



COMMUNICATION OF POLITICAL PARTIES IN WINNING ELECTIONS (Case Study of the Persatuan Pembangunan Party Riau Province in 2019)

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Abstract: This study aims to analyze the political communication of the Persatuan Pembangunan party in winning the general election in Riau Province in 2019. The research approach in this study uses qualitative research with a descriptive approach. Data collection techniques using interviews, observation and documentation. The results of the study show that related to the communication carried out by the Persatuan Pembangunan Party (PPP) in winning the 2019 General Election in Riau Province, it can be seen from the way the communication is carried out, media campaigns, communication goals, special communication strategies for the 2024 Election, and PPP's biggest contribution to Riau Province facing elections

Keywords: Communication, Islamic Political Parties and General Elections

INTRODUCTION

Political communication built by the Persatuan Pembangunan Party Riau Province is reflected in a symbol system that can provide understanding to other parties, find misunderstandings or conflicts and communicate due to delays in the development of information policies. Parties as political institutions continue to apply the law of political socialization, there are even cultural values that can include rules for the political system in Indonesia which always upholds the democratic system as an ideology of government. PPP political communication was built as an effort to build sympathetic communication between regional politicians, and this has an impact on regional culture and development.

The Persatuan Pembangunan Party (PPP) was established during the New Government period on January 5, 1973. This party is a political party in Indonesia, a combination of four religious parties. namely the Nahdatul Ulama Party (NU), the Pesatuan Indonesian Islamic Party (PSII), the Persatuan Tarbiyah Islamiyah (Perti) and the Pesatuan of the Indonesian Muslim Party (Parmusi), Muhammad Syafat Mintaredja (Muhammad, 2018). Political communication built by PPP can become a political factor in the 2019 elections, especially in the Riau region which

has succeeded in handing over its members to the DPR in the Riau electoral district 1 seat in the DPR in Riau. two seats in the DPR. Then, in order for the Pekanbaru city DPRD to become the winning political party in the 2019 elections, even the chairman of the city council, the chairman of the DPRD from the Persatuan Pembangunan Party, can hold the position of people's representative in the city of Pekanbaru. . According to Annimo, others in the Riau region, PPP must be different, because it is explained that it will not get the most seats in the DPRD or DPR.

Several political communication orientations that actually became the main ones, namely the 2004 Pilkada for the Governor of Riau, PPP as the main support group worked closely with the deputy governor who was appointed as the winner of the regional election and position. Governor of Riau Province. PPP Party's political communication has been developed and its political communication has been developed in several fields, among others; through da'wah movements, training, business and education. While its constituents include party cadres and sympathizers outside the PPP. Therefore, political communication within groups requires a strong communication system or strategy between group leaders and their leaders, both internally and organizationally, the group is an institution that is the vessel of democracy in Indonesia.

In principle, the role of communication and politics determines the desired decision. The issue that occurred when the dualism of the leadership of the Persatuan Pembangunan Party in Jakarta varied according to Jan and Romahurmuzi (Romi) several years ago, then led the regional PPP in the Riau region, there was also a dualism of management in the Persatuan Pembangunan Party (PPP). For this reason, as an effort to understand the existence of the party, political communication is important to build internally, especially to build consolidation to understand the strength of the Persatuan Pembangunan Party from the development of leadership in the Riau regions.

In the AD/ART, the purpose of PPP is to realize "good, advanced, advanced, spiritual, and democratic governance in the unitary state of the Republic of Indonesia, based on Pancasila with the pleasure of Allah SWT." To achieve its goals, PPP seeks to strengthen state character, protect human rights, create a sense of security and maintain political stability (Muhammad, 2018). As a political party that uses the Ka'aba symbol, PPP describes itself as the "Great House of the Islamic Community". According to Muqawam, this means that PPP must become the protector of all Muslims in Indonesia. Then, PPP as a party still upholds the principle of patriotism without discrimination of national interests and to welcome and become a political channel for Muslims (Muhammad, 2018c).

Political communication in the world of politics is a communication activity that cannot be separated from the process and interaction of political information with the aim of understanding political information correctly as it should be something that becomes a real political hope. In terms of communication it was also explained that; the process of sending information in the form of messages or messages from the communicator to the communicator, then to the communicator who will finally receive the message from the sender. Communication is a strong social activity that is the center of every audience's life (Cangara, 2009).

Political media can be understood as a source of political information and communication systems. Furthermore, political journalists as sources of information act as sources of

information that can play a role in managing information. Political communication as a communication method can send messages and requires a strategy to obtain effective political information according to the purpose of communication.

