

COMMUNICATION STRATEGIES OF POLITICAL PARTIES IN INCREASING ELECTABILITY IN DENPASAR

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ABSTRACT

A political communication plan is a comprehensive selection of the actions that will be taken now to further future political objectives. In political communication, you must know the forms: a. political rhetoric, political parties to invite and influence voters to vote for political parties through campaigning. b. Political agitation is used to invite people to vote for and support one of the political parties. c. political propaganda is a campaign that invites and guides the public or voters in accepting a view or value. d. political lobbying, negotiating political parties, and bargaining between parties and the government. e. political action political action in shaping the image or image of a political party. In addition, there are stages of communication strategies: observing problems, planning and making programs, taking communication actions, and evaluating work programs. According to Schorder's theory, political strategy is divided into two parts; offensive strategy (attack) and defensive strategy (defensive). This study employed a descriptive qualitative methodology, and the techniques for gathering data included interviews, document studies, and observation. With the study's results, the communication strategy of political parties in increasing electability has been implemented, but the public response says that political parties only brand candidates from political parties.

Keywords: Communication Strategy, political communication, Political Parties

INTRODUCTION

The Indonesian nation is a democratic nation and of course, a political party that is a means and plays a role in connecting the people and the government. A political party is an organization or group, which manages candidates to compete for government seats in a certain country. Elections are a five-year agenda in Indonesia's democratic system that the constitution has expressly regulated. (Haryati & Thasimmin, 2019). Elections are a process of electing a person in general, aiming to fill or occupy a government seat. Elections are held in electing people's representatives and regional representatives, in accordance with the rules of law in Indonesia. The election also aims to form a democratic, strong, and people-supported government in accordance with the Indonesian

Constitution. As an election organizing organization, the General Election Commission (KPU) carries out its responsibilities by planning all aspects of implementing elections and other tasks. Adjusted to the provisions of the law, the General Election Commission (KPU) is in charge. The General Election Commission (KPU) also reports to the President and the House of Representatives. In the context of supervising the implementation of direct, public, free, secret, honest, and fair elections, the General Election Commission (KPU) has a very large responsibility when carrying out all stages of the implementation of elections (Lestari, 2019). (KPU Denpasar City, 2021) In terms of elections, political parties in Indonesia need to register administratively, verify as election participants. Quoted from the official website of the KPU of the Republic of Indonesia www.kpu.go.id, that Indonesia has many political parties that are developing and carrying out social tasks to help the community. Political parties must carry out a complete administrative process and register through a Sipol account so that each political party that has officially participated in this political contest must have a Sipol account. One of the political parties in Indonesia that has been registered, as a participant in the election through Sipol, is the Indonesian Democratic Party (PDI) Perjuangan or PDI. The Indonesian Democratic Party of Struggle (PDI) or PDIP which is the largest political party in Indonesia, is a party known by every community in Indonesia. In its role as a political party in Indonesia, of course, it has a responsibility to gain the trust of the public, especially beginners in increasing their desire to participate in optimal, honest, and fair general elections. As a political party that has been established for a long time, PDI Perjuangan certainly has thoughts and strategies that want to be applied to the community, to minimize the existence of a golput system or not voting in elections. So that a good communication strategy is needed, to provide trust for the community, especially in prospective first-time voters. Communication strategy is the foundation or guide that directs planning to achieve a goal. (Haryati & Thasimmin, 2019; Hakim, 2019; Gunanto, 2020, Putra, 2020). In the communication strategy carried out by the Indonesian Democratic Party (PDI) of Struggle, namely, by increasing the participation of first-time voters.

