

Strategy for Socialization of New Political Parties Ahead of the 2024 General Election (Case Study of the Gelora Party)

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Keywords

Socialization, Political Parties, Indonesian People's Wave Party, General Election.

Abstract. Ahead of the 2024 general election, political parties in Indonesia have started carrying out activities so that their political parties are known to many people. The Indonesian People's Wave Party or Gelora is a new political party that was founded in 2019 and will participate in the election for the first time in 2024. This research discusses the socialization strategies for new political parties ahead of the 2024 elections. The aim of this research is to find out what socialization strategies are used by the Indonesian People's Wave as a new political party that will participate in the 2019 elections. The approach used in this research is qualitative and the method used is phenomenology. Data collection carried out was in-depth interviews and document study. The results of this research were the findings of nine themes, namely as follows: Face to face, social media, community service, young people, planning and assignments, self-introduction, adjusting style, mindset, and creating content.

1. INTRODUCTION

Political parties have a very important role in maintaining the health of modern democracy (Mustaman, 2015). As stated by Fadli et al (2018), political parties play a vital role in encouraging active participation of citizens in the political realm and elections for public office. In the context of general elections, political parties are the main participants, and their participation reflects the plurality of ideologies and views that exist in society. Along with this, strict state control over political parties has become a necessity. This view is in line with the thoughts of Fakhruzy (2020), who states that political parties are the only institutions or groups that are recognized as participants in political general elections.

The importance of state supervision of political parties lies in efforts to ensure that these parties carry out their roles and functions correctly and in accordance with democratic principles (Hidayat, 2020). The state has the responsibility to ensure that the cadre process carried out by political parties is transparent and does not violate applicable regulations. Thus, political parties can be an effective vehicle for creating qualified cadres who are ready to carry out state mandates (Anggono, 2019). Good control of political parties can also reduce the risk of abuse of power and corruption within them, so that parties can become an effective tool in strengthening the foundations of modern democracy (Sumawinata, 2004).

The growth of political parties has deep roots in the social and political dynamics of society. As stated by Syamsuadi & Yahya (2018), this phenomenon cannot be separated from the social and political conditions that exist in a society. Research conducted by Marijan (2019) revealed that the emergence of new political parties in Indonesia is not only based on a pluralistic society, but is also supported by the development of a democratic system. In this context, political parties become a channel of expression for the diverse aspirations and views of society, reflecting the essence of democracy itself (Maarif et al., 2010).

Moreover, the turnaround of political parties that do not pass the parliamentary threshold to become new parties is an indicator of political dynamics in Indonesia (Syafriandre et al, 2019). This often happens in the context of participating in general elections, where political parties that do not meet the requirements to sit in parliament choose to change their identity to become a new party in order to remain competitive in the political arena (Habodin, 2016). In line with this, Hanafi's (2018) view highlights the flexibility of voters in determining their choices. Ballots that are not strictly tied to a particular political party give voters the freedom to move and look for alternatives that are considered to better represent their interests. Thus, the dynamics of political party growth not only

reflect changes in formal politics, but also the dynamic response of society to existing political offers (Putra, 2018).

The participation of newcomer parties in the 2024 electoral contestation presents its own dynamics on the political map (Hanafi, 2018). In this atmosphere, competition between political parties is getting tighter, because each is trying hard to win the hearts of voters to win parliamentary seats (Kadir, 2014). The big challenge faced by new parties lies in competition with old parties that have had a strong footprint in previous elections. The previous party's success in winning parliamentary seats shows that they have built a strong and consistent support base (Aminuddin et al, 2015).

The entry of new parties into the electoral arena not only presents opportunities, but also faces a number of obstacles. The increasingly tight competitive space requires new parties to have a mature strategy in gaining public support (Romli, 2016). They need to offer visions, programs and solutions that are able to differentiate themselves from the old, established parties. While old parties tend to have the advantage of experience and an established voter base, new parties must build reputation and trust from scratch (Labolo & Ilham, 2015). Thus, the dynamics of competition between new and old parties in the 2024 elections will be in the main spotlight, creating a dynamic and challenging political stage.

The Indonesian People's Wave Party, or what is known as the Indonesian Gelora Party, was founded on October 28 2019 with the aim of making Indonesia a top five power in the world. This idea was first expressed by Anis Matta in his "New Direction for Indonesia" speech at the KAMMI Alumni Family Work Conference in Jakarta on February 3 2018. This speech was a continuation of the idea of "Indonesia's Third Wave" which was written by Anis in 2014. Process The founding of this party began with the formation of the Preparatory Team for the Formation of a New Party led by Mahfudz Siddiq. Currently, the Gelora Indonesia Party has officially had a legal entity and developed a management structure in 34 Regional Leadership Councils (DPW) at provincial level, 445 Regional Leadership Councils (DPD) at district & city level, and 4,395 Branch Leadership Councils (DPC) at sub-district level (Wikipedia, 2021).