The 2019 election is a political name that influences new rules that determine the limits of political parties winning elections and are considered as the ruling party, as well as for the legislature, namely in a majority and direct vote system. The most optimistic election, they will win the election. In fact, it has long been expected in the previous election to win the election. However, if one looks closely, the 2019 Election can be used as a basis for national politics such as transparency and democratic life. From the point of view of the democratic system, the political system is an important innovation in the process of supporting democracy at the local level, but at least the direct election system has many advantages compared to the political collection system. shape in shape.

The role of political media in the political communication system can be understood as individuals, political institutions, public institutions, which communicate political information. Political communications are individuals or organizational groups that use strategies and objectives to communicate political information and communication strategies. Every Indonesian citizen or anyone can be said to be a political communicator if the message conveyed is related to politics and has political goals as one of the political groups (Nurudin, 2001)

In Indonesia, political parties are very important institutions because institutions play an important role in realizing a democratic system in Indonesia. Political parties can be called political broadcasting institutions because they provide targeted information to audiences or political supporters. Institutions or political institutions that are considered to be associations and have certain political views deliberately come together, enter into agreements, to achieve certain goals such as Housing Political parties are political parties

THEORETICAL BASIS

1. Political Communication

Political communication is communication that includes politics and politics includes communication, after that it shows that communication and politics are related. The two fields of study then merged into the direction of political communication. This study only started in Indonesia around the 1970s. (Arifin, 2003). Political communication in simple terms can be interpreted as a communication process carried out by political media in political society in the form of political messages from the government, both legislative and executive, conveying information that is right on target from those in power to the public or political parties. Political communication has existed since humans have been involved in politics and communication, but as a science it is part of political science or communication science. The first empirical studies in political communication, both in the United States and Europe, were rooted in the analysis of public opinion, the media, persuasion, and the development of critical media. In line with the development of communication science and political science as well as development studies in 1950-1960, such as communication studies and political development. (Arifin, 2003).

Communication is not only the exchange of thoughts and ideas, but more than that, namely the work of someone trying to change the thoughts and actions of other people. Communication

has six components, namely communication, messages, media, audiences, effects and situations. Basically the communication process is trying to send a message or messages so that the recipient has the same understanding as the communicator. (Mulyana, 2014). Identify two concepts in the communication process, namely psychological and organizational concepts. Mental image is the content of the message that describes the situation of the sender of the message, which Walter Lippman calls "the picture in our heads". The person who will carry the message will be involved in the communication process as a person.

The simple definition of communication refers to the transfer of information to get a response (Aranguren, 1967) or to share information, ideas and attitudes. (Wilbur Schramm, 1974). While the notion of politics refers to the idea of Deliar Noer (1983) as a function or attitude related to the power to act by changing or maintaining a form of social organization. To clarify the concept of political communication, it helps us to study the definition of political communication according to Ra'uf (1993).

Therefore, it can be said that the political communication system is a strategy that includes ways, processes, and working relationships between the elements and factors that make the communication system work to achieve certain goals and objectives. According to David Easton, the political system is nothing but a normal form of social interaction, in which the principles of government and society are referred to. (Heliany et al., n.d.) The relationship between the political system and the political system can be said to be part of the political communication system. how the political system works is largely determined by input from the environment, and after a certain process produces many things. Then, this output is sent back to the environment, as feedback. Entries contain support and requests. Potential support (authority) can be provided. Although the results are in the form of laws or government regulations and legal products used to regulate people's lives. (Muhammad Ilham & Mastikawati, 2021)

Political parties are one of the political resources, while political resources in Indonesia cover all important needs in the field of politics and work related to the origins, form and system of government at the state level. It can be seen from two sides. First, how do government agencies, or political institutions, send political messages to the public. Second, how the political apparatus received and conveyed political messages at the palace. (Kencana, 2008).

An understanding of political communication in rural areas is important. The process of political communication that leads to political decision-making often shows too much power, compared to the ability of citizens to speak and convey their views. (Susanto, 2009). Meanwhile, the government's political communication (superstructure) includes: First, all policies concerning the interests of citizens; second, efforts to increase national loyalty and integrity; third, enforcement of laws and regulations to maintain order and honor in public life; and fourth, encourage the achievement of community participation and the achievement of community goals.

The legislature, executive and judiciary participate in the governance process; when political parties, interest groups, political communication media, etc. is part of the political infrastructure that must be properly prepared for direct elections in Indonesia. The important thing that must be done in political communication is first, communication becomes a way or process of providing demands and support as input in the political process, for example as part of expressing interests. Second, communication is used as a link between the government and

the people, and as part of social mobilization to build relations, gain support, and political compliance and input.

