Political Communication Strategy of Ganjar Pranowo's Friends of Volunteers (SAGA) in Increasing Electability Ahead of the Presidential Election of the Republic of Indonesia

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Abstract
Volunteers from Sahabat Ganjar (SaGa) Lampung carry out personal branding in increasing the electability of the Candidate for President of the Republic of Indonesia, namely Ganjar Pranowo, personal branding will shape public perception of the figure of Ganjar Pranowo making it easier for Volunteers for Sahabat Ganjar (SaGa) Lampung to carry out political communication strategies. The existence of a political communication strategy that is used to facilitate two-way communication with the community and bring the unique characteristics that are owned will form self-image and then increase electability. This study aims to determine the political communication strategy of the Lampung Friends of Ganjar Pranowo (SaGa) Volunteers in increasing electability ahead of the election of the President of the Republic of Indonesia. The method used is a qualitative descriptive approach. The results of the research are first, Observing the Problems before setting up a political communication strategy first; secondly, the Planning and Development of a Work Program is made by the Lampung Friends of Ganjar (SaGa) Volunteers; third, Taking Communicating Actions, carrying out the implementation stages of plans and programs that are carefully scheduled by designing Ganjar Pranowo personal branding as effectively as possible; fourth, Evaluation of the Work Program, at this stage the Lampung Friends of Ganjar Volunteers (SaGa) can find out the success and success of all the activities that have been carried out.

Keywords: Electability, Political Communication Strategy, Presidential Election.

1. INTRODUCTION
In developed countries, especially western countries, competition for votes in general elections is considered a good alternative to determine the figure of a political leader who has responsibility for his voters. In 1998, the milestone of democracy in Indonesia was officially planted. The mass upheaval that was driven by students and the community at that time made everything change [1]. The fall of the New Order regime not only opened up opportunities for the political life of the Indonesian nation, but also fostered the desire of political figures to reach power through political parties. Discussions on general elections in Indonesia have always received attention and become important political discourses. In Indonesia, many types of elections are held, such as the Legislative Election (Pileg) which aims to elect members of the DPR and Provincial and Regency/City DPRDs [2]. Elections for Regional Heads or post-conflict local elections determine who has the right to hold the powers of the Governor, Regents and Mayors. Even in the struggle for top power, namely the President, the Presidential and Vice Presidential Elections (Pilpres) were also carried out. If we look at the aspect of voter participation, the number of voters who were present to exercise their constitutional rights at TPS was higher in the presidential election than in the legislative election. This condition confirms that the presidential election is the culmination of the struggle for power which has taken a lot of attention [3].

Internationally, the Indonesian elections are considered technically very complicated elections to be carried out even from a financing standpoint, the elections being the most expensive in the world. The
Lowy Institute based in Australia, for example, said that the complicated elections were only held in one day. With this complexity, the process of voting and counting up to the recapitulation of vote acquisition results is done manually and in stages and requires a lot of human resources and costs to hold elections in Indonesia. This is why many related parties who have an interest in elections always call for the super mega election costs not to be diverted and used according to their designation based on the law. Various breakthroughs were made so that technically the stages of holding elections could be shortened [4].

The Election Law Number 7 of 2017 regulates that the 2024 election will be carried out simultaneously between the presidential election, the legislative election, the DPD election and the post-conflict local election. 3 The law strictly stipulates that the election participants are political parties for the election of members of the DPR and DPRD, individuals for the DPD and pairs of presidential candidates for the Presidential and Vice Presidential election [5]. In winning the Presidential and Vice Presidential Election, a more specific communication strategy is needed, namely a political communication strategy [6].

The process of communication is something that is usually done by every human being when interacting with each other, almost all matters related to society, are carried out through communication related to aspects carried out for each individual or group, one of which is political communication. Political communication is part of the process of establishing political communication which has the main objective of conveying messages politics to the communicant, the political messages conveyed are of course different for each political actor, all of them have their own characteristics in the delivery process to the meaning and purpose to be conveyed to the public. Political messages that are disseminated must have the right strategy so that they can be conveyed properly to the communicant.

