 64 million. The Perindo Party views the

importance of the people's economy; in this case, the empowerment of MSMEs is appointed as the main program, remembering: 1) MSMEs as a means of alleviating small communities from the abyss of poverty. This is proven in data owned by the Ministry of Cooperatives and MSMEs in 2011. It was stated that more than 55.2 million MSME units could absorb around 101.7 million people. This figure increased to around 57.8 million MSME units with a total workforce of 114 million people; 2) the economic level of small people has increased. MSMEs also have a vital role in the equitable distribution of the community's economy. Unlike large companies, MSMEs have locations in various places, including areas far from the reach of the development of the times. The existence of MSMEs in 34 provinces in Indonesia narrows the economic gap between the poor and the rich. In addition, small communities do not need to flock to the city to earn a decent livelihood; 3) Providing foreign exchange income for the country. The next role of MSMEs, which is no less important, is to provide income for the state in the form of foreign exchange. Currently, Indonesian MSMEs are indeed very advanced. Its market share is not only on a national scale but also internationally. Data from the Ministry of Cooperatives and SMEs in 2017 shows the high level of state foreign exchange from MSME actors. The figure is also very high, reaching 88.45 IDR billion. This figure has increased up to eight times compared to 2016.

In addition to the people's economic program, the Perindo Party also raised the issue of eradicating corruption. The Perindo Party is concerned about this corruption issue in the 2024 election, considering that corruption is an extraordinary crime. In addition, the corruption perception index in Indonesia has also decreased. Indonesia obtained a score of 34, and its ranking declined from 110 to 115. If you look back, Indonesia's current GPA score is the same as when President Jokowi first served as President in 2014. In 2023, this condition is stagnant at a score of 34. Issues about the people's economy and eradicating corruption are political communication strategies in the 2024 elections.

The Perindo Party has prepared the political communication strategy from the two programs, starting with communicators, messages, and media, which are used to increase its Electability. The Perindo Party national spokesperson coordinator, Heri Budianto, states this. According to him, the Perindo Party is trying to increase electoral power to get seats in parliament in the 2024 election. The effort was made by optimizing the role

of the spokesperson. Party political communicators put forward ideas, programs, and struggles and convey Perindo's political message to the public. The spokespersons are tasked with listening to the people's aspirations to find solutions to the problems experienced by the community today (Safutra, 2022).

The political communication strategy carried out by Legislative Candidates of political parties to the public is essential in facing an election. The success of political communication strategies by political parties in planning and implementing will play a role in the results of votes obtained later. This political communication strategy, by many Candidates and Political Parties, often utilizes interpersonal communication and mass media, both electronic and print media. Intensive communication by a candidate or political party indicates an effort to instill a particular "image" and "brand" in the public's minds. For example, when a political party or candidate brings up the problem of "unemployment," at least it is an effort by the political party or candidate to build an image that the issue of unemployment is a crucial thing that they always pay attention to. Another example is the slogan "eradicate corruption," which is an effort by a political party or candidate to make the slogan a "brand" for its political party.

If these efforts are firmly embedded in the minds of the community, then the public's enthusiasm becomes vital towards the political parties or candidates who carry the issue. This reality will make it difficult for other political parties or candidates if they intend to shake the position in the public's minds. Communication strategy is not only about content but also about communication media channels. In Indonesia, the legislative election 2024 will be attended by many political parties, including the Perindo Party. The existence of many political parties participating in the general election will create competition between parties to obtain seats in parliament. The Perindo Party did not qualify for the House of Representatives of the Republic of Indonesia seat but got 2.64% or 160,203 votes in the Regional House of Representatives, Jakarta. Based on the success of the Perindo Party, the researcher will research the political communication strategies used by the Perindo Party in the 2024 general election, especially in the people's economy and corruption eradication programs. Previous research has not examined the political communication strategy of the Perindo Party, so it is attractive to research. In 2019, Moneter and Susanto (2020) researched political communication strategies for the

Indonesian Solidarity Party to obtain votes in the Jakarta Regional House of Representatives in the general election.