Communication is also used in response to multiple outcomes (government policies). Third, communication is a function of citizens' political relations. Fourth, communication functions to issue threats (coercive) to gain compliance before coercion is used, as well as to provide boundaries on negative topics. Fifth, communication regulates the necessary political values in such a way as to achieve a high degree of homogeneity. The consensus of these political principles determines political stability. Sixth, communication as a social control force creates public opinion and political balance. (Nasrun, 1993).

The application of political communication in Indonesia, and direct elections, needs to be developed, especially in the context of the growth of the democratic system. This is done by increasing the capacity and opportunities of the community to convey their wishes and interests, sharing social and political power to change and organize their legal system in line with the development of communication in the 'central infrastructure and towers'. The transition from autocracy and its nature from government to democracy must be very open. the opportunity to jointly play the role of political communication in the development of democracy.

2. Build Party Strength

Public relations and parliamentary elections, especially through political communication, can be carried out in general (monological) by gathering or holding general elections in large numbers and political party organizations (OPP) or political parties. Then it can also be in the form of a general meeting (dialogical in nature), namely a small number of meetings held in closed or open spaces of election participating organizations. and workshop. at the embassy. in rural areas”, and as a media tool and channel to disseminate information or information to the target community through the placement of posters, banners, newspapers, banners, leaflets (fleir), brochures, newspapers/releases news, film clips, videotapes and cassettes, merchandise, promotional balloons, etc. (Rosady, 2000). PPP's political communication process as a communicator can be done by understanding the elements of communication and conveying information, and there are elements of communication according to Claude E. Shanon and Warren, and there are five elements of communication. It is; sender, transmitter, signal, receiver and destination. (Cangara, 2008).

If Lasswell's question is visible in the image, it can be considered as communication, because the building blocks are large. Here, Laswell observes that the communication process always has an effect or result. Therefore, it is not surprising that Lasswell's model has inspired many communication studies, especially in the field of communication and political communication. (Cangara, 2008). Joseph T. Klapper “Says that the group often uses certain ideas, often sources and directs everyone's thoughts, through formal and informal communication, these different people work as mediators of the organizational influence of mass communication and its members. (Mulyana, 1999).

By mobilizing or mobilizing large numbers of voters in electoral political parties (OPP) or organized political parties. Then, it can also take the form of a general meeting (dialogical in nature), namely an intimate meeting that takes place in a closed or open room for a group of people participating in the election. From Q&A, seminars and workshops to representative

locations. "Social media is often used for advertising", both as a tool (media tool) and a channel (media channel) to distribute information or information to the public through the placement of posters, banners, newspapers, banners, pamphlets (fleir), brochures. , articles/reports, slide shows, video tapes and cassettes, merchandise, promotional balloons, etc. (Rosady, 2000).

Therefore, political communication by politicians and institutions must guarantee freedom, equality in the country, expression of opinion, so that the people's voice is more valuable than the voice of political interest groups. For this reason, in situations like this, it is necessary to manage political communication which must be able to integrate efforts to achieve effective political communication between communication followers. Participation in politics uses different ways, namely: first, the type of participation;

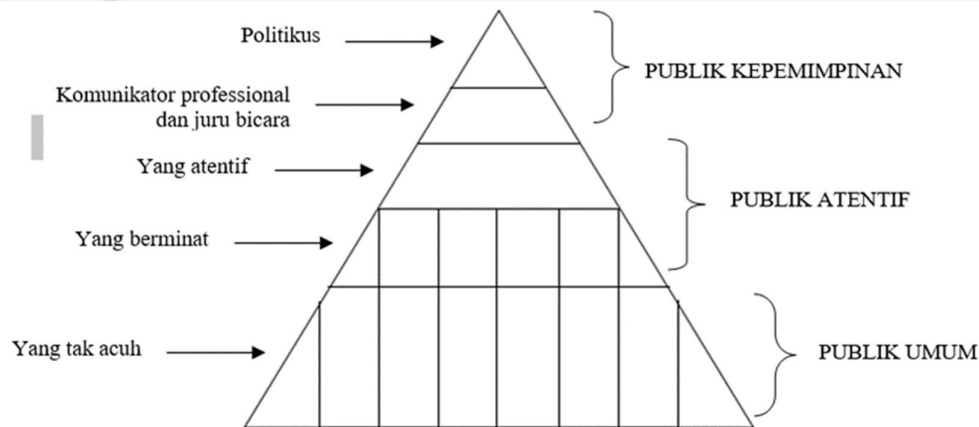


Figure 2.4 Segmentation of political communicators according to Dannimmo

According to Severin and Tankard in the book 'Introductng Communication Theory: Analysis and Application' (Richard & Lynn, 2008) influence in political communication is the change that occurs in the recipient of communication information. Communication effects can be divided into three parts as follows;

- a. Understanding (thinking) involves knowing something. Communication provides information and facts that guide individual thinking
- b. Effect (emotional impact) related to attitudes towards communication information that changes emotions or feelings towards objects.
- c. Conative (promotional) refers to behavior where the communication message can motivate and direct the desire to act.

