

## **Communication Strategy of Political Parties ahead of the 2024 Elections in West Java**

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### **Abstract**

*Election of Regional Heads (Pilkada) is a democratic process in selecting local government leaders in Indonesia, such as governors, mayors, and regents. During Pilkada, eligible voters in a certain area have the opportunity to cast their ballots to elect their preferred candidate. To gain public sympathy and support, political parties will develop an effective communication strategy. This study aims to determine the strategy of determining communicators, designing messages, selecting media, determining audiences, and setting communication goals. The method used is descriptive with the nature of the qualitative data. Techniques of collecting interviews and literature studies, the technique of determining the informants purposively. The results of his research on political parties determine their communicators who have integrity, are popular. The messages he designs tend to be normative with regard to issues of unity, welfare, and social justice. The media he chooses are conventional and social media. The target audience is the Millennial generation, generation Z, community leaders, professional organizations, civil society and other social organizations.*

**Keywords:** *communication strategy, political parties, communicators, messages, media, audiences, goals.*

### **Introduction**

Election of Regional Heads (Pilkada) is a democratic process in choosing local government leaders in Indonesia, such as governors, mayors, and regents. Opportunities are given as wide as possible to all people who have the right to vote to cast their ballots to select a candidate that fits the ideology of the electorate. In Indonesia's democratic governance, Pilkada has an important role, in developing citizen participation to elect leaders who will lead their respective regions. Pilkada is an important aspect of the decentralized political system in Indonesia, allows regions to have a certain degree of autonomy in selecting local leaders them based on their specific needs and priorities. It also contributes to the process democracy as a whole and the political development of the country. The candidates who will competent in regional elections, candidates can be nominated by political parties or individuals, therefore the party officials worked hard to win the candidate.

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Thus, the performance and popularity of political parties will have an impact on success in winning candidates for regional leaders in elections. West Java is the region that has the most number of prospective voters in Indonesia, according to the results of KPU recapitulation data, there are 35,714,901 voters in the province West Java (nasional.sindonews.com, 2023). Prior to the West Java Regional Head Election (Pilkada) in 2024, political party administrators are starting to move on with political communication activities carried out to gain public sympathy which is predicted by competition getting sharper. Political party officials began to be active in providing support to candidates from their party. The rise of political parties to carry candidates is a manifestation of political freedom after the New Order. Freedom to enter political parties and the freedom to vote and stand for election in general elections is part of the freedom of the Post-New Order (Siagian, 2012). As part of the From the social aspect, it seems that political phenomena cannot be separated from communication practices that contain activities that tend to be in the realm of ideas/ideology, then, like it or not, so that the idea/ideology can be operationalized with the help of science communication (political communication) to ground political ideas, to be a inevitability (P., 2017). Political communication of political parties is an important aspect in winning the contestation in regional elections because communication can help political parties to interact with its constituents, promote political agendas, inform public about party policies, and building relationships with voters.

Political communication as access to create issues, policies and implement a political system and the formation of public opinion. The popularity of political candidates will increase through a significant increase in public opinion. So that political communication carried out by political elites will not run optimally without the formation of public opinion (Indrawan, 2017). Political parties in building public opinion is based on an effective communication strategy through various steps/ tactics that aim to build public perception of him and his party. As a candidate-bearing party, the party politicians have a responsibility to build good relations with constituents and reflect democratic values. One of the important tasks of political parties is selecting and nominating candidates for regional head positions. Political parties must do careful selection to ensure that the candidates carried are qualified, integrity, and commitment to serve the community. The research results show the performance of political parties have a role in producing quality local leaders (Natalia, 2015). Political communication according to Almond and Powell (2009) is a function of articulation, aggregation, socialization and recruitment within a political system and political communication as a prerequisite for the functioning of other political functions (Gantiano, 2018). For implementing this political communication, legislators really need a strategy effective communication. Communication strategy is a combination of communication planning and communication management operationalized tactically to achieve a goal (Utomo et al., 2013). This communication strategy is also carried out by members of the legislature in Java West as a densely populated and multicultural region, so the communication strategy political parties are very relevant in increasing public confidence in political parties and their candidates. This study aims to determine the activities of political parties in determining communicators, designing information, and selecting information media ahead of the 2024 elections.

## Research Methods

The method used in this research is descriptive to describe, describe, identify, and analyze the reality or object of research comprehensive and systematic. Data collection techniques are carried out by observing the action communications made by board members, conducting relevant interviews with the communication strategy undertaken by board members, and literature review and analysis documents that are relevant to the review of board members' communication in building perceptions public. The informants studied

were members of the Provincial Regional People's Legislative Assembly West Java representing its political party, and elected 7 members of the elected council purposively.

