

STRATEGY CAMPAIGN PARTY JUSTICE PROSPEROUS TO CAPTURE VICTORY IN ELECTION 2024 (STUDIES CASE ELECTION LEGISLATIVE IN LEVEL DPRD DKI 2024)

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Abstract. This journal will analyze the campaign strategy of the Prosperous Justice Party (PKS) in winning the 2024 Election, specifically in election legislative at the DPRD level Jakarta. This research review through descriptive qualitative research methods explores how PKS designs effective campaign strategies to increase electability amidst increasingly tight political competition. This study uses an interview approach to sources directly involved in the campaign as well as relevant literature studies. PKS campaign strategy analyzed using campaign theory from Venus (2004) which share campaign into four types, with Research result show that success PKS in increase vote acquisition in DPRD DKI Jakarta in 2024 cannot be separated from a structured and adaptive campaign strategy, by prioritizing Islamic values, justice social, And approach direct to voters. Image strengthening party through social media, social activities, and face-to-face communication successfully create emotional closeness with constituents. This research confirms the importance of consistent and value-based political communication strategies in building voter trust and loyalty towards the party political.

Keywords: election general; strategy campaign; party politics.

I. INTRODUCTION

Indonesia is a democratic country that holds general elections every five years as part of its commitment to the implementation of democratic values (Bintari, 2021) [1]. Elections in Indonesia are not only a routine process of political representation but also a reflection of citizen participation in determining the future direction of governance. One of the critical components in this process is political campaigns, which act as a medium for political parties to promote their identity, values, vision, and mission to the public [2]. In the democratic process, political campaigns play a pivotal role. Campaigning is a strategic communication activity aimed at conveying a political party's vision, mission, and programs to the public while building a positive image, mobilizing support, and strengthening emotional ties between candidates and voters. Effective campaigns are not only persuasive but also adaptive to the changing sociopolitical landscape (Tamim, 2023) [3]. The Prosperous Justice Party (PKS) is known for its ideological consistency, cadre discipline, and strong grassroots movements. In the 2019 DPRD DKI Jakarta election, PKS won 16 seats and positioned itself as one of the three strongest parties in the capital [4].

In the 2024 election, PKS further increased its electability, securing 18 seats with over one million votes, surpassing major parties such as PDIP and Gerindra [5]. the

show data that PKS won 1,012,028 votes or 16.68% of the total valid votes, and won 18 seats. This achievement surpassed PDIP who received 850,174 votes (14.01%) with 15 seats. When compared to the 2019 results, it can be seen that support for PKS has increased. This increase reflects the success of PKS's campaign strategy in attracting support from various levels public in Jakarta [6]

Table 1. KPU DKI Jakarta, 2019

Partai	Jumlah Suara	Jumlah Kursi
PKS	917,005	16
PDIP	1,336,344	24
Gerindra	935,793	19



Figure 1. KPU KI Jakarta, 2024.

This increase in political support indicates the effectiveness of PKS's campaign strategy that emphasizes Islamic values, justice, and social welfare, along with digital media utilization and community engagement. This study aims to analyze the campaign strategy used by PKS in the 2024 legislative election at the DPRD DKI Jakarta level using Venus' campaign theory. The research contributes to political communication studies by illustrating how modern campaigns operate through multi-layered and adaptive approaches in urban settings.

II. RESEARCH METHODS

Research uses a descriptive qualitative research method. by using technique interview as well as literature study to find out what campaign strategies are implemented by PKS to win the 2024 election (Case study of legislative elections at the DKI DPRD level 2024). Besides that, interview conducted to source person Which own involvement and understanding to process campaign which is applied PKS, especially in the DKI Jakarta area. In addition, the author also reviewed various library sources as comparative materials. and supporters analysis (Rusandi & Rusli, 2020)[7].

In analyzing the campaign strategy, the researcher refers to the campaign theory from Venus (2004) which categorizes campaigns into four types. includes social campaigns, whisper campaign, promotional campaign, and political campaign. The focus of this research is the form of political campaign, where campaign activities are aimed at conveying messages to the public regarding party identity, vision, and programs. Which offered by PKS. With the approach this, data Which obtained from interview And literature will associated with the form of political campaign according to Venus (2004) to see how the strategy PKS's political communication is able to shape public perception and gain support in the 2024 election.