3. Communication System in Institutional Party

The definition of a system is a collection of things or things that are interconnected, depend on one another and work together to achieve a common goal. A system is "a complex or organized whole or whole; a collection or combination of things or parts that form a complex or connected whole or whole. (Liliweri, 2010). Design as part of a complex set of parts that are interconnected and interact to adapt to an ever-changing environment in order to achieve its goals. Some of the main components of the organization are the individuals who are members of the organization, organizations and work groups, technology and organizational tools. All parts of the system depend on other parts of the organization because changes or effects on one part will affect other parts of the system (Arni, 2007).

The systematic approach combines the best of the scientific method with social methods. This approach considers the organization as a system, where all parts interact and each affects the other parts. The organization is seen as a process that is open to new information, accepts the environment, dynamic and constantly changing. Burch and Grudnipski said there are three main pillars that determine the quality of information, namely accuracy, timeliness and relevance. (Burch & Grudnitsky, 1986) and (Kumorotomo & Margono, 1994). In addition, there are various requirements for good and complete information, namely:

- a. Availability. In fact, the main requirement of an information is the availability of the information itself. Information must be accessible to those who wish to use it.
- b. Easy to understand or comprehension. Decision makers must be able to understand information quickly, whether it is information related to regular operations or strategic decisions. Complicated and convoluted information will make management decisions ineffective.
- c. Urgent. In organizational terms, the information needed is really relevant to the problems, tasks, and goals of the organization.
- d. Beneficial. Due to the importance of this request, the information will also be useful to the congregation. Therefore, information must be presented in a form that allows the organization concerned to use it.
- e. On time. Information must be timely. This requirement is especially important when organizations need information when managers want to make important decisions.
- f. Trust. Information must come from a reliable source. Data generators or information providers must be able to guarantee a high level of reliability in the information they provide.
- g. Appropriate. This requirement requires that the information is free from mistakes and errors. This also means that the information must clearly and accurately reflect the meaning contained in the supporting data.
- h. Consistency. Information should not be controversial because stability is a necessary condition for a decision to be based on.

The communication system by Claude D. Shannon and Warren Weaver in his book "Theories of Mass Communication" is described as a linear and unidirectional system. The message is assimilated by the circulation of a source of information through several components up to the communicator. In this communication process there are 5 (five) components as below:

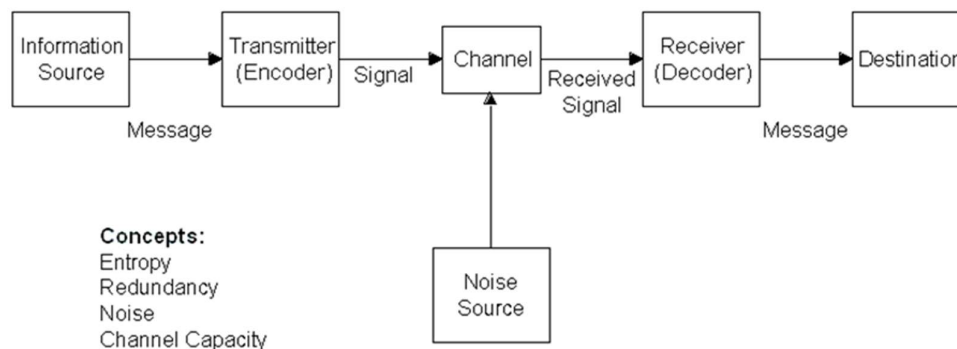


Figure 2.5: Shanon & Weaver Mathematical Model

The picture above shows that the information source creates a message to be communicated. Messages consist of spoken/written words, pictures, music and others. The transmitter converts the message into a signal suitable for the channel to be used. Channel is the medium that distributes signals from the transmitter to the receiver.