In addition, previous research discussed the use of social media as a campaign medium for legislative candidates in Europe (Lilleker & Koc-Michalska, 2013), the Election of young political leaders in Malaysia (Hung, 2022), gubernatorial election in Southeast Sulawesi (Hamrin & Sudja, 2022), the election of the Indonesian Democratic Party of Struggle (Almanduri & Bakti, 2022), Donald Trump's presidential election in the United States (Lavrov, 2022), and the election of the Gerindra Party in Central Bengkulu (Pratama et al., 2021). Therefore, the novelty of this research is in the form of the revelation of the political communication strategy used by the Perindo Party in the 2024 general election, especially in the people's economy program and corruption eradication.

METHODS

The research method used in this study is a case study method with a qualitative approach; this method is used for solving the problem being researched where this research is aimed at exploring data and information related to the Perindo Party's Political Communication Strategy in the 2024 General Election (Case Study of the People's Economy and Corruption Eradication Program). The author uses specific data collection methods and techniques to obtain objective data in this study. This method is used by the study's primary purpose, which is to describe and analyze the Perindo Party's Political Communication Strategy for increasing Electability in the 2024 General Election (Case Study of the People's Economy and Corruption Eradication Program).

With the characteristics of qualitative research stated above, for this study, the researcher is directly related to the data source to make observations while participating in the method to produce more detailed data; as stated by Platoon in Nasution (2003) states that participant observation is the most comprehensive research strategy. Qualitative research must avoid the influence of personal bias on the object of study; for that, it is necessary to prepare a detailed record of the information obtained from the field entirely and accurately because this is very important for the next step of the analysis.

Based on the opinion above, research using a qualitative approach prioritizes the ability of researchers to express and observe human behavior interactions in life settings

as they are without manipulation and are regulated or engineered according to the researcher's wishes. This study uses a case study method. According to Creswell (2014), a case study is an approach in qualitative studies in which researchers explore one or more bounded systems over time through detailed and in-depth data collection involving multiple sources of information (e.g., observations, interviews, audio-visual materials, documents, and reports). Yin defines it more sharply by stating that a case study is an inquiry that investigates a contemporary phenomenon in a real-life context where the boundaries between the phenomenon and its context are not apparent and where multiple data sources are used. Meanwhile, Neuman (2013) stated that case study research is research in the form of an in-depth investigation of various kinds of information related to several units or cases for one period or between several periods of multiple periods. This study examines various characteristics of a small number of cases. The case can be an individual, group, organization, movement, event, or geographical unit.

This study uses the case study method because the subject being studied is a study program, which is a limited system. A constrained system has a context of place, time, and interrelated parts that make up the whole. The research questions in this dissertation can be answered differently if the context of place and time is different, for example, when the research is conducted in another party or in the same place at different times.

Case studies have a more detailed focus but tell a broader story. Case studies produce complex interpretations by developing plots or narrative stories related to specific events or people. The focus on the process helps reveal how a problem develops, conflicts arise, or the development of social relationships.

According to Nasution (2003), this research was conducted at the Central Executive Council of the Perindo Party, collecting data using purposive sampling. Purposive sampling is a sample collection technique based on the researcher's selection of what aspects and who is the focus in a particular situation. It is, therefore, continuous throughout the research. Sampling is purposive, depending on a specific time's focus purpose.

Research subjects: key informants and key informants. Obtaining this data requires a relatively long time, patience, and caution in collecting the necessary data related to the Perindo Party's Political Communication Strategy in the 2024 General Election (Case Study of the People's Economy and Corruption Eradication Program). The key informants

and primary informants of this research are Tama Satrya Langkun, the Head of Law and Human Rights of the Central Leadership Council of the Perindo Party, and Boyke Novrizon, Vice Chairman for Strategic Studies for Wing Organization Development and Inter-Organizational Relations of the Central Leadership Council of the Perindo Party.

The data source was taken directly from the research subject: Perindo Party Central Leadership Council politicians who will implement political communication strategies to increase their Electability in the 2024 General Election. The research was conducted at the Central Executive Council of the Perindo Party at Jl. Pangeran Diponegoro 29 Menteng, Central Jakarta 10310. The study will be carried out in February 2024. Observation, interviews, and documentation are carried out using data collection techniques. According to Bogdan in Sugiyono (2016), data analysis is the process of systematically searching for and compiling data from interviews, field notes, and other materials so that it is easy to understand and the findings can be shared. Data analysis is carried out by organizing data, teaching it into units, synthesizing it into patterns, and choosing the important ones. It will be studied, and conclusions can be made to be shared with others.

