

Communication Pattern And Politic Strategy Of Political Parties To Attract The First Time Voter On General Election 2014

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Abstract: First time voter is one important factor that can not be ignore by many political parties in earning votes for the next General Election 2014. It is estimated that there will be 22 millions voters who will have suffrage as their first in this 2014 election (Kompas, 29th January, 2013)¹. Therefore for many political parties they should look to this early voters beside for the basis to win the election, it also important to form cadres for the existence of their parties in future time. Reseach site is in Malang city. This research was using qualitative method, data collection method by interview, and informant selection by purposive sampling technique followed by snowball sampling. Data analysis by using an approach of Miles & Huberman theory (1992)². Data validity by using triangulation and peer debriefing (Creswell, 2010)³. The result of this research is the winning strategy of three political parties (PAN, PDI-P, PKS) very depending on the policy and party line from central board. Communication pattern that they do were rely on party cadre in various level of party board to gain the first time voter. An individual figure is highly affecting its party image and mass media is recognize as a tool that every party agree to use for party introduction and party image. For Malang city, parties strategies in attract first time voters are vary, starting from cultural, religious, and multi level marketing approaches, that is one person influence some of his or her closest friends.

Keywords : Communication Pattern, Political Strategies, First Time Voters.

1. INTRODUCTION

First time voter is one of the important factor that can not be ignored by political parties in going after votes for the next General Election 2014 in Indonesia. Characteristic of first time voter tends to be immature when making decision become separate space that can be enter by political parties to attract the first time voter.

The first voter criterias in Government Act Number 8 year 2012⁴ about Legislative General Election and Government Act Number 42 year 2008⁵ about President and Vice President General Election Number 1 is stated that the voter is Indonesian Citizen who has reach age of 17 years old or more, or has ever been married. Definition of first time voter above is quite clear, except the sentences 'or has or ever been married' need to be clarify because there are many teenager under 17 years that has been married with certain reasons in Indonesia.

Projection result of single age citizen from demographic organization of Economic Faculty of Brawijaya University with database taken from general census 2010, Statistic Central Board (*Badan Pusat Statistik /BPS*) estimated that approximately there will be 22 millions voters who will have their first suffrage in General Election 2014 (Kompas, 29th January 2013). Then, function and duty from political parties in simplified version is 'a bridge or channel' between nation and government as one institution. Therefore political parties are one of the main pillar and essensial democratic institution aside from executive, legislative, and judicative board with independent press in order to build a civilized and qualified political life inside one country, (Ali, 2013)⁶.

Therefore, to win competition in General Election event, political parties contestants must compete to each other by applying several sharp tactic of political communication patterns (Aminulloh, 2010)⁷. As a result, politic strategies from political party undoubtedly will influence and being influenced by communication activities of that political party and vice versa. Political communication is one of the input that assured all function will working well in one political system. Political communication is the mediator to every parts of political system so many citizen aspirations and interests can be converted into policies.

Has great potential from first time voter in General Election 2014 will be directly proportional with political parties attention to catch and impress them and make these voters as their 'new' constituents?. Communication pattern and political parties strategies to lure their first time voters also put in problem statement of this research. Malang city in East Java Province is selected because this city represent the majority groups of East Java citizens if we observe from the aspect of society point of view, which has characteristics of metropolitic, transitional, education city with society awareness level that consider to be sufficient.

2. METHODS

This research use qualitative methods that held on April to November 2013 in the city of Malang, East Java, Indonesia. Whereas the kind of perspective applied in this research was fenomenologic perspective (Sutopo, 2006)⁸, in a sense that phenomenon will happen only in a time and place during this research, and possible that in another time the fenomenon will not happening.

Respondent selection was using *purposive sampling* and *snowball sampling*. Main instrument of data collection is interview heading to *Interview Guide* that *favorable/ positive*. This research also equipped by observation and documentation techniques (bibliography) for treatment of indirect data such as secondary data (official documents, paper, articles, journal, and internet). For data analysis was using hierarchy methods, text analysis group or interview context, theme analysis (structural analysis), case analysis (case study), and supporting data. Discussion and result analysis were using an approach of Miles and Huberman theory (1992). Data validity in this research was using triangulation and peer debriefing from Creswell's book (2010).

3. RESULT AND DISCUSSION

Location of the research is in Malang City because this city represent majority groups from East Java society, taking from the aspect of society point of view, which are metropolitic, transitional, education city with adequate society awareness level in variety of stages according to their society culture. There are some foreigner that settle in Malang also native people that commonly called as Aremania.

The number of first time voter from Malang Mayor Election voters database that held on 23rd of May 2013 are huge, approximately 30 % of total voters (*Daftar Pemilih Tetap/Confirmed Voter List*) that has been approved by KPUD (*Komisi Pemilihan Umum Daerah/ General Election Regional Committee*)⁹ Malang (Total voters were 621.565 people, with first time voters were 186.470 people). The potency of large amount of first time voter surely become separate target for success team in legislative and presidential election 2014.

A. THE STRATEGIES OF POLITICAL PARTIES:

1. Strategy of Partai Amanat Nasional (PAN):

From several occasions where interview take place to talk about party strategy in impressing first time voters almost all informant were not answers in full, because the focus of this party is not only for first time voters but in general also to maximise potentialities and basis of mass support, especially for member of Muhammadiyah organization. They were following instructions from managing committee and rely on the prominent figure of cadre and positive image from legislative candidate to gain vote in this legislative election. However, in General Election for Indonesia President candidate from PAN has not confirm (during this research) because President Election will be held after the Legislative Election finish.