This research aims to explore and understand certain phenomena with the aim of uncovering new facts or answering the research questions asked, namely about how to socialize strategies for new political parties ahead of the 2024 elections. The benefit of this research lies in its contribution to the development of knowledge and understanding in the field under study. In addition, research results can provide useful guidance and recommendations for policy makers, practitioners or related parties to improve quality or efficiency in a particular field.

2. METHOD

The type of research used in this research is descriptive with a qualitative approach. Qualitative research is also defined as a type of assessment whose findings are not obtained through statistical procedures or other forms of calculation and aims to reveal symptoms holistically-contextually through data collection using researchers as key instruments (Moleong, 2014) . Qualitative research methods are research methods based on postpositivism or interpretative philosophy, used to examine the condition of natural objects (as opposed to experiments) where the researcher is the key instrument, data collection techniques are carried out triangulated (combined), data analysis is inductive. /qualitative, and the results of qualitative research emphasize meaning rather than generalization (Sugiyono, 2011).

3. RESULTS AND DISCUSSION

In general, political parties need strategic planning in conducting relations with the community. This planning concerns the political product that will be presented, the image that will be created, the campaign program that will be carried out and the mass mobilization strategy. A plan is carried out so that resource allocation (human, financial, infrastructure) can be carried out efficiently. And planning

is needed so that every party program and activity has the same movement and direction. In this way, there will be synergy and consistency between the work programs produced by political parties

A plan will really help the public in understanding the political messages behind various political party activities (starting from talk shows, regional visits, criticism of the government, solutions offered, and so on). So, strategy is a careful step, which is carried out by a political party in order to achieve the expected goals. A plan is the initial step of a careful strategy that will be carried out by a political party. Planning is a strategy that can improve the image and what is more important is the acceptance of the programs and messages brought by political parties by the community.

Every political party must have a good strategy to improve the performance of the political party itself. Based on the description above, it can be seen that one of the goals of a political party is to find mass supporters for the party so that the political party gets support from the wider community, so the political party must have a strategy that can increase political power within the party in order to win any momentum in the struggle for power. From the research results, it was found that there are nine strategies that the Indonesian People's Wave Party (Gelora) can implement to socialize with the community, namely face to face, social media, community service, young people, planning and assignments, self-introduction, adjusting style, mindset, and creating content. .

a) Face to face

The face-to-face meeting strategy is a relevant and effective choice for the Indonesian People's Wave Party (Gelora) in its efforts to increase the level of socialization in society. Through this approach, parties have the opportunity to build personal relationships with citizens, learn directly about the various problems and needs faced by society, and listen to their aspirations. Face-to-face activities allow party members to explain in detail the party's vision, mission and work program to the community directly, providing a deeper understanding of the party's commitment to issues that are considered important by the community.

Apart from that, the face-to-face strategy also creates a participatory and inclusive impression, where people feel valued and heard by the party. This direct interaction can strengthen ties between parties and potential voters, build trust, and provide opportunities for parties to respond directly to input and feedback received from the public. By implementing this strategy consistently, the Gelora Indonesia Party can expand its scope of influence, build strong support from various levels of society, and ultimately, optimize citizen participation in the political process, creating a solid foundation for the party's growth and sustainability on the Indonesian political stage.

b) Social media

The use of social media is the second strategy that is very relevant for the Indonesian People's Wave Party (Gelora) in its efforts to increase outreach to the community. Social media, as a far-reaching digital platform, allows parties to reach a larger and more diverse audience. By utilizing platforms such as Facebook, Twitter, Instagram, and others, parties can quickly disseminate the latest information, promote campaign events, and present the party's vision and work programs in a more visual and interactive manner.

The use of social media also allows parties to interact directly with the public, receive input and answer questions in real-time. Through this platform, parties can establish a strong digital identity, build a vibrant online community, and expand support networks. Additionally, social media provides an opportunity for parties to expand their narrative, respond to current issues, and create positive momentum among voters. By designing creative and informative campaigns on social media, the Gelora Indonesia Party can strengthen its existence, expand the scope of its political messages, and build more effective community involvement in the digital world.

c) Society service

The third strategy that the Indonesian People's Wave Party (Gelora) can adopt to increase socialization is through community service. Being involved in community service activities provides an opportunity for parties to be directly involved in solving daily problems faced by citizens. By organizing service programs, such as health assistance, education or other social services, parties can

get closer to society and build a positive image in the eyes of the public. Community service is not only a form of the party's real contribution to the welfare of citizens, but also a platform for explaining the party's vision and values in practice. By involving its members in service activities, the Gelora Indonesia Party can strengthen the connection between the party and society, create positive interactions, and build relationships of mutual trust. Through this strategy, the party can prove its commitment to contributing to the welfare of society and strengthen its support base by creating a direct positive impact in the daily lives of citizens.

d) Young generation

The fourth strategy that can be implemented by the Indonesian People's Wave Party (Gelora) to increase socialization is through a special approach to the younger generation. Targeting the younger generation as the main audience is an important step considering their crucial role in shaping the country's political future. Parties can design programs that take into account the aspirations and special needs of the younger generation, such as political education, skills training, or discussion forums that are relevant to the issues they face.