This stage consists of the qualitative data analysis stage presented in the concept given by Spradly (Sugiyono, 2016). Spradly divides data analysis in qualitative research based on stages in qualitative research (Sugiyono, 2016). These stages can be arranged systematically: 1) Domain Analysis, 2) Taxonomic Analysis, 3) Component Analysis, and 4) Cultural Theme Analysis.

RESULTS AND DISCUSSION

1. Data Findings and Data Results

Based on the findings of research data in the form of interview data and documentation analysis, the Perindo Party's political communication strategy in the 2024 General Election can be described as follows:
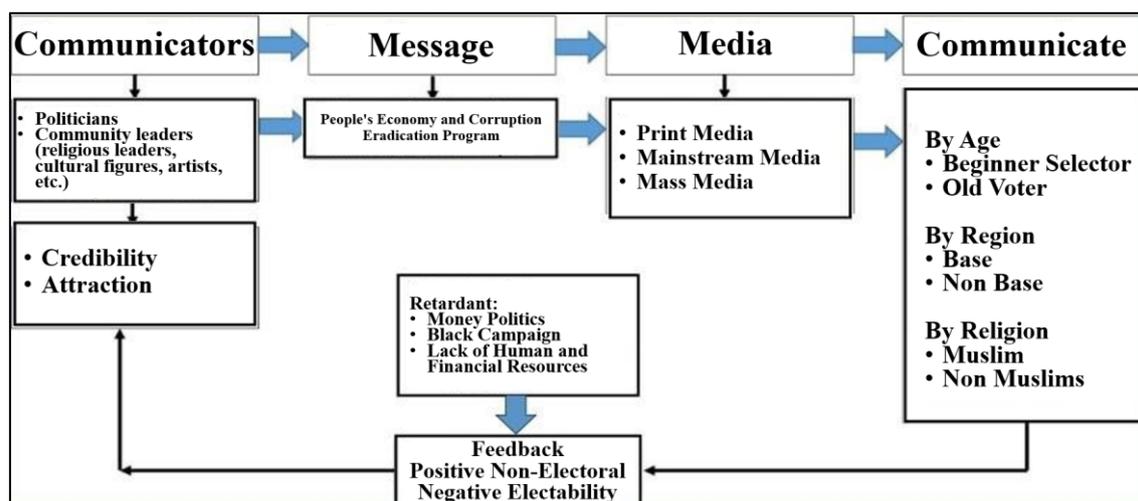
Figure 1. Perindo Party's Political Communication Strategy in the 2024 General Election

Based on the Figure 1, it can be explained as follows:

A. Communicators

The Perindo Party recruiting its legislative candidates in the 2024 General Election in three ways: 1) taken from within the Perindo Party, namely the core management of the Perindo Party starting from the Central Leadership Council to the Branch Leadership Council to fill legislative candidates both in the House of Representatives, the Regional People's Representative Council Level 1, and the Regional People's Representative Council Level 2; 2) Recruitment from community leaders where this figure can be a religious figure, cultural figure or artist known to the public and 3) through a people's convention which is opened through a people's convention.

Nimmo (2006) classifies the primary political communicators as politicians, Professionals, and activists. Politicians aspire to hold Government office, regardless of whether elected, appointed, or career officials, and they do not care whether the office is executive, legislative, or judicial. In Nimmo and Sanders (1981), Katz distinguishes politicians into two different things: the source of the struggle for politicians' interests in the political process. Namely ideologue politicians (statesmen) and partisan politicians. Carey in Nimmo and Sanders (1981) said that a professional communicator is a symbol broker who translates a language community's attitudes, knowledge, and interests into the terms of other language communities. But exciting and understandable. Activists are the

primary political communicators who act as organizational and interpersonal channels. Based on the opinions of Efriza and Indrawan (2018), Perindo wants to achieve several goals in conducting political communication.

1) To build the political image of the legislative candidates.

2) Conveying political messages and information in the form of people's economic programs and the eradication of corruption.

3) Overcoming allegations of political opponents who state that Perindo is a Christian and pro-Israel Party.

4) Forming an opinion that Perindo is a party that cares about small people and attracts public sympathy by providing what the community needs, such as MSME carts, cheap grocery markets, and legal case assistance.

Meanwhile, according to Cangara (2016), it has the following functions or contributions:

1) Providing information to the public about efforts carried out by political institutions and the relationship between the Government and the community.

2) Conducting socialization about political institutions' policies, programs, activities, and objectives.