In this era of digitalization development, social media has become one of the promising media and is considered appropriate in carrying out political communication, social media that is developing at this time will certainly be utilized to the fullest by political actors, the opportunities and strategies offered are considered to be able to help smooth the planned political communication process, through online news media to social media platforms such as Facebook, Instagram to Youtube political actors are starting to be involved in order to get better attention from the general public, with the development of an audience that enjoys various social media content provided by political actors, the image or personal branding of each will increase and make the progress of the actor politics in the process of political communication can run well [7].

Political communication is communication that involves political messages and political actors, or something related to power, government and government policy [8]. With this understanding, as an applied science, political communication is nothing new. Political communication can also be understood as communication between ‘those who rule’ and ‘those who are governed’. Political communication is the process of conveying messages that occurs when six other functions are carried out, namely socialization and political recruitment, articulation of interests, aggregation of interests, rule making, application of rules, and rule of justice [9]. This means that the function of political communication is attached to every function of the political system. Political communication strategies are basically steps in carrying out political communication related to the creation, dissemination, reception and influence of messages with political content both through human interaction and social media [10].

One of the Indonesian politicians as well as state officials who uses social media as a medium for amplifying political aspirations is Ganjar Pranowo, Governor of Central Java for two terms (2013-2018 and 2018-2023). The social media used by Ganjar Pranowo include Facebook, Twitter, Instagram and YouTube and have become official accounts. Later, on January 27 2020, the TikTok account @ganjarpranowo which appeared (not an official account) as well as two TikTok accounts @ganjarku_ and @ganjpard which are interesting to study because of their structured packaging. At the time this article was written, the TikTok account @ganjarpranowo recorded 3.1 million followers and uploaded 944 videos, as well as garnered 56.4 million likes. The TikTok account @ganjarku_, which was released on December 8 2021, has accumulated 19 thousand followers and 251.1 thousand likes, and is connected to the Instagram account @ganjarku. Meanwhile, the TikTok account @ganjarpedia which was released on December 16 2021 has collected 5,338 followers and 91.9 thousand likes and is connected to the Instagram account @ganjpard [11].

The figure of Ganjar Pranowo was chosen as the subject of the analysis because based on survey results released by three institutions, Ganjar Pranowo's electability was in the top three positions [12]. The Charta Politika survey in Central Java on June 24-30 2022 shows Ganjar Pranowo's electability of 71.5%. Meanwhile, at the national level, a survey from the Indopol Survey and Consulting agency which was conducted from June 24 to July 1 2022 placed Ganjar...
Pranowo in first place, namely 24.55%. The National Survey Institute (LSN) on 10-24 June 2022 showed Prabowo in first place with 29.5%, and in second place was Ganjar Pranowo with 20.9%, and Anies Baswedan who pocketed 18.5% of the vote [12].

Among several volunteers from Ganjar Pranowo, one of them is a friend of Ganjar. They claim to support Ganjar to continue Joko Widodo's leadership in the 2024 presidential election, based on sincerity [13]. This was confirmed by the Board of Trustees of Sahabat Ganjar, KH. Khayatul Makki or familiarly called Gus Khayat. For them, Ganjar has the same vision and mission as President Joko Widodo. So as a volunteer, you must have an element of sincerity to help socialize a presidential candidate who will be supported and accepted in the midst of society. Volunteers must first have an element of sincerity, in sincerity they must have a hope. This is the reason the Ganjar Friends Volunteers (SaGa) chose Mr. Ganjar Pranowo to become the President of Indonesia. Forming this volunteer, the aim is to help lead Ganjar Pranowo to become a leader in the Republic of Indonesia in 2024 later. Because the current leadership of President Jokowi can be continued, and seeing this is in the figure of Mr. Ganjar Pranowo and there is confidence from [14].

2. METHOD

This study uses a qualitative descriptive approach where this approach focuses on a particular side of a phenomenon. [15] explains that the purpose of a qualitative approach is to understand the phenomenon of what is experienced by the research subject. While Rakhmat [16] mentions several objectives of descriptive research, including to collect actual information that describes existing phenomena in detail, identify or examine problems and conditions of practices that apply to phenomena, make comparisons, and to determine what a person will do in dealing with problems and learn from experience to solidify decisions and plans in the future. Through this qualitative approach this research will be studied in more depth so as to produce descriptive data/information and can provide a deeper understanding related to the research subjects studied in this article. The qualitative descriptive approach used is in accordance with the purpose of writing this article, namely to find out the Political Communication Strategy of the Friends of Ganjar Pranowo Volunteers (SaGa) in Increasing Electability Ahead of the Election of the President of the Republic of Indonesia [17].