In the digital era, utilizing online platforms and social media is an effective strategy to reach the younger generation. Parties can create campaigns that are creative, informative and easily accessible online. Actively engaging in online discussions, garnering support through online petitions, and organizing virtual events that appeal to young people are ways to strengthen their involvement. By designing a special strategy that reflects the values and aspirations of the younger generation, the Gelora Indonesia Party can create a strong support base from this segment, shape future leaders, and build a solid foundation for the party's continuity in Indonesia's political journey.

e) Planning and assignments

The fifth strategy that can be implemented by the Indonesian People's Wave Party (Gelora) is through structured planning and assignments. In this context, the party can design a clear and measurable work plan to develop specific steps to be taken in the socialization process. Careful planning includes identifying target voters, determining effective political messages, and allocating appropriate resources for each campaign activity. Additionally, proper assignment of party members can be the key to success. The Gelora Indonesia Party can assign its members to involve themselves directly in outreach activities, such as reaching out to communities, setting up information posts, or organizing events involving residents. By dividing tasks efficiently and ensuring each party member has a clear role, parties can increase the effectiveness of their campaigns and increase the reach of their political messages.

f) Self introduction

The sixth strategy that can be adopted by the Indonesian People's Wave Party (Gelora) is through good self-introduction activities. In this case, parties can organize self-introduction events at various levels, such as national, provincial and local levels. Through this activity, the party can provide comprehensive information about the party's history, values and vision and mission to the public. Apart from that, utilizing mass media, both print and electronic, to convey self-introduction messages can also be an effective strategy. Self-introduction material can include the party's background, profiles of key figures in it, as well as achievements and superior programs that you want to introduce to the public. By making transparent and convincing self-introductions, the Gelora Indonesia Party can build a positive image in the eyes of voters, attract their interest, and increase the level of trust in the party. This strategy can be a strong first step to expand support and consolidate the party's position in the national political arena

g) Style adjustments

The seventh strategy that can be implemented by the Indonesian People's Wave Party (Gelora) is adjusting the communication style according to the characteristics and preferences of the target community. This stylistic adjustment involves a deep understanding of the social, cultural and demographic background of the segments of society the party seeks to reach. For example, parties can adapt language, symbols and ways of conveying messages to make them more relevant and easy to

understand for certain groups. Adjusting communication style can also include selecting platforms that suit the target audience's preferences. If the target is the younger generation, the party can be more active in using social media and online platforms. On the other hand, if the target is a more senior group of society, the party can rely on traditional methods, such as direct lectures or print media. With the right style adjustments, the Gelora Indonesia Party can attract the attention of more potential voters, strengthen connectivity with various community groups, and create more relevant and persuasive political messages.

h) Mindset

The eighth strategy that can be implemented by the Indonesian People's Wave Party (Gelora) is to create and promote a positive and progressive mindset among party members and society. Creating this mindset involves efforts to build a mental attitude that is open to new ideas, innovation, and the changes needed in the world of politics. Party members can be encouraged to have a proactive, creative and inclusive attitude, so that they are able to adapt to the dynamics of society and the needs of voters. Apart from that, parties can utilize communication platforms to absorb and spread the positive values they promote. Through campaigns that encourage awareness of the importance of positive change, justice and active participation in political life, the Gelora Indonesia Party can form a mindset that reflects the spirit of change and positive community involvement. Creating and strengthening this positive mindset can have a long-term impact, motivating party members and voters to unite and contribute to political and social progress in Indonesia.

i) Creating Content

As the ninth strategy, the Indonesian People's Wave Party (Gelora) can focus on creating interesting and relevant content. Excellence in creating content includes the ability to identify issues that are important to society, absorb trends, and package information creatively. Parties can utilize various forms of content, such as videos, infographics and articles, to convey political messages and the party's vision in a way that is easy to understand and attracts attention. By optimizing digital platforms and social media, the Gelora Indonesia Party can disseminate content widely, reach various segments of society, and build active interactions. Excellence in creating content also includes the ability to respond quickly to current events, create narratives that resonate with voters, and create emotional connections with the public. In this way, parties can build a strong presence in cyberspace, increase voter engagement, and create a party image that is dynamic and responsive to people's needs and aspirations.

4. CONCLUSION

The strategies outlined above provide a comprehensive overview of the various approaches that the Indonesian People's Wave Party (Gelora) can take in strengthening its position in the political realm. By focusing on face-to-face meetings, utilizing social media, community service, targeting the younger generation, self-introduction, adjusting communication styles, forming a positive mindset, and perfection in content creation, parties can optimize outreach efforts and build strong connections with the community. Facing complex political dynamics, parties need to have a strategy that is holistic and responsive to people's needs and preferences. These strategies provide a foundation for building a strong identity, expanding support networks, and increasing voter engagement. By combining traditional and innovative approaches, and by deeply understanding the characteristics of the society it targets, the Gelora Indonesia Party has the potential to become a significant force in realizing its vision and mission in Indonesian politics.

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