Persatuan Pembangunan Party

The Persatuan Pembangunan Party or commonly known as PPP is one of the political parties in Indonesia and has declared itself as the main Islamic house. PPP believes that Islam is the last sharia revealed by Allah SWT. because humanity on earth is a complete truth that has universal guiding virtues and covers all aspects of life and affects time.

Islam as a religion (ad-din) has a complete truth value because Allah SWT sent down its teachings. to mankind to extol the majesty of mankind to the most perfect level among its creations. Islam ad-dien is a set of rules and prohibitions (shariah) with guidelines for good behavior to spread peace and love to the whole world (rahmatan lil'ālamīn). Islam as an ideology means that all ideas, attitudes and policies of the Party and its cadres will originate from Islamic teachings. Attitudes are the coherent principles that form the basis of behavior. Ideology is direction, guidance and direction to achieve political goals.

For this reason, it is important to continue to teach and internalize the principles of thought to all cadres and other parties. The AD/ART document of the Persatuan Pembangunan Party Muktamar VIII, 21-22 is an ideological instrument of the party to achieve the goals and aspirations of social, national and state life in accordance with PPP's vision and mission. Islam as an ideology means that the internalization of ideological principles must be the color, shape and shibghah (identity) of the Party which reflects the quality of Islamic teachings. PPP must understand that as a party that carries Islamic ideology, it has a great responsibility and responsibility to uphold the honor and dignity of the Islamic religion.

RESEARCH METHODOLOGY

This type of research is field research. Field research is meant to use field data as the primary source. (Mehmet Ozay, 2022) This research uses a qualitative method which places more emphasis on the process aspect rather than just results and according to him qualitative research has natural terrain as a direct data source that is naturalistic (Syamsul Bahri, 2019). In this study, writing using qualitative methods is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior, defining that qualitative research is a certain tradition in social science that fundamentally depends on human observations. , both within the region and in terms (Lexy J. Moleong, 2002). Although symbolic interactionism is a theoretical perspective, it can also be a methodological orientation at the same time, apart from that the descriptive approach in this writing is designed to obtain information about status, or symptoms when research is carried out according to the purpose of descriptive research, namely to describe the nature and situation that is taking place at the time do research and examine the causes of a particular symptom (Mulyana, 2007). The location of this research is Jl. Tuanku Tambusai Pekanbaru City, Riau Province.

The informants in this study were 7 (seven) people consisting of PPP functionaries and members DPRD of the Riau, PPP from various electoral districts in Riau Province in 2019, namely:

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No	Nama Name	Jabatan Position
1.	Dr. H. Syamsurizal, MM	Chairman of The Regional Board of Directors (DPW) Persatuan Pembangunan Party (PPP) Riau Province
2.	H. Afrizal, Lc., MA	Regional Board Secretary (DPW) Persatuan Pembangunan Party (PPP) Riau Province
3.	Johnhendri Hasan, SH	Vice Chairman of the Regional Board of Directors (DPW) Persatuan Pembangunan Party (PPP) Riau Province /Candidates for legislative PPP Riau Province in 2019
4.	Drs. Arfah	DPRD members Riau, PPP Electoral District, Indragiri Hilir Regency
5.	Sardiyono, A.Md.	DPRD Member Riau, PPP Electoral District, Indragiri Hulu Regency – Kuantan Singingi
6.	Husaimi Hamidi	DPRD Member Riau, PPP Electoral District, Rokan Hilir Regency
7.	Yuyun Hidayat, M.B.A.	DPRD Member Riau, PPP Electoral District, Kampar Regency

Table 3.2: Research Informants

The reason the researcher made the informants above as informants, because according to the researcher, these people are considered to know more about the information needed, and they are directly involved in winning the 2019 general election, and will be part of the 2024 general election contestation. The first and second informant selection methods used the snowball sampling model, which is an interview model where the researcher began interviewing people who were already known and the researcher asked for referrals having the same experience or characteristics (Lexy J. Moleong, 2002).

RESEARCH RESULTS AND DISCUSSION

1. Implementation of the 2019 General Election in Riau Province

Based on the data obtained during the research, it can be stated that basically the implementation of the 2019 General Elections in Riau Province was safe and successful. The indicator of the success or success of the intended Election is that the General Election goes as it should. Of course, in many ways there are obstacles that can be handled jointly by all parties involved as election organizers.