The participation of novice voters is very important to be able to participate in politics. The participation of the public and novice voters in elections and other elections is closely related to the factors that can affect it. This can be seen in terms of the vision and mission of the candidate or candidates who are indeed right and good, although there is no guarantee immediately after the candidate is elected by the people. Novice voters will be able to choose their choice rationally through the political issues raised by the

candidates where they propose the policies that will be seen and whether they will benefit the voters if the candidate they choose is elected. This is the main *concern* because as a novice voter, of course, they have the right to determine who is appropriate to lead. The role of PDIP in increasing public participation related to the election by get to know each region that is chosen and introduce it (Dapil). Every voter should be familiar with the candidate he or she chooses and each location they choose. The purpose of this research is to understand the communication strategies of political parties in increasing electability in Denpasar using Schorder's theory.

METHODS

The research approach used in this study is descriptive research through qualitative methodology. Using a problem-solving approach that is analyzed based on the natural state of the item, qualitative research tries to understand the phenomenon based on the postpositivist philosophy (Yuandari, 2017; Moleong, 2017; Sutopo, 2018). To increase Electability in Denpasar, the Communication Strategy of Political Parties will be explained and explained in detail by the researcher.

RESULTS AND DISCUSSION

Forms of Communication in Political Party Communication Strategies in Increasing Electability

Communication is the activity of conveying information or messages from the communicator to the communicator. In politics, one of the components of politics is communication, which seeks to influence. In political communication, there are many different channels, (Palupi, 2020), namely:

Political Rhetoric

According to Arifin in (Palupi, 2020), political rhetoric is defined as the art or technique of communication, widely used in political activities. In this study, the PDI P political party builds a rhetoric that aims to form suggestions to the public. With this suggestion, it is hoped that voters or the public will be educated about the rhetoric that political parties have thrown out. Based on the results of the research, political rhetoric is a little difficult to apply among young people. This is because political interest in the millennial generation is very few enthusiasts. Most millennials are indifferent to elections or politics. Political rhetoric requires newer innovations and inclusion in the younger

generation. If political rhetoric only uses campaigns like in previous years, there is a good chance that electability will not increase.

The form of political communication, namely political rhetoric, is very influential in increasing electability. This is because public rhetoric is the art of communication in order to influence each other in a persuasive way. Not only influencing voters, political rhetoric is also used to build a good image, in the hope that it can be trusted by the public in occupying government seats. Political rhetoric is used by political parties to invite and influence voters to choose political parties. Through campaigns, political parties provide information related to their brand or image in order to attract sympathy and votes from the public. In addition, by targeting voter segmentation, the form of communication is used in terms of political interests to maintain and increase electability in elections. Such as the segmentation of young voters and novice voters who need new innovations in order to attract sympathy and votes from them.

Political Agitation

Political agitation is a form of communication that moves people's emotions. (Palupi, 2020; Arasid, 2022) In this study, political agitation is intended to incite or encourage people to choose the political party they want. Where in campaigns, usually agitation is applied so that voters, form a group that supports a certain political party. A form of political agitation communication is used to invite the public to vote for and support one of the political parties. In determining the most electability potential, political parties conduct campaigns by targeting voter segmentation. So that what is conveyed during the campaign, becomes right on the intended target.

Political Propaganda

Propaganda is a form of communication in organizing a group by suggesting (Palupi, 2020). In politics, propaganda is defined as a campaign that invites and guides the public or voters in accepting a view or value. In this study, political parties use propaganda as a form of communication in campaigns. Where in the campaign process, political parties tend to explain election-related materials and work programs to their targets. The campaign was carried out to attract time and sympathizers. From the mass media, as well as directly into the community, political parties will present material that invites residents and accepts a view about political parties. (Alfiyani, 2018) People will be influenced by their opinions about one political party to another. Political propaganda is

also considered one of the strategies that can change and influence public opinion about political parties. So propaganda is used as a competition strategy between political parties that are election participants.

Of course, the implementation of propaganda, not only by directly influencing public opinion through socialization or campaigns but can also use social media that is more attractive to the public (Pratiwi, 2017; Meifilina, 2021). In addition, interesting presentations or content accompanied by good communication through videos and captions, it can also lead public opinion to choose the political party.