## Results and Discussion

Every activity that will be carried out by members of the board is always discussed first before hand in the internal party to gain consensus on the appropriate communication strategy will be implemented in building public perception. This internal consensus is an important mechanism for maintaining the stability and cohesion of political parties as well as governing relations between party members in terms of policy, strategy, or internal rules regulate the relationship and dynamics within the party. Consensus can be built with solidity the elite is strong, and institutionalization within political parties runs optimally (Romli, 2018). One of the internal consensus within the body of a political party is compiling communication strategy, in the form of an agreement or agreement reached by party members politics related to the approach and message of communication that will be used to achieve specific communication purposes, such as influencing public opinion, and gaining that support bigger than the public, so that the image of the party becomes strong, success in political campaigns and general elections can be achieved. Communication strategy compiled/built by the party politics with regard to the way political parties in determining communicators, designing message, determine the media, and determine the purpose of the communication.

### Define Communicator

In determining the communicator, members of the Gerindra party stated that. This determination is based on the party's grand agreement, which the party will determine communicators who can represent parties and legislators to convey messages to society, which has popularity and a positive image in the eyes of society. Meanwhile, The representative from the Demokrat party stated that in determining the communicator, his party chose a person who has integrity and is able to make and run the Party's Priority Program pro people. On the other hand, representatives from the Golkar party determine the communicators use popular figures and have good communication skills. Aspiring communicator politicians must have good communication skills and be able to articulate party message clearly and effectively to the audience. While determining the communicator carried out by the Nasdem party, namely by selecting legislators who can convey it be it through outdoor communication that can be read openly or can design in block forms or in press releases or social media. For representatives from PDI states, that in determining the communicator is to choose and assigning political actors who are capable of carrying out the party's strategy. meanwhile members the council of PKS stated that political parties and legislators had to vote the right communicator in conveying messages as well as communicators must have credibility and expertise in the area of focus of the message to be conveyed. Based on the opinion expressed by the representatives of political parties above, then determination of communicators in carrying out communication actions/actions within the framework of realizing the party's goals ahead of the 2024 Pilkada, the criteria can be seen in the table as follows:

Table 1. Criteria for Determining Communicators

No	Political Parties	Criteria
1	Demokrat	have integrity and be able to make and run the Party's Priority Program which is Pro-People
2	Gerinda	Has popularity and a positive image in the eyes of society
3	Golkar	Popular and have the ability to communicate
4	Nasdem	Have the ability to communicate directly, as well as media
5	PDI	Able to carry out party strategy
6	PKS	Has credibility and expertise in the field that is the focus of the message to be conveyed

Source: Research data, 2023

Based on the table above, it appears that all parties representing political parties in West Java in determining the communicator in carrying out the party's political communication ahead of the 2024 Pilkada will identify the required qualifications and competencies to be an effective communicator. This can include the ability to speak in front general, in-depth knowledge of party policy, understanding of the issues up-to-date, and good communication skills with the media and the public. Roles political communicators in the contemporary political scene can determine effectiveness communication, especially in the process of forming public opinion (Gantiano, 2018). Criteria for political communicators needed by political parties in West Java in including integrity, namely the attachment to individuals who become political communicators which reflects honesty and consistency in attitudes, actions, and consistency between values that are believed with the behavior shown. Have integrity Such political communicators are needed by political parties (Democrats) to build public trusts. Achievement of the objectives of the message delivered is determined by the existence of communicators who have good personal integrity, accompanied by good behavior good (Hidayat, 2021). Political communicators who have integrity are hope for political parties to create and carry out party priority programs that are pro-people. The criteria for political communicators determined by Gerindra and Golkar are popularity and positive image in the eyes of the public. Determination of these criteria is determined based on party grand agreement, in which the party will determine which communicators it can represent parties and legislators to convey messages to the public.