This study used a purposive sampling technique with the aim of determining the research subject [18], the subject to be studied is the Volunteer Friends of Ganjar (SaGa). While the object of research is an object to be examined in a study. In this study the object of research to be examined is political communication strategies in increasing electability. The number of research informants is 3 people according to the criteria; (administrators of the Regional Leadership Council (DPW) Volunteer Friends of Ganjar (SaGa) Lampung, the general public, netizens who follow Ganjar Pranowo's developments on social media.

3. RESULT AND DISCUSSION

Political communication strategy is a strategy used to realize political goals. Political Communication Strategy for Volunteer Friends of Ganjar Pranowo (SaGa) in Increasing Electability Ahead of the Election of the President of the Republic of Indonesia, namely:

Observing Problems

The volunteer of Sahabat Ganjar (SaGa) before setting up his political communication strategy first formulates the problems that exist in society or constituents and outlines what needs to be planned strategically by seeking data and information about what kind of figure should be the President of the Republic of Indonesia replacing Mr. Jokowi. In observing the problem, it must include three elements, namely the overall goal which describes the position we want to achieve through strategic planning, the reasons for the importance of achieving the overall goal and the time frame (period of time) in which the overall goal must be achieved. In a political strategy Relawan Sahabat Ganjar (SaGa) mission can be interpreted as approval of a certain position, participation in a certain task, being selected as a candidate and in a political career planning, the mission must state who the strategy is planned for.

Thus the mission of the Ganjar Friends Volunteers (SaGa) is to designate Mr. Ganjar Pranowo as one of the Candidates for President of the Republic of Indonesia in 2024, not only to determine but also to support the Ganjar Friends Volunteers (SaGa) fully support the work program planned for him later. The mission must identify a timeframe, until when the overall goals must be achieved, and the mission must not be formulated so optimistically that it becomes unrealistic.

The Missions of Volunteer Friends of Ganjar (SaGa), namely 1) Widelty open acceptance of volunteers who want to join in supporting Ganjar Pranowo both through the digital world and by setting up posts in 34 provinces. 2). Conducting training for volunteers in 34 provinces and also utilizing information technology to amplify Ganjar Pranowo's activities. 3). Organize social activities by embracing prospective voters from various circles. 4).
Recruitment and formation of cyber troops in preparation for air war against opponents. 5). Consolidating all volunteers in all regions in 34 provinces and volunteers in foreign countries both through online and offline systems. While the vision is 1). Maintaining the Ganjar Pranowo voter base includes maintaining the level of popularity and positive sentiment so that it can affect the level of electability. 2). Expand the reach of voters and loyalists by forming a solid network of Sahabat Ganjar volunteers to add new voices so as to increase electability. 3). Guarding and escorting the name Ganjar Pranowo so that it continues to fly throughout Indonesia until the election period is over.

Program Planning and Development

After the information and data has been collected, in order to develop programs, goals, actions and communication strategies, the Volunteers of Ganjar Friends (SaGa) identify the characteristics of the community, because after all planning and programs are an advanced stage of observing problems from conditions and situations in the community. The work program created by the Ganjar Friends Volunteers (SaGa) namely Restructuring to strengthen the management of the DPC Sahabat Ganjar Lampung, Gathering, Declarations in every Regency throughout Lampung, Basic Food Markets, Hackathon Competitions, Lumpking Horse Dance Festival, Hijab Creation Contest, Friends Music Festival Ganjar, Vocational Competition for TKJ Vocational School Students throughout Lampung and many other work programs that have been made by the Volunteer Friends of Ganjar (SaGa) Lampung.

Take Action Communicate

After planning and making the program, the Volunteers of Ganjar Friends (SaGa) carry out the implementation stages of the plans and programs that have been carefully scheduled. Friends of Ganjar Volunteers (SaGa) implement how to design self-image (Personal Branding) or Mr. Ganjar Pranowo's image as effectively as possible to attract the attention of the people in Indonesia. This is done in order to communicate the messages conveyed communicatively.