Political Lobbying

Political lobbying is a form of communication used to negotiate between political parties. In this study, political parties use political lobbying to influence the results of small teamwork. (Palupi, 2020). In political lobbying, bargaining is common, as is offering seats for political parties such as PDI P, Golkar, and PKS by the government. Political lobbying is important. In the results of interviews with informants, political lobbying is carried out very intensely, it is normal and natural in politics. Political offers are also normal because political lobbying is offered and some are taken or given. Political lobbying in political parties must be carried out to find out strategies and build good cooperation between parties and the government. Therefore, political lobbying is important. In addition to being a way for the public to assess a political party, lobbying can also build good cooperation between political parties and the government.

Political Action

Political lobbying, political rhetoric, and political campaigns are examples of political activities as a form of communication. (Palupi, 2020) Building a public or political image is the goal of political lobbying. In this study, there is a joint effort between election organizers and election participants. According to the results of the research, in the process of socialization and campaigning, building the image of a political party depends on the results of the performance and communication used. The form of communication of political actions in shaping the image or image of a political party is very important. In addition to improving and maintaining electability, building an image is also important because it will be a preference and choice for the voters themselves.

Stages of Communication Strategy in Political Party Communication Strategy in

Increasing Electability

In formulating a political communication strategy, stages are needed that must be prepared systematically. In political parties, these stages are arranged to change and provide knowledge, know problems, and take what actions are appropriate for the future. In this study, the researcher explained the stages of strategy as follows: (Pattiasina, 2015).

Research by Sulaiman (2013) examines (1) political communication in a democratic political system. (2) political communication in campaign strategy. Political communication research aims to examine the interaction and change in the relationship between politics, the media, citizens, and an understanding, especially about the role of communication and information. In essence, political communication research is basically about the quality and survival of democracy. Political communication is a very decisive factor and cannot be ruled out in its function in the political process carried out by political actors as political communicators, so it becomes a very important discussion and material for reflection and evaluation of political communication in the political system and political campaign strategy. After the 1998 reform which has lasted for more than a decade, the running political system has met democratic requirements, where political communication can function to control the balance of power (check and balance of power) in the political superstructure, namely between the legislature and the executive, then between the political infrastructure (civil society) and the political superstructure, so that there is no longer co-optation and political hegemony from one very dominant party has political power. The difference is that the object of research is the same as examining political communication in campaign strategies carried out by elites. The difference with this study is that it examines more specifically political communication that is less effective in a democratic political system.

Research by Tabroni (2012) which aims to reveal concrete facts related to the behavior patterns of politicians and their successful teams in conducting political communication using mass media. If the political communication process is not accompanied by ethics, then the public as media consumers will become victims. This research method uses qualitative descriptive so that it can reveal the real reality. This research reveals the unethical behavior carried out by politicians, who on a certain side then cooperate with the mass media. The mass media, in carrying out their profession, must obey the journalistic code of ethics, but in reality, they become more flexible when faced with political realities in society. This finding further clarifies that the lack of knowledge about ethics in political communication for politicians and their teams is a

problem in conveying political messages through the mass media. The similarity is to examine the facts that occur related to the behavior patterns of politicians and successful teams in conducting political communication and the same research method, which is qualitative. The difference is from the significance of the special research object in the mass media space.

Observing the Problem

Activities in observing problems, political parties will supervise, research, and accept the opinions, behaviors, and attitudes of the population in which they have interests. (Pattiasina, 2015). Until they are based on and look for the character of the population and the public. Communication strategy, this stage is a stage that is quite important to build the image of a political party, so that electability increases.

In accordance with the results of the research, elections are an event to compete or compete for government seats. However, winning government seats is not the main goal of political parties. In this case, achieving and fulfilling the wishes of the community is the most important thing. In addition, problems that usually occur in elections such as traditional voters. Where if the head of the family (father) chooses one of the parties, his family members also vote for that party. Then in the context of young people (young voters) who have their own choices, depending on the literacy experience they have about the voter participants. Political parties need to carry out communication strategies that are in accordance with voter segmentation. So that the aspirations of the community from voter segmentation can also be accommodated and these desires can be realized. PDI P does this by mapping voter segmentation, especially novice voters or millennials by making light and accepted political communication among novice voters, especially content creation on social media.