The popularity of the communicator This policy is based on the level of recognition, the level of support in the polls, the number followers on social media, or the public's positive reaction when the communicator speaks in public. Gerindra and Golkar have an interest in a communicator who is popular in Indonesia public eye, because it has a broad network and political support from the party or powerful groups can have greater access to media and communication platforms others, thus helping to increase its popularity. Thus, when addressed proportionally, popularity is the energy that can build practical change no longer just pseudo integrity (Suardi, 2017). More specifically Golkar, in determining political communicator criteria usually involves a professional agency (consultant) to used as material for consideration by party leaders, and a series of evaluations of candidates communicators. The use of political consultants is an effort to build popularity and electability in order to gain public sympathy and solutions in facing solutions political issues (Hamiruddin, 2021). In line with Golkar, Nasdem determines the criteria for political communicators Must have skills in direct communication, as well as media. Communicators Politics must be able to convey it either through outdoor communication (face to face), where communicators can meet face to face with the public, as well as communicate with using media, where the communicator can design in the form of blocks or in in test broadcasts or social media according to the desired information, so that the public understands the activity of bringing the party consistent with what we are fighting for is our slogan. Proficiency in communication is a criterion that must be owned by political communicators from Nasdem, candidates for political communicators must have skills Good communication skills and able to articulate party messages clearly and effectively to the audience. Communication skills which include listening skills, giving and receiving feedback, and the ability to handle conflict can build harmonious communication (Hermanto et al., 2020).

The criteria for political communicators determined by the PDI are quite concise but firm, that is able to run the party strategy. PDI is a political party that has its positions members to become party officers, which means party cadres who assigned to strategic positions in both the executive and legislative branches to carry out party ideology and program. Party officers are indispensable political communicators show strong loyalty to the party and have a commitment to support party policies and programs. The loyalty of PDIP members who become political communicators in carrying out the strategy the party was influenced by the figure of its party leader, namely Megawati Soekarnoputri who has

great authority/power in planning, executing, and evaluating party policies, so that it is personified as a figure of political power party center. The implications of party centrality are organizing, party discipline, and development of political infrastructure becomes strong (Widyanto, 2022).

The criterion for political communicators determined by PKS is to have credibility and expertise in the field that is the focus of the message to be conveyed. For PKS, the level of credibility of a political communicator plays an important role in its popularity. This credibility can be obtained through integrity, good track record, and match between words and actions. Credible political communicator according to PKS is very important because the community needs that information can be counted on to form opinions and make informed decisions. Those with high credibility tend to be more successful in influencing and gain public support, and create a positive impact in politics and public. Political communicators who have high credibility are decisive in convey ideas to the public, because they have to present political messages that are needed and the public, as well as political communicators to spearhead and interpreter of political parties in disseminating political messages (Siagian, 2012).

#### Design messages

Political parties have a big responsibility in ensuring the success of Pilkada as an important part of the democratic system. Integrity in carrying out responsibilities In this way, political parties can contribute to a sound political process and elections head of the area he carries. Designing an effective campaign message is a step It is important for political parties to win regional elections. campaign messages conveyed by the communicator should reflect the values, vision, and program of the candidate as well attract voters. The process of designing messages is private, where is the communicator do it symbolically in the form of language, images, sounds, and the events that involve it the result of creativity (ideas), taste (intuition), and intention (will), and involves a structure in the form discourse or world view ideological, religious, political, economic, socio-cultural (Purwasito, 2017).

#### Message design carried out by political parties ahead of the 2024 Pilkada in Java

The West according to the Democratic party, the message designed must be pro-people which contains messages positive, party performance, performance of members of the DPR, Regency/City DPRD, to criticism of government. The Gerindra Party stated that the message was designed by political parties, of course transparent for the public interest, accountable, and accountable. As for the Golkar party, the message was designed to promote unity and oneness between various tribes, religions and cultures in Indonesia, and demonstrating Golkar's commitment to promoting sustainable economic development and improve people's welfare. Meanwhile, the Nasdem party is consistent with struggle to create an inclusive and just society, in which every citizen have the same opportunity to develop and participate in development the state, including sustainable economic development, is responsible environment, and able to provide benefits to all levels of society. meanwhile, PDI in designing its message places more emphasis on social justice, the power to the people, power for those who are oppressed, what must be conveyed is not always necessary serious and heavy-handed, but can also be entertaining, informative, or educational. The message must also spread positive values. It's different from PKS, the message that delivered must be designed to be easy to understand, right on target, and motivating audiences target. Messages must contain true and factual information, and contain value or benefits that can be felt by the target audience. The message is designed as efforts to improve services to the community, build collaboration with various strength and elements of the nation, strengthen the unity and nationalism of Indonesia, do it transformation for adaptation to the changes that occur, and prayer and spiritual power.