3) Motivating politicians, functionaries, and supporters of political parties.

4) To be a platform that can accommodate people's ideas so that they become the subject of discussion in the form of public opinion.

5) Educating the public by providing information and socialization about the methods of general elections and the use of voting rights.

6) Become "entertainment" for the community as a "democratic party" by featuring campaigners, artists, and political observers.

7) Fostering integration by enhancing the sense of nationality to avoid conflicts and threats in the form of separatist actions that threaten national unity.

8) Creating a climate of change by changing the power structure through information to seek the broader community's support for the reform and democratization movement.

9) Increasing people's political activities through news broadcasts, agenda setting, and political comments.

Based on the objectives of political communication, it appears that the Perindo Party, in particular, and political parties, in general, have not been able to achieve the goals of political communication, namely: First, providing information to the public about efforts carried out by political institutions and in the relationship between the Government and the community and second, socializing about policies, programs, activities, and goals of political institutions. During the campaign period, no legislative candidates campaigned for any efforts made by their political parties about the Government and the community. They are more concerned about what voters must do in the voting booth, namely voting for their picture or serial number.

Third, legislative candidates or political parties lack integration by enhancing the sense of nationality to avoid conflicts and threats in the form of separatist actions that threaten national unity. Sometimes, legislative candidates or campaigners carry out provocations to destroy other parties' props or other legislative candidates.

2. Political Message

The message conveyed in each Perindo campaign is for a prosperous Indonesia, described in political communication through people's economic programs and the eradication of corruption. Almost every political party raises this message; for example, the prosperous Justice Party also carries for a prosperous Indonesia. However, the difference is in the level of implementation. The Perindo Party carries welfare through the people's economy by providing MSME carts and eradicating corruption. This message that hits or is directly affected is the MSME cart program. Meanwhile, the corruption eradication program does not directly impact the voting community. There are several types of political messages, according to Nimmo and Sanders (1981), namely:

A. Rhetoric: Rhetoric is the use of the art of language to communicate persuasively and effectively. It can also be interpreted as a form of two-way communication, either interpersonal group or even public, whose purpose is to influence the interlocutor to equalize the communicator's perception. The Perindo Party conveys this political message through open campaigns by Perindo legislative candidates in large and small groups.

B. Political advertising: Political advertising has almost the same purpose as commercial advertising, namely, introducing something with the aim that the audience will want

to trust to consume/choose the product (political party). So, the essence of political advertising is how a political party can recruit the most votes to benefit the party group's power. Perindo conveys this message through television, especially television under the auspices of MNC Group through public service and commercial advertisements.

C. Propaganda: propaganda is one of the most extreme forms of communication in the world of politics. Because the message conveyed in this activity is continuous to create a new public opinion and is expected to be strong, the audience can be driven by the news conveyed by the message communicator; this form of message delivery is also carried out by Perindo through various available media so that the impression of propaganda is captured considering the intensity of its display almost every day on various television media.

3. Media

The media used are group media, namely parties; public media, namely through activities that gather the public; print media (billboards, banners, and others); and social media, namely Facebook and Instagram. The media selection is good; moreover, Perindo has news and other television stations, so the media element is not a problem for the Perindo Party. However, victory or the ability to control the media is not balanced with the ability to control the Polling Station. So that the results achieved are not up to expectations. McQuail in Nurudin (2003) once put forward several basic assumptions:

A. Media is an evolving industry that creates jobs, goods, and services and revitalizes other related sectors. It is also another related industry. The media is also a separate industry with regulations and norms that connect it with society and other social institutions. On the other hand, media institutions are governed by society.

B. Mass media is a source of control, management, and innovation tools in society that can substitute for other forces or resources.

C. The media is a location (or norm) that plays an increasingly important role in displaying events in people's lives at national and international levels.

D. The media often serves as a vehicle for cultural development, developing art forms, symbols, procedures, fashions, lifestyles, and norms.

E. The media has become the dominant source for individuals to obtain images and images of social reality and for society and groups collectively. The media also presents normative values and assessments blended with news and entertainment.

Then, with the development of information technology, the media also experienced growth with the emergence of new media. This new media is more oriented to the view of the difference between the previous media era and the current media. The view is the approach of social interaction and social integration. The understanding of the social interaction approach is to see more of the difference between how close the media is to the audience and the face-to-face interaction model. So, it is different from social integration, which describes the media not in the form of information, interaction, or information dissemination but in the form of rituals or habits or how humans use media to create a new society—a view of the integration of basil in a ritual. Thus, face-to-face interaction is no longer the primary standard or basis for comparing communication media (Littlejohn, 1998).