Program Planning and Creation

The advanced stage of recognizing problems from the circumstances and events of the community. making work programs and planning work programs (Pattiasina, 2015). Political parties are very influential in determining their electability in elections. Political parties must have a strategic plan, which is the basis for planning work programs for the future. So that electability is maintained. So that it has durability in electability for a longer time and voters or the public know which party the people's aspirations will be realized and accommodated.

Taking action to communicate

Implementing planned and timely plans and programs is what it means to "take action to communicate". (Pattiasina, 2015). At this stage, political parties begin to design how to build a good and attractive image for voters or the public. Political parties in inviting the public through social media, will create interesting content. Providing information through social media such as Facebook, Instagram, TikTok, YouTube and so on. Where the content can be in the form of interesting photos, videos and animations. So that the public is interested in seeing and reading information about elections and political parties that are campaigning.

Evaluation of Work Programs

The evaluation of the work program is the last stage of the communication strategy.(Pattiasina, 2015). At this point, look at everything that has been done, from monitoring issues to making plans to communicating. The purpose of the evaluation is to promote effective management and facilities, concentrate efforts, and assess effectiveness. Political parties usually build new strategies from the results of the evaluations that have been carried out. These strategies aim to retain government seats, improve and maintain electability, and build public trust regarding elected political parties.

Communication Strategies of Political Parties in Increasing Electability

Schroder's theory assumes that political communication is very important for political parties, in realizing the goals they want to achieve. Schroder separates political strategy into offensive (offensive) and defensive (defensive) components. (Schroder, 2019; Maarotong, 2020). The stages in the political communication strategy used by PDI P in Schroder's theory, there are four indicators, namely: (1) Observing the Problem. political parties will supervise, research, accept the thoughts, attitudes, and actions of interested parties. Problems that usually occur in elections such as traditional voters. (2) planning and making programs. Political parties will analyze related problems that occur in society. (3) Taking action to communicate with political parties not only face-to-face with the public, but political parties also use and utilize social media. Political parties in inviting the public through social media, will create interesting content. (4) Evaluation of political party work programs usually builds a new strategy from the results of the evaluation that has been carried out.

These strategies aim to retain government seats, improve and maintain electability. Political strategy is divided into two categories in Schorder's theory: offensive (offensive) and defensive (defensive) methods. (1) Attacking a political party using an offensive strategy to attract the attention of voters of its rival parties, to vote for the political party. So that voters or the public are interested in choosing a party different from the previous one. 2) Defensive strategy (defense) To maintain electability, political parties need to use the strategy of analyzing problems that exist in the community, making good decisions for the community, and implementing them into a work program that is trusted and can realize the aspirations of the community. The public's response to the communication strategies of political parties in increasing electability is still somewhat lacking. The public only gets knowledge and encouragement to vote from the government or the KPU. Through socialization, the KPU plays a more active role in inviting the public to vote, while political parties only focus on the campaigns of candidates who will rise to government seats. Therefore, it is very necessary to improve the communication strategy of political parties to invite the public to vote for the party. Communication delivery is also needed to be as creative as possible and easy to understand. Through the results of the research and then in conclusion, the researcher can give suggestions, namely: Communication strategies carried out by political parties in increasing electability are still lacking, in the delivery of information provided to the public. So with the strategy that has been made. It is necessary to improve and approach more to the community, especially to people who have no interests. The public should be more aware of politics and elections, so that the aspirations that the community has given to the government will be more realized with the help of existing political parties. In addition, the public must also be more aware and concerned about the importance of using voting rights during elections. This aims to build a better government.