Based on the opinion expressed by the representatives of political parties above, then designing messages in carrying out communication actions/actions ahead of the 2024 Pilkada, can be seen in the table as follows:

Table 2. Draft Messages of Political Parties Ahead of the 2024 Pilkada

No	Political Parties	Draft Messages
1	Demokrat	Positive messages, party performance, performance of members of DPR, Regency/City DPRD,
2	Gerindra	Transparent for the benefit of society, accountable, accountable
3	Golkar	Promoting unity and oneness between various tribes, religions and cultures in Indonesia, and is committed to encouraging sustainable economic development and improving people's welfare.
4	Nasdem	Creating an inclusive and just society, where every citizen has equal opportunities to develop and participate in the country's development, build an economy that is sustainable, environmentally responsible, and able to provide benefits to all levels of society
5	PDI	Social justice, power for the people, power for those who are oppressed, spreading messages that contain positive values
6	PKS	Improving service to the community, building collaboration with various national forces and elements, strengthening Indonesian unity and nationalism, carrying out transformations to adapt to changes that occur, and prayer and spiritual strength.

Source: 2023 Research Results

Based on the table above, it appears that all parties representing political parties in West Java designed a message in carrying out its party's political communication before Pilkada 2024 to win the contest. Message designed by the political party tends to be normative, that is, the message must reflect positive values, be accountable, for the interests of society, for the sake of unity and integrity, social justice, and so on. Message this normative and cliché message will always appear in every implementation election campaign. Normative and cliché campaign messages can be less effective at engaging attention of voters and differentiate the candidate from his competitors. Effective campaign messages must be specific, relevant, and have a concrete action plan that can be held accountable. Voters tend to respond better to messages that demonstrating a deep understanding of issues relevant to society and have a concrete plan to deal with the problem. Therefore for to gain voter support, the message must be adapted to the conditions of society (Arasid et al., 2022).

There are quite interesting things from the message designed by the Democrat party in facing the 2024 Pilkada, namely the performance of parties, and the performance of members of the DPR, Regency/City DPRD. This shows that the Democrats are a party that is open to delivered his message about the performance of his party, and the performance of party members who were members of the board. The design of this message is important to make it possible voters and the general public understand the performance of political parties and their assembly members represent it. The performance of the Democratic party is basically the same as that of other parties, such as performance relating to the selection of leadership and recruitment, structure, strategic plans and work programs, party activities, and so on. While performance related to board members include the involvement of board members in terms of participation and the performance of party-affiliated councilors in lawmaking, parliamentary committees, and their contributions to important issues, all of which must be conveyed to the public. This shows that the existence of the democratic party is to maintain and exercise political power to influencing public policy (Arasid et al., 2022).

The draft message carried by the Gerindra party is that the message must be transparent for the benefit of society, accountable, and transparent. Order this very normative, but nonetheless this message reflects the party's commitment to deliver honest and open information to the public and carry out public duties with integrity. Through draft messages like this, it shows that Gerindra has the party's commitment to transparency, accountability, and prioritizing public interests. This will help the party to build trust with voters and maintain integrity in carrying out public duties. One of the commitments of the Gerindra party in West Java is to maintain a culture of criticism a constructive way to build a better West Java. The message designed by Gerindra is a commitment that is used as the party's momentum to work in line with the hopes and expectations of the people of West Java. Critical culture The constructive approach developed by Gerindra shows that this party avoids conflicts with other parties others and the government. Gerindra Party was born as a political force that can unite nations by implementing ideas and providing solutions to problems faced by the people coolly and peacefully (Arasid et al., 2022).

The draft message carried by the Golkar party is similar to that of the Gerindra party normative deals with issues of national unity, and for economic development of people's welfare. Messages designed like this indicated that Golkar was a party the one in the middle (centric) which tends to take a middle position among the spectrum politics to find a balance between different views and find a compromising solution. As a centrist party, the Golkar party does not promote identity, religion, culture and politics tribes in their approach to society, because this party is worried about destroying Indonesian national values. The center party tends to implement ideology his party by adopting a moderate approach, and advocating compromise as well a balanced solution to political and social issues, hence the center party, Golkar designed his message with regard to economic development, social welfare, and social justice in accordance with the vision, mission and work program. State problems resolved through the strengthening of ideology, and intelligent voters will determine their choice to parties whose vision, mission and work programs are in accordance with their expectations (Karim, 2015).