4. Communicators or Audiences and Feedback

The communicator or audience targeted by the Perindo Party is all Indonesian people with the right to vote. By age, they are divided into novice voters and old (old) voters, based on the target area, which is the base and non-base, and religiously or religiously, Muslims and non-Muslims. This division will determine what media and message will be conveyed. When a communicator of the intended audience is a novice voter, the message conveyed is the theme of youth, and the media is conveyed using social media.

Similarly, suppose the intended audience is a mass with a Muslim majority. In that case, the communicator is the Islamic religious leader, and if the majority are non-Muslims, then the religious leader is the communicator through direct dialogue. The importance of the position of the audience or the public, according to Nimmo and Sanders (1981), is based on the fact that:

A. This layer of public plays a role as a communication channel between individuals in the flow of mutual messages between political leaders and the general public. The attentive public is the critical audience in political communication.

B. The attentive public accompanies political leaders as the bearers of political consensus. That is, the people described in the last section are more likely than others to support the specific application of the rules and general values of democracy.

C. The attentive public forms a surrogate electorate or shadow voters between the election periods. Politicians usually perceive the wave of opinion among the attentive public as representing what the general public believes, assesses, and expects (who pay less attention to politics during the period between the two elections). In other words, the audience with attention is a layer of society willing to follow in the ongoing political developments.

For the political communication carried out to achieve its goals, Perindo uses a strategy designed based on Gregory's campaign strategy (Gregory et al., 2001), namely:

A. Identify the problem

This step is the first step in the strategic planning process to identify the problems that will be the basis of Perindo's campaign program. The goal is for everyone involved in the campaign, especially the Jakarta Branch Executive Council administrators, to understand the problems that will be faced and to create effective programs so that Perindo's political campaign can achieve its goals in the 2024 legislative election. An analysis of threats to Perindo's campaign was also conducted to identify issues.

The analysis is the first step of the planning process. In analyzing, Perindo determines the problem based on internal and external factors. The internal factors are Perindo's strengths and weaknesses. The advantage is that Perindo, nationally, is a party that has only participated in the General Election twice and does not have an incumbent who has been affected by corruption cases. However, Perindo has a weakness in Jakarta: being unable to make Jakarta a base area. Then, the external factors are threats and opportunities. What threatens Perindo's vote is the negative issue regarding the Christian and pro-Israel Party. Meanwhile, on the side of opportunities, Perindo can still attract votes by paying attention to the perspective of novice voters when choosing their representatives.

B. Purpose

Setting a realistic purpose is critical to successful political plans and campaigns. With the existence of purpose, there is a reason for each strategy taken, an agenda for

each activity, and a benchmark for carrying out evaluation steps. According to Gregory et al. (2001), the campaign has three levels of purpose. First, awareness aims to make the public target to think about something and try to introduce a certain level of understanding. This purpose is referred to as the cognitive goal (thinking). Second, opinion targets the public to form a particular attitude or opinion about a subject. This purpose is referred to as a practical purpose. Third, behavior aims to make the public target act according to the desired behavior. This purpose is referred to as a conative purpose. In the 2024 Jakarta legislative election campaign, Perindo has a purpose: behavior, where Perindo wants voters to choose people's representatives from the Perindo Party. To be realistic, Perindo stipulates that at least one legislative candidate can occupy a seat.

C. Goal Segmentation

Identification and segmentation have the following benefits: to find out the goals and interests of the community in the political field; to improve the party's ability to determine an issue or work program in a specific region; to develop the party's political communication as a material for analyzing the level of competition between political parties; and so that political parties can create comprehensive and targeted programs related to political marketing (Firmanzah, 2008). Perindo has made a target segmentation into three based on age, religion, and area of residence. The target is divided into young voters and older people based on age. Based on religion, it is divided into Islamic and non-Islamic. Meanwhile, based on region, it is divided into non-base and base areas. The division by age is to find out the views of old and young voters on politics so that Perindo can make community programs that are right on target so that they can increase vote acquisition. Meanwhile, segmentation based on religion was carried out to determine the influence of the Perindo issue of the Christian Party on the target decision in choosing legislative candidates. Segmentation based on base and non-base areas is carried out to determine the right programs and issues to develop in non-base areas.