Before the election took place, election stakeholders in Riau held a meeting via video conference. The video conference conducted by the Ministry of Home Affairs (Kemendari) was attended by the Governor together with Forkompinda, KPU Chairman, Bawaslu Chairman and Kabinda Riau in the video conference room with the Ministry of Home Affairs on Wednesday, April 10 2019. At the video conference it was stated that Riau Province was ready to carry out the April 17 2019 elections. The Governor of Riau, Syamsuar explained, the number of voters in Riau Province was more than 3.8 million voters. Then for the number of TPS as many as 17 thousand. Meanwhile, the number of security personnel is 10,000 from the Regional Police Chief and 3,000 from the TNI. The Governor of Riau, Syamsuar added: "As is known, currently in Riau it is still in the campaign stage, and during the course of the campaign, security conditions in Riau were safe and under control." (Syaiful Misgio & Candra Dani, 2019).

Based on document tracing at the Riau Province DPW PPP Office, it was obtained data on the implementation of the 2019 Election in Riau Province, although it ran smoothly, but PPP's vote acquisition in this province experienced a significant decline. This affected the acquisition of seats in Senayan, namely the DPR RI. As stated by Mursini, Chairman of the DPW PPP Riau for the previous period, he acknowledged that his party had experienced a significant decline in the 2019 elections compared to the 2014 seat acquisition. In 2014, PPP won 41 seats in the DPRD at the city-regency level and 5 seats at the Riau DPRD level. . However, this figure has decreased in 2019, namely PPP seats can only be won by 33 seats, while in the Riau DPRD one seat has been reduced to 4 seats.

There are districts that are down, there are also up. But in general there is a decline. There are many factors that cause this, one of which is the existence of dualism within the PPP body nationally. Then, the current mindset of society is also quite pragmatic, making it very difficult for PPP candidates to compete to win the hearts of the people. Even so, our cadres are Alhamdulillah tawadu', they don't want to justify any means, this is one of the factors in reducing our votes." (Document of the Riau Province PPP Secretariat).

Apart from that, the simultaneous legislative and presidential elections also contributed to reducing PPP's votes, because PPP is always associated with negative campaigns related to certain presidential candidates. In addition, although it is acknowledged that the regulations regarding the possibility of money politics related to elections are already very strict, the role of Bawaslu, which can anticipate money politics, actually has very limited human resources. (Hasbullah Tanjung, 2019).

Based on the Decision of the General Election Commission of Riau Province Number: 385/HK.03.1-Kpt/14/Prov/VIII/2019 Concerning the Determination of Acquisition of Seats for Political Parties Participating in the 2019 Regional People's Legislative Council Members of Riau Province as shown in the table below:

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Tabel 4.2:

REKAPITULASI JUMLAH PEROLEHAN KURSI PARTAI POLITIK
PEMILIHAN UMUM ANGGOTA DEWAN PERWAKILAN RAKYAT DAERAH PROVINSI TAHUN 2019

PROVINSI		RIAU								JUMLAH AKHIR
NOMOR DAN NAMA PARTAI POLITIK		RINCIAN								
		1	2	3	4	5	6	7	8	
		RIAU 1	RIAU 2	RIAU 3	RIAU 4	RIAU 5	RIAU 6	RIAU 7	RIAU 8	
(1)		(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
A.	1. PARTAI KEBANGKITAN BANGSA	0	1	0	1	1	1	1	1	6
	2. PARTAI GERINDRA	1	1	1	1	1	1	1	1	8
	3. PDI PERJUANGAN	1	1	1	1	2	2	1	1	10
	4. PARTAI GOLKAR	1	1	1	1	2	1	2	2	11
	5. PARTAI NasDem	0	0	0	1	1	0	0	0	2
	6. PARTAI GARUDA	0	0	0	0	0	0	0	0	0
	7. PARTAI BERKARYA	0	0	0	0	0	0	0	0	0
	8. PARTAI KEADILAN SEJAHTERA	2	1	1	0	2	1	0	0	7
	9. PARTAI PERINDO	0	0	0	0	0	0	0	0	0
	10. PARTAI PERSATUAN PEMBANGUNAN	0	1	0	1	0	0	1	1	4
	11. PARTAI SOLIDARITAS INDONESIA	0	0	0	0	0	0	0	0	0
	12. PARTAI AMANAT NASIONAL	1	1	1	0	1	1	1	1	7
	13. PARTAI HANURA	1	0	0	0	0	0	0	0	1
	14. PARTAI DEMOKRAT	2	1	1	1	1	1	1	1	9
	19. PARTAI BULAN BINTANG	0	0	0	0	0	0	0	0	0
	20. PARTAI KEADILAN DAN PERSATUAN INDONESIA	0	0	0	0	0	0	0	0	0
B.	JUMLAH SELURUH KURSI PARTAI POLITIK	9	8	6	7	11	8	8	8	65

Pekanbaru, 10 Agustus 2019

Source: Documents KPU Secretariat from the Riau Province

Based on the recapitulation above, it turns out that in the 2019 election, only 4 PPP cadres entered the DPRD Provincial. These four people are:

- 1) Yuyun Hidayat, ST., M.Sc. from the Electoral District of Riau 2 with 15.197 votes.
- 2) Husaimi Hamidi, SE, MH from the Electoral District of Riau 4 with 6.672 votes.
- 3) Ir. Muhammad Arpah, M.Si. from the Electoral District of Riau 7 with 11.508 votes.
- 4) Sardiyono, A.Md from the Electoral District of Riau 8 with 12,643 votes.