The message designed by the Nasdem party is basically the same as the party's others, only that it is still normative, but Nasdem raises a message with more terms actual, namely "an inclusive society, equal opportunity to develop and participate, and be environmentally responsible". The three message phrases carried Nasdem has enough potential to be criticized by the public, because it shows the impression of equality. To implement this message, Nasdem must work to remove barriers that block access of all citizens to opportunities for education, employment, health, and political participation. Equality of opportunity is foundation for an inclusive and just society. To strengthen, expand, and Increasing the inclusiveness of policy construction towards equality and fairness of access is gender equality and justice (Hayat, 2018).

This is also the case with the environmental message carried by Nasdem, this party upholds environmental values and is committed to environmental protection for future generations. Environmental sustainability is a major consideration in every policy and decision. Political parties can play an important role in support environmental preservation. Environmental issues are often also related to social issues and the broader economy, so that political parties can take a variety of factors into account in designing their approach to environmental preservation (Qi et al., 2022). Nasdem as wrong one political party that is a stakeholder related to environmental issues, of course it will fulfilling the principle of the green party as the front guard in environmental preservation sustainable, so that Nasdem in campaigning for its program in 2024 will try to make green politics as the frame. However, the concern of political parties towards the issue of green politics must be shown in its vision and mission so as not to give the impression of concern only as activities that are partial and incidental (Supratiwi, 2013).

The message designed by PDI is also related to classic issues, namely social justice, power for the people, power for the oppressed, spread the message that contain positive

values. PDI always carries the party jargon of "little people" that's for sure in every campaign or other communication action will use the jargon. The use of messages carried out by PDI is based on the ideas of the figures became the ideological foundation of this party, namely Ir. Soekarno the first president of the Republic of Indonesia. The wong cilik party shows that the PDI has always been united with the people by running ideological work for the people, which is shown by the message "social justice, power for the people, and power for those who are oppressed" as a reinforcement of his party's ideology.

Strengthening ideology is a necessity to solve the country's problems and become people's choices in determining their choices in accordance with their ideological beliefs (Karim, 2015). Messages designed by PKS relate to improving services to community, build collaboration with various national forces and elements, strengthen it Indonesian unity and nationalism, carry out a transformation to adapt to change what happened, and the power of prayer and spirituality. The message designed by this party is sufficient complete, normative, but based on religion in accordance with the basis of Islamic politics that it promotes. Hence the principles of conservative but quite moderate Islam became the ideological root, so that its supporters are also a society that is segmented into Islamic groups that have moderate Islamic views in certain areas (usually urban). As a party that adheres to an open ideology, both in reaching its public, as well as the message it conveys, such as "building collaboration with strength and elements of the nation, and strengthen Indonesian unity and nationalism", PKS became a party which is even more dynamic in terms of designing the message which incidentally can be interesting public attention that has been "opposite". The openness of PKS ideology is shown by showing a moderate Islamic party, inclusive for all parties, support plurality in achieving political targets (Nurussa'adah, 2018).

#### Select Media

Political parties in implementing their program (agenda) always use communication media, both conventional media (television, radio, newspapers, magazines), as well as social media with its various platforms, just like what parties do Democrats, in conveying information, it is conveyed only in general to members of the West Java provincial DPRD faction, management and delivery mechanism information on political parties ahead of the election is carried out through various methods including share information via Whatsapp Groups, Official Letters from the Party, Technical Guidance (Bimtek), and Official Website, and mass media.

Gerindra Party in choosing the media to determine the purpose of dissemination of information carried out gradually and periodically to be evaluated, namely by utilizing social media platform facilities through an integrated digitalization system with integrated data to meet information needs and gain public support. Other media that used to disseminate information in newspapers and television, then used as well as printed materials such as brochures and pamphlets to introduce candidates and party programs. In addition to holding face-to-face meetings with residents to explain programs and promises the promises made. The use of the media is used to further facilitate the activity communication ahead of the 2024 elections. The Golkar Party is also almost the same in socializing work programs and promises politics, and so on using mass media and social media in the form of websites, facebook, and other platforms, as well as Nasdem, PDI, and PKS, these three parties are the same in terms of media selection, namely mass media and social media. Opinion based stated by the representatives of the political parties above, then the design of the inner message carry out communication actions/actions ahead of the 2024 Pilkada, which can be seen in the table as follows:



Table 3 Selection of Political Party Media Ahead of the 2024 Pilkada

No	Political parties	Media
1	Demokrat	Whatsapp Group, Official Letter from the Party, Technical Guidance (Bimtek), Official Website
2	Gerindra	Social media platforms through an integrated digitization system with integrated data, newspapers and television, brochures and pamphlets, and direct meetings with residents
3	Golkar	Newspapers, television, websites, facebook, and other platforms
4	Nasdem	Press releases for mass media Newspapers, television, websites, facebook, and other platforms
5	PDI	Newspapers, television, websites, facebook, and other platforms
6	PKS	Media relations with the mass media of newspapers, television, websites, Facebook and other platforms