D. Message

Messages are a means of attracting the target's participation in the programs communicated. The message in political campaigns is generally persuasive, inviting the target to choose a particular candidate. Messages can be delivered through slogans or

invitations, persuasion, pictures, and symbols. Messages offered by political parties or legislative candidates usually contain ideas that will be provided to the public. The idea comprises policy issues in Government (Efriza & Indrawan, 2018). There are four steps to determine the campaign message (Gregory et al., 2001), namely:

1) Using existing perceptions. This is obtained from research that has been carried out at the beginning.
2) Explain the shifts that can be made to the perception.
3) Identify the elements of persuasion.
4) Ensure that the message is trustworthy. This step is the first step in the strategic planning process to identify the problems that will be.

Perindo's campaign message is determined based on the prominent tagline, namely for a prosperous Indonesia, which is described in the form of a program, namely the people's economy and the eradication of corruption and the negative issues that are developing that the Christian and Pro-Israel Party.

Perindo tried to teach it from the initial perspectives by distributing MSME carts, cheap grocery markets, and legal assistants to the community. Then, to anticipate negative issues, Perindo took a well-known legislative candidate from the Kiai circles, namely Yussuf Mansur in Jakarta and Tuan Guru Bajang in West Nusa Tenggara, and several from local scholars. This appointment symbolizes that Perindo is an inclusive party open to all religions and groups.

Not to forget, on every occasion, Perindo also reiterated that they are religious and not a Christian Party. Then, Perindo conveyed a message through policy ideas expressed in programs that attract public interest. These programs usually target small people, thus raising the issue of people's economic problems and the eradication of corruption. Perindo also invites the public to choose candidates from their parties through these programs.

E. Strategy

The strategy referred to here is the communication strategy used by Perindo to deliver messages. This strategy stage is the overall approach to a program or campaign. Strategy is the coordinating factor, the guiding principle, the main idea, and the thinking

behind the tactical program. Strategy is determined by the problems that arise from identifying problems against the available information.

In a campaign program, techniques are needed so that the persuasion process through conveying messages to the audience can be well received and effective. According to (Ruslan, 2021), several campaigns are commonly used as follows:

1) Participation. Participation is a technique that involves (participation) or the participation of communicators or audiences that provoke the same interest or attention in a campaign activity to foster mutual understanding, respect, cooperation, and tolerance.

2) Association. Association, which is to present campaign content related to an event or object that is being talked about to attract public attention.

3) Integrative techniques. This technique is how to unite oneself (communicator) to the audience communicatively by saying the words: "we, us, all of you, for you," and so on, which contains the meaning or meaning that what the communicator conveys is not for the benefit of himself or his company, or not to take unilateral benefits but to take benefits together, for the sake of the common good.

4) Reward technique. The reward technique intends to influence the communicator with a reward or promise something with the "lure of a prize," and so on, with two possibilities: benefit or threat. The difference is that the benefit cultivates passion and focuses on emotions (emotional appeal). The second is to arouse fear, tension, or worry if it can happen.

5) Ice sculpture arrangement technique. This is an effort to convey a campaign's message in a way that is easy to see, hear, read, feel, and so on. The icing technique involves ice or arranging ice blocks that are shaped in such a way and made attractive. In a campaign, the art of organizing messages using "emotional appeal" is needed.

6) Gain empathy. A campaign technique involves putting oneself in the position of a communicator and participating in feeling and "caring" about the communicator's situation or condition.

7) Coercion or coercion techniques. In communication, conducting a campaign emphasizes "coercion" that can cause fear or worry for the communicator who does not want to submit to a specific threat.

Perindo determines campaign strategies based on target segmentation, namely campaigns based on age, religion, and base and non-base regions. Perindo's campaign is divided into parents and young people based on age. Then, based on religion, Perindo made a unique campaign for Muslims because, at that time, there was a negative issue that Perindo was a Christian and pro-Israel Party. Based on non-base areas, Perindo also made a unique strategy to attract public attention.

Perindo uses an approach strategy for young voters by selecting millennial legislative candidates, conducting social media campaigns, meeting in person, and creating sports match activities. The strategy for older voters is to approach community leaders, cheap grocery markets, and social activities.