For all this time PAN is identical with member of Muhammadiyah organization. Undeniable, although PAN has set party platform free for all Indonesian citizen, but in reality this platform is bound with process and mechanism of recruitment of

future cadre also party socialization program which has an orientation to member of Muhammadiyah organization. There is no dispute about this by the informant as the main source of this research. .

PAN strategy for winning legislative election is different from strategy to win Presidential Election that will take place soon. For legislative election, its branch in Malang is rely on one figure for legislative candidate, then through PAN religious networking and reinforcement of this cadre will conduct by Multi Level Marketing (MLM) strategy. One cadre will take or be responsible to bring at least 5 people to vote the prominent candidate. Beside that there is special strategy for first time voter, PAN decide that process to make cadre and party introduction will be done through wing of political party.

2. Strategy of Partai Demokrasi Indonesia – Perjuangan (PDI-P):

General strategy to win Legislative Election and Presidential Election that formulated by PDIP is militancy strengthening of their cadres as frontman for winning purpose and implementing party policies. Starting from central board into the lowest board which is branch committee. Next, from the cadre figurehead among society will be priority matter because he or she is expected to influence people in his or her surroundings.

Besides, many programmes from this party aimed to mass support basis and expected to impress public sympathy to make their image and party popularity rising in the public eyes. From here, then PDI-P will decide 5 stages that packed with jargon 5 Mantap to fulfill its purpose, which are: steady in ideology, steady in organization, steady in cadre, steady in programme, and steady in resources.

3. Strategy of Partai Keadilan Sejahtera (PKS):

In general, basic policy or principal of Partai Keadilan Sejahtera (PKS) is reflected as whole in its characteristic as a religious party. Meanwhile this campaign is called *da'wah*, and the kind of *da'wah* as their belief is *rabbaniyah rahmatan lil'alamin* which is a kind of religious guidance that lead human to know their God and intended for every human and contains many solutions for their problems. It is a campaign that lead to a fair brotherhood for every single person in this earth, far from racialism or fanaticism of tribe, race or ethnicity.

In a sum, campaign strategy of PKS in impressing the first time voter, especially for Moslem voter is *da'wah* approach. There is a particular *da'wah* for young PKS cadre also public *da'wah* by assigning prominent figure at front as the spokesman or informant in any religious activities in a hope that image of this party can be accepted by public in general. It will be follow by going down to community basis by using *da'wah* methods and create prayer groups. The most important activity is hierarchical prayer groups up to Junior High School that has been done through the basis of PKS young movement called as Indonesian Moslem Student Organization (*Kesatuan Mahasiswa Muslim Indonesia*) that widely known as KAMMI.

B. Communication Pattern of Political Parties:

Political communication is a kind of communication which has political signature that happen inside a political system. Political communication can be form as message delivery that has political impact from political ruler to his people or take form as a channel for any support or demand from people for its political ruler.

Mass media is a tool for communicating any political interest, this opinion wholeheartedly agree by all informant from every parties. Everyone agree that mass media is a kind of communication that directly penetrate distance, obstacle and time. This is why all parties say mass media as their first choice of their strategies to deliver messages and build the image of the party.

For those who like to stay home better, television is present among our families. Then, for the people who love to read; newspaper, magazine, et cetera are greeting us and say hello, and for those who love to surf in the internet, then social media is one effective tool to introduce the party to society in a large extent.

Therefore, almost every respondent said the primary choice as communication pattern that able to attract voters attention still in mass media with form electronic media, printed media, or social media.

However, beside mass media, from political communication category that often do in the time Election can be classified in to several important factors as indicators and political legitimacy, such as:

1. Society Community (Organization):

In Indonesia there are so many non government organization and communities based on interest, talent, art and religion. In many occasions these organizations play a role as vote getter that bring many benefits for the candidate or certain political party that affiliated or working together with these organizations. At least they can be coordinator or stage to introduce the party with its platform.

2. Religious Figure:

Figure in this category act as a legitimation to make sure that this candidate or this particular party has a solemn attitude and deserve to carry the citizen's mandate in general election. Many times religious sentences will be use as jargon in election attribute and politic language in its campaign.

3. Society Prominent Figure:

The culture of Indonesia society still stronghold a patriarchy value, figurehead that carry on by someone important can be legitimize and able to build a belief about something that being choose by this figure must be right and reasonable to follow. Therefore, a good or well known figure is a guarantee will be chosen by people in his or her surrounding.

4. Relatives / Brotherhood:

In this category, for all legislative or president candidates during the election, their families or relatives will be very helpful as a tool to deliver many political communication for the interest of certain candidates.

5. Elite Party:

Elite party as political communicator which of course embed as part of their duty to win their party. Many times elite party is the one that came out as a winner, not only in legislative election but also presidential election, looking back to Election 2009 and 2004 in the past.

4. CONCLUSION

Based on the result and discussion in this research can be concluded as follows:

1. Winning strategy from three political parties (PAN, PDI-P, PKS) are highly dependent on the policy and party line from their central board.
2. Communication pattern is dependent to party cadre in various level of board to lure first time voter. An individual figure will have strong influence in its party image and mass media is a tool that every party argee of its importance in party image and its introduction.
3. For Malang city, parties strategies to attract first time voters are vary, starting from cultural approach, religious approach, and multi level marketing like approach that is one person influence some of his or her closest friends.

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