Source: 2023 Research Results

The use of the media by political parties ahead of the 2024 Pilkada in West Java is becoming obligations that must be carried out, because through the media all information, both regarding political figures, political messages, political programs, and the performance of these political parties affect the image and reputation of the political party. One of the image indicators and the reputation of political parties can be seen from the growing public opinion. If opinion positive public, public support appears, and public participation is built, then the image and The reputation of political parties has also become positive.

Utilization of the media is important for political parties to communicate with the public, however, it often happens that the information conveyed by the media is not in accordance with the hopes of political parties, especially if the information they convey is published by the media owned by officials from different political parties. Nevertheless regardless of the problem The hope is that the media is a tool for helping political parties to reach voters potential. In informing the party and its programs, the media is still considered effective, especially if the media is able to balance the portion for develop national ideas (Mustofa, 2013).

Basically, political parties such as Democrats, Gerindra, Golkar, Nasdem, PDIP, and PKS uses mass media and social media to reach the public, which is deep in reality all these parties rely more on social media, especially in social media reach out to the public from the millennial generation and generation Z segments, because of both generations they are very literate of social media technology, and for them social media is no longer a social media lifestyle, but has become a primary need in communicating. therefore, in facing the 2024 Pilkada in West Java, these political parties are certain use digital-based social media with all its platforms to gain support public. Social media is capable of disseminating political information in the form of political agendas easily, quickly, and precisely to change the attitudes and political behavior of the public (Siagian, 2015).

The political parties above, in facing the 2024 Pilkada, believe that the media has a very strategic position. Therefore especially for PKS, political parties and legislators must choose the right media to convey the message. Media that selected must be in accordance with the characteristics of the target audience and can influence perceptions public towards political parties or legislators. Basically, through social media, social status, economics, and politics in society is not limited. Through supported social media Communication technology is able to reach its audience broadly, quickly and flexibly (Susanto, 2017). In addition, the form of political messages conveyed by political parties and the media consuming behavior of millennial voters and generation Z can be

influenced by the role and views of social media as a political communication channel (Andriana, 2022).

Not only is the use of the media by political parties ahead of the 2024 Pilkada relying on the power and flexibility of social media alone, they also use mass media, especially television and newspapers, because they think that the mass media also quite significant and effective in influencing public opinion against his party. In Utilizing mass media, Nasdem carries out press releases in the form of news articles/materials or recordings submitted to the mass media (newspapers and television) so that published in the mass media. Meanwhile, PKS carries out media relations with mass media newspapers, television.

The implementation of press releases by Nasdem, and media relations by PKS are two the same thing, namely establishing relations with the media to. Nasdem officials own the media itself, namely television Metro TV. For Nasdem, having media will make it easier for his party deliver political messages to gain public support. however, even though they have the media, the procedure for posting messages is still being obeyed, that is, party officials will make a press release to be published by Metro TV.

Media ownership by Nasdem officials on the one hand can help political parties to carry out political campaigns, political advertisements, political publicity, and so on. However, on the other hand, media ownership by political party officials has great potential the occurrence of political information monopoly which can narrow the choice of political information by khakayak that is loaded by the media. Media ownership by political leaders cause the media to be biased which is feared to trigger conflict in democracy, because the media is only used as a means by certain groups to gain power (Rahman et al., 2019).

As for PKS, which do not have media, they try to carry out media relations in order to establishing a harmonious relationship with the media, both newspapers and television. Activity media relations by PKS is a strategy carried out by a team of experts and Experienced in managing media relations, starting from the stages of planning, organizing, and coordinating all communication activities with the media. Engaging strategy This relationship with the media aims to promote political parties or legislators, disseminate messages and programs, and build a positive image. Media Relations usually involves providing news, press releases, and press conferences.

This media relations activity carried out by PKS is a manifestation of the integrity and responsibility of the party in establishing relations with the media with the aim that the media can help the party in gaining public support. The relationship between political parties and the media is a symbiotic relationship of mutualism that needs each other and beneficial to both parties, so the media is an important partner, because it is able to convey brief information to the public (Lailiyah, 2015).