The acquisition of the above votes which resulted in a decrease in the number of DPRD seats in the Riau Provincial from PPP in the 2019 Election was basically a failure caused by several things, one of which was of course related to the political communications that were carried out. Even though the political communication carried out was still carried out optimally with its various program activities, it was not able to boost PPP's vote acquisition both at the national, provincial and district/city levels. One that is believed to be the cause is the result of the General Chairman, who was then held by Ir. H. Muhammad Romahurmuziy, M.T. who is fondly called Romy, has had problems with the law due to corruption. The case that ensnared the chairman of the PPP made it very difficult for the PPP campaign nationally, and Riau Province was no exception.

2. Communications Run by Persatuan Pembangunan Party (PPP) in Winning the 2019 General Election in Riau Province

Based on the results of interviews with informants in this study, it can be described how the communication was carried out by PPP in winning the 2019 elections, namely the method of communication used, campaign media, communication goals, special communication

strategies for the 2024 elections, and PPP's biggest contribution to Riau Province in facing the 2024 elections.

Based on the results of the interviews, data was obtained that the political communication that was played to prevent PPP at that time was with the General Chairman was OTT, namely Muhammad Romahurmuzy who was fondly called Romy. It was explained that: "Romi was OTT because of his close relationship with Jokowi, which angered the party elite in Indonesia. This is one of the factors in the decline of PPP's vote, including in Riau," (Interview.01/Syamsurizal;2021)

Based on this, said the General Chairman of the Riau Province DPW PPP that his party in Riau Province, especially in recent days, has been continuously making improvements by carrying out a series of activities that are beneficial to the community. "PPP Riau today is improving internally and externally. Internal improvements are prioritized to make improvements to the management at each DPC, externally of course by carrying out various community activities," (Wan.02/Afrizal; 2021) According to him, several things that are being carried out and will continue to be improved include: (1) Building or carry out party cadre recruitment; (2) Relive important moments in Riau; (3) Each member of DPRD PPP should be able to re-synergize coordination in each district/city. (Interview.02/Afrizal;2021)

Furthermore, the results of an interview with Husaimi Hamidi, SE., MM who is a member of the PPP DPRD Riau Province 7 for the Electoral District of Rokan Hilir stated that "the PPP communication model in winning elections is carried out by: (1) Electoral Facilitation of constituencies in Rohil; (2) Absorb aspirations through recess activities in development in the regions; (3) Mobilizing PPP wing organizations as cadre development; (4) Building communication with the millennial community; (5) Making community-based economic programs." (Interview.06/ Husaimi Hamidi;2021)

In line with the above, the results of an interview with Mr. Yuyun Hidayat who is a member of the DPRD Riau Province from the Electoral District of Kampar Regency, he stated that "the things that are being done in the context of winning elections, especially in welcoming the 2024 elections, are: (1) Building synergy communication with the DPC as well as us as chairman of the DPC; (2) Fostering the PPP Autonomous Organizational Body (Banom) as a political communication channel; (3) Establishing communication with the public during religious day moments and also communicating in the framework of establishing social relations among the community; (4) Fostering communication with youth organizations in every moment of activity; (5) Developing electoral districts by absorbing as many aspirations as possible in recess activities; (6) Fostering Islamic activities in accordance with the PPP party movement as an Islamic party. (Interview.07/Yuyun Hidayat;2021)