Perindo's strategy to dismiss the issue of Christian parties is to elect legislative candidates from among the parson, such as Ustadz Yusuf Mansur and Tuan Guru Bajang, and visit Islamic boarding schools, recitation groups, and parson. Then, Perindo moved branches and twigs in the base area to capture votes. Meanwhile, in non-base areas, Perindo uses the same strategy for parents.

 Judging from how the campaign target is approached, Perindo uses four techniques: participation, association, reward, and empathy. Party administrators and legislative candidates participate by organizing activities involving the community, such as joint gymnastics and cheap food bazaars. The association technique raises the issue of legislative candidates being influential scholars and dismisses the fact that Perindo is a Christian Party.

Perindo legislative candidates use the reward technique when campaigning by promising that they are ready to help the community and will carry out pro-people programs when elected. The empathy technique involves asking and meeting the community's needs, which is carried out as a social activity. From the explanation above, it can be concluded that the political communication strategy carried out by Perindo in the 2024 legislative election is as follows:

1) Moving twigs and twigs to capture voices at the grassroots.

2) Conveying programs needed by the people as a political campaign message, such as helping the community when in distress and legal assistance for people who deal with the law through Bara Perindo.

3) Going down and gathering with the community during the campaign period and providing assistance to the community through cheap basic food bazaars.

4) Approaching community and religious leaders directly.

5) Approaching millennial voters through sports activities and social media activities.

6) Dismiss the negative issue that Perindo is a Christian and pro-Israel Party by participating in religious activities and conveying that all Perindo members are still spiritual and perform worship.

F. Allocation of time and resources

The time allocation in the campaign can be seen from two things, namely the deadline during the campaign period given by Bawaslu and the right resources so that the campaign can be completed. Perindo legislative candidates can use the campaign time given by Bawaslu to go down directly and communicate with the community. Meanwhile, the resources for the campaign program can be divided into two, namely:

1) Human resources. The human resources can be internal party personnel or professional services such as consultants or campaigners. In the 2024 legislative election, Perindo Jakarta used only internal party personnel from the Branch Leadership Council, Branch Management Board, branches, and legislative candidates.

2) Operational costs. When detailing the cost of campaign activities, there are two essential things to remember: effective and efficient. To get an effective program, the proper technique needs to be selected. The methods used by Perindo, such as empathy, require considerable costs. The legislative candidate bears the cost. Therefore, the criteria for legislative candidates selected from Perindo must have good financial strength or be supported by people with muscular financial strength. In addition, the cost of moving twigs and twigs, buying campaign attributes, and other equipment.

G. Evaluation

Evaluation is a process to monitor and test, as well as analyze the final results of a campaign or program (Gregory et al., 2001). The types of evaluations, according to Kendall in Putra (1999), include:

1) Goal achievement. This evaluation measures the extent to which the goals set in the program or campaign can be achieved. The purpose of Perindo's campaign is to pass a minimum of candidates. According to the results of the 2024 legislative election, Perindo succeeded in delivering several of its legislative candidates to sit in the Regional People's Representative Council. Perindo's campaign is considered quite successful based on the achievement of the target.

2) Organizational change. This evaluation includes the evaluation of the organization or party as a result of the campaign. In many cases, campaign efforts to influence a particular goal often affect changes in the party. In today's era, most people are more active on social media. Social media is the most influential media in society, so using social media for campaigns is an effective technique for influencing the votes of legislative candidates. However, Perindo does not utilize social media as a campaign medium. Perindo is more focused on going down and meeting face-to-face. After the legislative election, Perindo conducted an evaluation step and began focusing on social media campaigns. As a first step, the Perindo Branch Executive Board created a Facebook and Instagram account.

Based on the criticisms and constraints, several recommendations can be put forward as follows:

1) Perindo is more selective in determining its legislative candidates according to the domicile concerned, not just a person's popularity, so that it is considered worthy of being placed anywhere because the person concerned is a public figure or a well-known artist who is expected to gain votes for Perindo. The case of several artists who failed to advance to the House of Representatives or the Regional House of Representatives should be a lesson for Perindo to be more selective in determining and placing someone in an electoral area.

2) The message or program that is the mainstay of the Perindo Party is the people's economy and the eradication of corruption. Both programs are to move towards a prosperous Indonesia. The populist economy is carried out by assisting with MSME carts, helping people who have legal problems, and corruption eradication programs. The message was also conveyed well because it was supported by the Chairman of Perindo, Harry Tanoesudibyo, as the owner of several mainstream media such as

INews as a news media, RCTI (*Rajawali Citra Televisi Indonesia*), MNC, and Global TV (Television).