Media selection activities carried out by political parties above tend to be the same, namely using the mass media and social media to gain public support, however, there are three political parties that add another use of media, viz Democrats conducted technical guidance, Gerindra held face-to-face meetings with residents, and PKS held face-to-face meetings with the public to promote party politicians or legislators, spread messages and programs, and build a positive image. These meetings take the form of general meetings, small group meetings, or individual meetings.

The direct meeting held by the three political parties above is in a form interaction that is used to establish relationships with the public, where in the process it occurs two- way communication, in which the party conveys its agenda, the public listen to it, then a dialogue occurs between the two parties. In a face to face meeting In this way, the political parties through their cadres can find out directly what is there what the public thinks, feels, and does about the agenda of political parties, otherwise the public can

provide input, criticize, and even refute the contents of the discussion in the meeting that directs. Face- to-face direct communication can provide support to party cadres who have credibility and considerate quality the existence of political parties as representatives of public desires (Arasid et al., 2022).

#### Define Audience

Political parties in disseminating their program (agenda) will carry out an analysis target audience (public). This is done solely for the agenda its politics can be positively appreciated by the public, so that its political communication becomes effective. The Democratic Party conducts public analysis at least 1 time in 1 month regions and constituencies (dapil) with visits and social activities. Democrats so far have a relatively stable base of supporters, their segmentation of voters consists of various social groups, ranging from Nationalists, Liberals, Moderate, Islamic and conservative, but focus on young voters (40 and under). Democrats' own policies have never been one-sided and prioritize profits only some groups, but they always try to be 'democratic' with their values to the general public.

Gerindra in setting audiences prioritizes its aim to sound Gen Z and Millennials. The selection of this generation is carried out through an in-depth situation analysis of potential support from the two generations who tend to be social media literate high, tend to be tolerant of certain groups, responsive to various existing issues relation to their interests, and so on. Audience analysis is important for parties in determining what information will be disseminated to them.

Golkar in determining its audience one of which is done by going down to the field greets the community, and hears what their hopes are. Objective take to the field is for the formation and strengthening of the network. the activity was Golkar's political work to attract public sympathy, which was all done through the structural consolidation of parties, cadres and all their networks in order to win Pilkada 2024. The audience targeted by Golkar are community leaders, public figures Gama, intellectuals, professional associations, civil society organizations, farmers' unions, fishermen's unions, labor organizations, community organizations and others.

Meanwhile, Nasdem expressly stated that the audience he was targeting was deep facing the 2024 Pilkada are those whose voices are still "gray" whose numbers are in West Java is still a lot, especially aimed at audiences who have voting rights, but have not exercised their right to vote. While the audience has already decided his choice to Nasdem will continue to be maintained.

Likewise, what was stated by the West Java PDIP, ahead of the 2024 Pilkada this party will attract the votes of young people, the majority of whom will be the first-time voters, because this segmentation does not have enough experience in politics and voting, so that the party needs to adjust to the values concerned, the issues considered, and its preferences. For that all party components will move through either internal or external consolidation. PKS in determining its audience first considers who become the target of the message conveyed, as well as the characteristics and interests they. This is done so that the message conveyed can be more relevant and acceptable by the target audience. For this reason, to face the 2024 Pilkada, PKS is intensive conduct hospitality and work together with various elements in various regions West Java. PKS has a strong community base in urban, Islamic and rural area educated circles. This support base continues to be maintained by PKS, because it has great potential in gaining votes in the 2024 Pilkada.

Based on the opinion expressed by the representatives of political parties above, according to general determination of audiences carried out by political parties ahead of the 2024 Pilkada in Java west can be seen in the table below:

Table 4 Determination of the Audience of Political Parties Ahead of the 2024 Pilkada in West Java

No	Political parties	Audience
1	Demokrat	Nationalist, Liberal, Moderate, Islamic and Conservative groups, but Focus on young voters (40 years and under)
2	Gerindra	Gen Z and Millennials.
3	Golkar	Community leaders, religious leaders, intellectuals, professional associations, civil society organizations, farmers' unions, fishermen's unions, labor organizations, community organizations
4	Nasdem	Communities whose voice is still "gray" who have voting rights, but have not exercised their right to vote
5	PDI	Young people as first time voters
6	PKS	City people, Islamists, educated, young generation

Source: 2023 Research Results

Pilkada 2024 is a fairly tight political contestation, because of the political parties will be damaged as hard as possible to gain the support of votes from various elements of society in Java West. Based on table 4, all political parties will strictly focus on communication politics to gain votes from people with millennial and segmentation generation Z. This can be seen from the statement made by the Democrats (40 years on below), Gerindra (Gen Z and Millennials), PDI (young voters), and PKS (young generation).