Vocational Competition for SMK TKJ Students in Lampung

Held at the Horison Hotel, Bandar Lampung City, Lampung on October 22 2022, Sahabat Ganjar Volunteers held this activity with the aim of preparing youth resource competencies to play an important role as development agents and environmental change agents through their active participation in the world science and technology Not only that, Ganjar Friends Volunteers will continue to be committed to rekindle the spirit of Ganjar Pranowo in cultivating the potentials of the younger generation who are able to compete in the society5.0 era.

Declaration of Volunteer Friends of Ganjar (SaGa) Lampung District

More than a thousand volunteers and sympathizers of Sahabat Ganjar held a rally in Tanjung Bintang, South Lampung (Lamsel). The head of the DPW for Sahabat Ganjar Volunteers (SaGa) Lampung, when met by the writer at the time, said that the sympathizers and volunteers for Sahabat Ganjar came from various regions in the Lampung region. They took part in several events, namely the halalbihalal friendly gathering for Eid al-Fitr 1443 Hijriah, celebrating Labor Day which falls on May 1 2022, and a declaration of support for Ganjar Pranowo. The activity that was held at Tanjung Bintang was the right moment to stay in touch with the people of Lampung and various other elements. "Hopefully the gathering that we have held here can have a good impact in voicing labor rights and supporting Mr. Ganjar Pranowo in the upcoming 2024 Presidential Election,"
activities that took place in the province which has the siger tower icon. The general chairman of the DPP Sahabat Ganjar, Gus Nahib, said that the aim of this series of activities was to help others. In addition, this oil bazaar activity was carried out to help, to help with the scarcity and high price of cooking oil in the recent past. Then, the door prizes we distributed are proof that Sahabat Ganjar is close to the community. The declaration and activities of the cheap oil bazaar took place very lively. Before the declaration took place, Ganjar volunteers, who continued to innovate, distributed pasera or food packages for the people which were held in Kedaton District, Bandar Lampung City. The chairman of the DPW Lampung, directly led the activity of distributing basic necessities to the people of Bandar Lampung. He also explained that Lampung has a special target, namely winning Ganjar Pranowo for the upcoming 2024.

Figure 3 hijab creation workshop

Hijab Creation Contest

Sahabat Ganjar volunteers help empower millennials and the younger generation in Indonesia. This effort is made because Indonesia will receive a demographic bonus in 2030, namely the population is dominated by productive young people, so a platform is needed to create a superior and useful generation for the nation. One of the efforts made by Sahabat Ganjar volunteers was inviting millennials to take part in the Hijab Creation Workshop in Kedaton District, Bandar Lampung City, Bandar Lampung City, Lampung, on Saturday, December 24 2022. This activity succeeded in attracting womenfolk to increase their creativity in wearing hijab according to current trends. The head of DPC Sahabat Ganjar, City of Bandar Lampung, said that this activity was very good and right on target because it could provide insight and inspiration regarding the correct use of the hijab. On the other hand, he also introduced the figure of Ganjar Pranowo to the residents of Bandar Lampung City.

Support from Santri in Lampung for Ganjar

The activity of Sahabat Ganjar in Bandar Lampung was continued with a prayer with the students of the Nurul Islam Islamic Boarding School, with the theme “A Million Prayers of Indonesian Santri, Ganjar Pranowo for Indonesia 2024”. This event is a step in the endeavor of Ganjar Pranowo sympathizers to bring big changes to Indonesia.

This event, which united Islamic ukhuwah, succeeded in attracting local residents to give their best wishes and prayers. The students of the Nurul Islam Islamic Boarding School opened the event with a hadroh performance followed by the recitation of the holy verses of the Koran by Ustaz Windarto. In addition, there is a video screening of Ganjar Pranowo's profile and his closeness to the students and religious leaders. The caretaker of the Nurul Islam Islamic Boarding School, Ustaz Quasyaeri, on this occasion expressed his gratitude for this activity and also offered prayers for Ganjar Pranowo and Indonesia.

Figure 4 a million prayers of students

4. CONCLUSION

This stage is to evaluate all that has been done starting from observing problems, planning and programs as well as implementation and communication. The rationale for evaluation is to focus effort, determine effectiveness, support good management and facilitate accountability. At this stage the Lampung Friends of Ganjar (SaGa) Volunteers can also find out the success and success of all the activities that have been carried out.

Author declaration

Author contributions and responsibilities

The authors made major contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

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Availability of data and materials

All data is available from the author.
Competing interests

The authors declare no competing interests.

5. REFERENCES