Interview with Mr. Jonhendri Hasan, SH as Deputy Chairman of the Riau Province DPW PPP (Legislative Candidate in the 2019 Election for members of the Riau Provincial DPRD from the PPP Electoral District of Pekanbaru City. He explained that "(1) The PPP Riau Province political communication model today is linearly building coordination between DPW and DPC PPP districts/cities throughout Riau Province; (2) Improving the party structure with communication and collective policies; (3) There are still gaps in daily communication barriers, resulting in the formation of groups in the DPW and DPC structures, so that this needs to be consolidated so that the board's solidity is regained; (4) The factors causing the decline in PPP votes nationally were due to the OTT and the arrest of the Ketum PPP; (5) There was a vacancy

in the Chairman of the PPP Riau DPW who died, namely Azis Zainal, Regent Kampar which is a new hope for the progress of PPP Riau to get back on its feet; (6) Another obstacle faced by PPP Riau Province is that it is not clear o coordinate well the replacement of regency/municipal DPC PPP administrators; (7) The DPP's vertical political communication appoints a new DPW chairman, so that dynamic political communication does not function." (Interview.07/ Jonhendri Hasan;2021)

Based on some of the results of the interviews mentioned above, it turned out that the most prominent problem related to the decline in vote acquisition rates both nationally and specifically in Riau Province was inseparable from the management problems faced by this party, starting from the arrest of the general chairman of the DPP PPP , to management in areas that are not well coordinated.

Various other problems, according to the Riau Province PPP functionaries as stated above, cannot be separated from the condition of the party which lacks human resources in terms of promotion to the community. That in order for the party to be well known by the public, it must be promoted among the people. No matter how good the program is, if it is not conveyed to the public, then they will not know that the program exists.

When talking about special methods, there are actually no special methods either. But we always remind that in the future the country faces global challenges, we need personal resilience. One example:

"I will give an example that in the past there was an uproar over issues related to laws that legalize same-sex marriage, so if it is not managed, rules are not made in the way of Islamic ideology then this country will be destroyed, then who has the task of being in parliament so that this law does not pass ? Then the answer is the PPP party. We at PPP read the atmosphere first, we don't want to be trapped by the amount of information circulating that will confuse the public. So we do sorting and selection. But imaging continues, but with a positive position and facts. For example in the DPR RI regarding the alcohol law. Then who is the initiator? PPP is a party that is firm in rejecting the legality of alcohol and is allowed to circulate in certain places." (Interview.01/ Syamsurizal;2021)

In addition, the specific strategy implemented in winning PPP in the 2019 Election and also facing the 2024 Election based on the results of an interview with Muhammad Afrizal Hidayat can be described as follows:

"Actually, what we are doing now is starting again to create an image or create our brand image as a party that has a strong basis only from a religious standpoint. That is what we will try to develop again into a party based on religion and nationalism, even though our basis remains unchanged from the AD/ART and what was stipulated by the founders of the party. That we have indeed been entrusted by our party to be the political party for Muslims and Muslim-women who want to participate in building our nation and our country." (Interview.01/ Syamsurizal;2021)

It's not that we don't take this moment, instead we have been incessant, especially in Riau province, we are again in terms of reviving and reintroducing ourselves to the community with various kinds of activities. We have made many activities, be it social activities, which in fact are not only based on Islam but are also comprehensive, even to the non-Muslim community. As an example, yesterday on Harlah, the Persatuan Pembangunan Party, we held a lot of activities apart from vaccinations, there were also blood donors, mass circumcision, donations

of basic food supplies and several activities that also provided a kind of training to the community about entrepreneurship.

Well, it is these programs that we have done, especially in Riau Province. PPP Riau Province is now moving quite fast. In fact, for the current period, it has been added to the way we introduce it through publication through electronic media, print media, and also billboard media such as billboards, banners and others. We have used the media a lot for socialization. Every time there are moments, for example on certain days such as the Anniversary of the Republic of Indonesia, Youth Pledge Day we also hold a flag raising ceremony. We gather young people who are affiliated with us. We celebrate those moments, so the movement now is quite significant if I see it and indeed we have programmed it from the beginning of the BPW PPP management for this period. We have started to set targets, what are the strategies, especially publications, and that is what we are focusing on.

CONCLUSION

Based on the results of the research and discussion that have been stated above, it can be concluded as follows:

The implementation of the 2019 General Election in Riau Province has generally been safe and successful. All problems encountered can be solved jointly by the Election organizers. The certainty of readiness for the implementation of the 2019 elections in Riau Province is monitored directly by election organizers from the center, both under the coordination of the Ministry of Home Affairs, the General Election Commission (KPU), and the General Election Supervisory Agency (Bawaslu). The indicator of the success or success of the intended Election is that the General Election goes as it should. Of course, in many ways there are obstacles that can be handled jointly by all parties involved as election organizers. Regarding the communication carried out by the Persatuan Pembangunan Party (PPP) in winning the 2019 General Election in Riau Province, it can be seen from the way the communication is carried out, media campaigns, communication goals, special communication strategies for the 2024 Election, and PPP's biggest contribution to Riau in facing the Election

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