This young generation (millennials and Z) is a very sexy target audience in order to become supporters of political parties, because in addition to the population in West Java is very large (approximately 40%), this generation is very familiar and proficient in using technology digital-based information, social media by sharing platforms as a means everyday communications that make them, not just consumers of information, but also producers of information that can influence the audience's decision to vote or reject candidates offered by political parties.

The 2024 Pilkada in West Java is a momentum for the younger generation determine its support for the candidate from the political party that carries it. therefore, political parties such as Democrats, Gerindra, PDIP, and PKS are working hard to get the voice of this younger generation. The millennial generation with its distinctive communication style can become an important asset because its activities can color, and even change the climate politics (Candranegara et al., 2018).

The presence of the millennial and z generations in the 2024 Pilkada is also part of them are novice voters who have the potential to participate in the regional elections, because they general has the ability to think globally, realistically, independently of course will implemented through regional elections. However, not a few of them (especially Generation Z) mentally and emotionally caused by educational, social, economy, and access to troubling sources of information, does not rule out the possibility they also did not participate (abstentions) in this regional election. To avoid this Golput Political education is needed<sup>2</sup> in accordance with this young generation. If the view and the needs of the millennial and gen Z generations are respected, and political education is provided to them using the role approach of political preference through social media, forms of political participation, indicators of elections with integrity and democracy, then its influence on the 2024 elections will be significant (Sarofah, 2023).

Meanwhile, in determining the audience, Nasdem and Golkar did not mention Obviously its generation, even Golkar is based on determining its audience personality, profession, and organization. Determination of the audience by targeting the three factors This shows that Golkar has a heterogeneous target audience. Naturally to reach them an effective communication strategy is needed, by strengthening party ideology, building a good narrative, and political education for prospective candidates the legislature. A party that

has the appropriate vision, mission and program, and ideology with people's beliefs, will be chosen by intelligent voters (Karim, 2015).

## **Conclusion**

The political parties that will be involved in the 2024 Pilkada contest in West Java have develop a communication strategy starting from determining the communicator, designing the message, media selection, and audience determination, which basically, all political parties are like Democrats, Gerindra, Golkar, Nasdem, PDIP and PKS determine the criteria the communicator must have integrity, be popular, have credibility (skills/expertise communicate), and able to carry out party strategy. The criterion of the communicator becomes positive energy for political parties to achieve their political goals, namely political support public based on a harmonious relationship between the two parties, so that communication party- run politics becomes effective. Messages designed by political parties are generally normative, ie range from issues of unity, nationality, and social justice, to transparency and accountability. Unless Democrats design messages related to party performance, the performance of members of the DPR, Regency/City DPRD, while the PKS added its message regarding transformation for adaptation to the changes that occur, and prayer and spiritual power. All of these messages are the packaging of political parties that have equality and suitability with the conditions of society, and become a solution to the problems of the nation.

The media chosen by political parties ahead of the 2024 Pilkada in West Java are newspapers and television mass media, social media with its various platforms, and direct meeting with the public. Selection of mass media and social media because, the media is still considered effective in informing parties and programs program, and able to balance the portion to develop ideas nationality. Social media is capable of disseminating information on political agendas effectively easy, fast, and appropriate to change the attitudes and political behavior of the audience. As for the meeting directly with the community in the form of face-to-face communication. He is able to provide support to party cadres who have credibility and considerate quality the existence of political parties as representatives of the public will.

Determination of audiences carried out by political parties is basically the same, viz prioritizing young voters, who belong to the Millennial generation, and Generation Z, as well as community leaders, professional organizations, civil society and organizations social. The priority of the Millennial generation and Z generation, because they are community groups that are quantitatively larger in number than previous generations. In addition, this younger generation has the ability to utilize digital-based information technology, and with its distinctive communication style can become an important asset because its activities can color, and even change the political climate.

The 2024 Pilkada in West Java is a very decisive moment for political parties to win the support of the people's voice, which all parties make the Millennial generation and generation Z were prime targets for his support, and they certainly weren't easy for political parties to obtain maximum support. Therefore the recommendation for political parties is to formulate a strategy based on research results objective and accountable about the results of situational analysis, organizational analysis, and analysis audience. These three analyzes are manifestations of the formative research the results are basis for political parties to develop an effective communication strategy.

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