III. RESULT AND DISCUSSION

The 2024 legislative election in DKI Jakarta is an important moment in the shift in the national political power map. Jakarta, as the center of government and political symbol of Indonesia, is often considered a reflection of the direction of political choices of the wider community. In this context, the success of the Prosperous Justice Party (PKS) in gaining significant seats in the DKI DPRD shows the effectiveness of a campaign strategy that is carried out in a structured and adaptive manner (Nusantara, 2017). PKS, which has long been known as a party based on Islamic values, has succeeded in developing a new approach that is more inclusive and communicative towards a diverse urban society. In its efforts to attract public sympathy, PKS utilizes various types of campaigns to reach voters from various backgrounds. social campaigns, whisper campaigns, promotional campaigns, and political campaign[8].

The social campaign approach can be seen from PKS's efforts to voice. issues public like justice social, community service, and citizen empowerment packaged through social media and community activities. Social issues which is made

as part of campaign narrative, naturally PKS does not only offer figures legislative candidate, but also presents itself as party Which care about community issues, so that it can increase emotional closeness with voters and strengthen Power electoral appeal of the party at the local level. PKS uses social campaigns to convey moral messages about the importance of real support for the people, especially those who are vulnerable and in need. This campaign not only promoting parties or legislative candidates certain, but also build collective awareness that society needs honest leaders, care, and not to indulge promise empty (Abuzar, 2025)[2].

Here is a picture on social media Instagram Which building public awareness about the importance of real commitment to the people:



Figure 2. Content campaign Social 2023.

Meanwhile, the PKS whisper campaign strategy in the 2024 Election was carried out intensively through personal and informal word of mouth approaches. Based on the results of an interview with Abuzar, Head of the PKS DKI Jakarta DPRD Winning Team in 2024, it was explained that his party actively mobilized a network of cadres and sympathizers down to the RT and RW levels to make direct visits to residents' homes. The main objective of this strategy is to shape public opinion slowly through warm dialogue and build public trust in the party (Abuzar, 2025) [9] This whisper campaign approach allows for intense two-way interaction, not only conveying the party's work program, but also listening to complaints and community needs directly and PKS is the party that is most often present in the community, actively involved in environmental activities, and shows concern through consistent communication (Mulyani, 2025) [10]. From the promotional campaign side, PKS utilizing social media and outdoor media as a means of introducing work programs and legislative candidates that will be carried. Billboards, banners, and visual content on social media are used massively and consistently to strengthen the party's identity. Based on the results of interviews with observers political Adrian Mario Stevenson, PKS promotional campaign considered successful because it maintains the consistency of the party's image as clean, caring, and religious. The promotional content that is distributed is not only informative, but also touches on the emotional public, especially in relevant issues such as social justice, education, and service public (A. Stevenson, 2025) [11]. Actively utilizing Instagram social media as a means of promotion and political campaign

in the 2024 Election. Through official accounts such as @pkjdkijakarta, PKS presents various attractive visual content that is consistent with the party's identity, such as the dominance of orange and white, the party logo, and the professional appearance of legislative candidates wearing white coats. The content shared is not only informative, such as work programs, candidate profiles, and legislative achievements, but also educational (Zakaria, 2025) [12]. The following is a picture of PKS's social media which was used for campaigning:



Figure 3. PKS Instagram Social Media Account

The campaign must be designed carefully to ensure that this strategy can produce maximum results for PKS. This slogan become an important part of their campaign strategy for the 2024 Election. This slogan is designed to respond to the most pressing basic needs of the community, namely access to affordable food prices, ease of getting a job, and easily accessible and quality health services. Through this approach, PKS wants to emphasize their commitment to the welfare of the lower and middle classes. This campaign was delivered through various channels, ranging from social media, face-to-face campaigns, to real work programs in the field. The campaign strategy implemented by PKS has not only succeeded in forming and strengthening the party's image as a political entity that sides with the lower classes, but has also significantly increased the party's appeal in the eyes of voters, especially dense and complex urban communities such as DKI Jakarta. The success of this slogan lies in its simplicity in conveying the message, but still reflects the concrete substance of the party's program. The effectiveness of the slogan has been proven to be able to increase the party's electability because it has advantages in terms of clarity, closeness to the socio-economic realities of citizens, and ease of being accepted and understood by various levels of society, from the lower to the upper middle class. This approach shows that a strong, relevant, and easy-to-digest campaign narrative is one of the important keys to winning the hearts of voters in political contests in strategic areas such as the nation's capital. (Zakaria, 2024) [13].

Following This is picture slogan PKS:



Figure 4. PKS 2024 election slogan

In addition, PKS also uses digital promotional media which is used strategically, namely the official PKS campaign portal at <https://kampanye.pks.id/>. This website is an integrated platform which display various elements of party promotion, such as reasons for choosing PKS, cadre's role in the area, leader profile e-book, to campaign songs which can be downloaded and distributed. Use of this website reflects strategy communication which modern and targeted, where campaign information is not only packaged visually and interactively, but is also easily accessible to the public from various segments, especially young voters who are familiar with the world of politics. digital. In addition to being a means information, this portal also strengthens party branding by displaying messages main like "PKS Defender People" And narrative of justice and concern social, which in a way consistently voiced through various other campaign channels (Abuzar, 2025) [14].