Offensive Strategy

Partai politik sering menggunakan strategi ofensif (menyerang) untuk mendapatkan lebih banyak pendukung atau suara. Cara ini membutuhkan dana yang cukup serta pengetahuan tentang politik dan partai politik. Agar proses kampanye partai politik berjalan efektif (Nurussa'adah, 2017; Schroder, 2019; Hutahuruk, 2019). Strategi ini biasanya digunakan untuk membandingkan secara positif antar partai politik, sehingga persaingan pada saat pemilu terlihat dengan jelas. Hal tersebut juga yang membuat masyarakat harus jeli dan teliti dalam memilih partai mana yang akan dipilihnya. Maka

dari itu, strategi ini merupakan strategi terpenting dalam menarik suara dari masyarakat dan memenangkan kursi pemerintahan (Vadillah, 2021). Jadi strategi ini dimaksud untuk menyerang antara partai politik dalam memperebutkan suara. Menyerang dalam konteks ini merupakan kreativitas formulasi memproduksi pesan komunikasi politik sesuai dengan segmentasi para pemilih atau konstituen (Malka, 2020). Hal ini juga dilakukan oleh PDI P dalam memproduksi pesan komunikasi secara digital maupun konvensional dengan kegiatan kampanye yang merupakan bentuk komunikasi politik secara langsung.

Defensive Strategy

A defensive strategy is a strategy used by political parties, whether the ruling party or the coalition government wants to maintain its influence or ability to win elections. (Schröder P 2019). This tactic can also be used when a political party is about to be dissolved or does not want to continue to exist as a target of votes or electability. Methods or ways that can be used by political parties in obtaining votes are by marketing and appropriate forms of communication. Therefore, to maintain electability, political parties need to use strategies to analyze problems in society, make good decisions for the community, and implement them into a work program that is trusted and can realize the aspirations of the community. PDI P pays attention to problems that occur in society and creates educational content on social media and during the campaign.

Public Response on Political Parties' Communication Strategies in Increasing Electability

Public participation in elections is very influential in increasing electability. Without the participation of the population, the election cannot run smoothly. Community participation is an active activity that arises from community initiatives in an activity. In elections as a manifestation of community participation, it is necessary to understand elections and political participation. According to Budiardjo (Abadiningtyas et al., 2018), political participation is an attack that plays an active role in the political sphere by directly or indirectly influencing government policies. In this regard, the community has been given socialization about the election and using voting rights when voting.

The response to the communication strategy of political parties in increasing electability is still somewhat lacking. The public only gets knowledge and encouragement to vote from the government or the KPU. Through socialization, the KPU plays a more active role in inviting the public to vote, while political parties only focus on the campaigns of candidates who will rise to government seats. Therefore, it is very necessary to improve

the communication strategy of political parties to invite the public to vote for the party. Communication delivery is also needed to be as creative as possible and easy to understand. So that the public or novice voters, young voters, and other voter segments can understand what is conveyed as best as possible.

CONCLUSION

Through the results of the research on the Communication Strategy of PDI P Political Parties on Increasing Electability, conclusions can be drawn, as follows: In the form of communication, it is divided into five indicators, namely: (1) Political rhetoric. Political rhetoric is used by political parties to invite and influence voters to choose political parties. Through campaigns, political parties provide information related to their brand or image to attract sympathy and votes from the public. (2) Political agitation, a form of communication political agitation is used to invite the public to vote for and support one of the political parties. In determining the most electability potential, political parties conduct campaigns by targeting voter segmentation. (3) Political propaganda through social media propaganda can influence public opinion. This is because people are more inclined and believe in information on the internet. (4) Political lobbying In elections, political parties will make offers and negotiations between political parties and the government, so that public trust will be staked on this lobbying process. Therefore, political parties need to be very careful in taking action during political lobbying. (5) Political action. The form of communication of political actions in shaping the image or image of a political party is very important. In addition to improving and maintaining electability, building an image is also important because it will be a preference and choice for the voters themselves.

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