3) The feedback generated has not met the expectations or desired targets, namely passing the parliamentary threshold, so Perindo legislative candidates who should have been able to enter parliament have failed, such as Tuan Guru Bajang from West Nusa Tenggara. Although he failed to enter the House of Representatives, he managed to enter the Regional House of Representatives in some places, such as Dina Masyusin, who succeeded in entering the Jakarta Regional House of Representatives. Based on these results, Perindo should consider a person's character in one area and be made a legislative candidate to gain maximum votes from the community.

4) More severe in responding to the black campaign by seriously countering it, primarily related to the Sara issue as it is said to be the Christian Party, considering that Mars Perindo is almost similar to the spiritual song of Christianity.

CONCLUSION

Based on the Perindo Communication Strategy results for the 2024 General Election in Jakarta, the Gregory Campaign Concept is approached in stages: Problem analysis, Goal preparation, Message, Strategy, Target segmentation, and Resource allocation. To face the 2024 Jakarta Legislative Election, Perindo uses several political communication strategies as follows:

1. Perindo Party's Political Communication Strategy in the 2024 General Election used by Perindo is problem analysis, goal formulation, target identification and segmentation, determining messages, strategies and tactics, and time and resource allocation. Evaluation The communication elements are communicator, message, media, communicator, and feedback.

2. Recruitment of legislative candidates in Perindo through several ways, namely proposing party administrators to become legislative candidates at the level of the House of Representatives of the Republic of Indonesia, Regional House of Representatives Level 1 and 2, and recruitment based on a person's character, both community leaders and public figures, and networking through people's conventions.

They will later be the communicators of the Perindo Party to socialize the Perindo Party program.

3. The political communicator conveys the message about the people's economy program and eradicating corruption. These two messages are implemented according to the needs of their regions. In general, the people's economic development is in the form of 1) the provision of MSME cart assistance, 2) the redemption of cheap necessities, 3) free health checks, 4) local economic empowerment such as improving product quality, 5) the provision of cart assistance for mothers who are also engaged in the MSME sector, 6) business capital assistance, 7) the establishment of Perindo cooperatives for MSMEs, and the provision of 15 million health insurance. Meanwhile, the message about corruption eradication is carried out through preventive efforts by including legislative candidates in anti-corruption education and training carried out by the Corruption Eradication Commission, transparency in the receipt and use of the General Election budget, and supporting the Corruption Eradication Commission to continue to take action against corrupt actors.

4. The media used by Perindo Party communicators in the 2024 General Election are print media in the form of banners, flyers, and so on, mainstream media, namely television, and social media, both Facebook, Instagram, Youtube, and so on. Unfortunately, the Perindo Party has not used traditional communicative media.

5. There are two types of Perindo Party communicators based on age: young people and old people. Perindo's young legislative candidates approach or target young people through social media, including TikTok, Instagram, and Facebook. The Perindo Party has not used traditional communicative media for elderly voters.

6. Electoral feedback Perindo experienced a "failure" because it did not succeed in reaching the electoral threshold of 4%. However, for the Daerar House of Representatives, the Perindo Party can place its representatives in several regions, such as Jakarta, Kalimantan, Maluku, etc.

The obstacle to Perindo Jakarta's implementation of its political communication strategy is the use of social media. Perindo cadres are less able to use social media to fight negative issues about the party. Only young cadres use social media to campaign, but it is still inadequate. As an evaluation step, after the 2024 legislative election.

SUGGESTION

After conducting this research, the researcher wants to convey several suggestions to Perindo Jakarta. To maximize vote gain, the researcher's suggestions are as follows:

1. Political Parties: conduct creative campaigns on social media because social media is the most effective medium today for conveying messages, including political communication. The party can recruit young people who are graphic design and Information Technology experts.

2. Cadres will establish and recruit volunteers to prepare more people to guard the votes of the Perindo Party at the Polling Stations.

3. The public should be wiser in choosing their representatives in the upcoming General Election by not thinking practically and accepting money politics carried out by legislative candidates.

4. Perindo should never be involved in money politics, even if it is just an issue, but must still be vigilant to realize the Pancasila society, which is Perindo's vision.

5. For further research, the researcher suggested a more detailed discussion of Perindo's political communication strategy.

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