Following Picture website portal:



Figure 5. Website portal campaign

PKS carried out its political campaign formally by conveying its vision, mission, and programs through various communication channels, both online and offline. The campaign strategy was systematically designed to reach diverse societal groups, particularly urban voters in DKI Jakarta. In this context, the campaign functioned not only as party socialization but also as a strategic effort to gain electoral support. Careful planning and effective implementation became key factors in securing PKS's success in the 2024 election, especially in obtaining seats in the DKI Jakarta DPRD [15]. From the campaign theory put forward by Venus (2004), which covers four aspects of the four types of campaigns, it provides a comprehensive framework for understanding how PKS builds

the party's image, conveys political messages, and influences voters through a multi-layered and strategic approach. PKS actively raising social issues that are close to people's lives, such as public services, education and justice social. Through content media social that emotionally touching like a visual of parents carrying a heavy burden accompanied by the narrative "empty promises are everywhere" PKS conveys a moral and caring message. This strategy aims to build public awareness about the importance of real partisanship towards the people, so that it is in line with the essence of the social campaign in the Venus 2004 theory [16].

Based on the findings in the field, PKS's campaign strategy showed significant effectiveness in garnering public support. This is reflected in PKS's vote acquisition, which reached 1,012,028 votes or around 16.68% from total voice legitimate, as well as succeed won 18 seats in the Jakarta DPRD, ahead of big parties such as the PDI Perjuangan. This achievement is proof of the success of the campaign strategy carried out by the PKS, which not only utilizes formal media, but also strengthens emotional closeness with the community through programs real (Zakaria, 2025) [17].

This study discusses the campaign strategy of the Prosperous Justice Party (PKS) in winning legislative seats in the DKI Jakarta DPRD in the 2024 Election using the campaign theory approach according to Venus (2004) which includes four dimensions: social, whisper, promotion, and political campaigns. In the context of the social campaign, PKS actively builds an image as a party that cares about the issues of the urban community in Jakarta, through community service programs such as disaster relief, free health services, and community education activities. Meanwhile, in the whisper or *silent campaign*, PKS utilizes the network of cadre structures down to the RT and RW levels to convey political messages directly, personally, and informally to the community without having to rely on mass media, thereby strengthening the electoral base at the grassroots. In terms of the promotional campaign, PKS demonstrates political branding efforts through billboards, posters, social media (such as Instagram @pkjdkijakarta), and other visual content that displays legislative candidates with a professional style, inspiring slogans, and narratives that arouse emotions. Finally, in the formal political campaign, PKS actively participated in public debates, citizen dialogues, and conveyed concrete policy ideas in official forums and digital media. These four strategies were implemented in an integrated and simultaneous manner, showing that PKS did not only rely on one communication channel, but managed various approaches to form a religious, populist, and clean party image, in order to attract the sympathy of the people of DKI Jakarta in the 2024 legislative election contest.

IV. CONCLUSIONS

Study This conclude that success Party Prosperous Justice (PKS) in to achieve sound and chair in a way significant in the DKI Jakarta DPRD in the 2024 Election is results from implementation strategy a structured, adaptive and integrated campaign. Strategy Party campaign Prosperous Justice (PKS) in the Election Legislative Jakarta City Council 2024 shows

significant success in expanding public support and strengthening party image in in the midst of competitive political competition. PKS implementing a comprehensive campaign approach based on Venus' theory (2004), namely social campaigns, whisper campaigns, promotional campaigns, and political campaigns. Social campaigns are used to raise relevant public issues and touch on the interests of the community, such as social justice and public service. public. Campaign whisper run in a way personally through a network of cadres and sympathizers who interact directly with grassroots communities. Meanwhile, the promotional campaign is focused on strengthening the party's identity through social media, billboards, and the official site, kampus.pks.id, as a digital information and branding media. Formal political campaigns are carried out to convey the vision, missions and programs party to the public at large. These four strategies complement each other and contribute to success PKS in obtaining 1,012,028 soundor 16.68% from total valid votes and 18 seats in the Jakarta DPRD, exceeding PDIP's achievement. This achievement shows that PKS is able to combine traditional and digital approaches effectively, as well as build emotional closeness with voters, especially the younger generation and urban communities. Thus, the campaign strategy implemented by PKS has proven effective in building an image, convey a message political, and seize victory in contestation legislative 2024 in DKI Jakarta.

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